

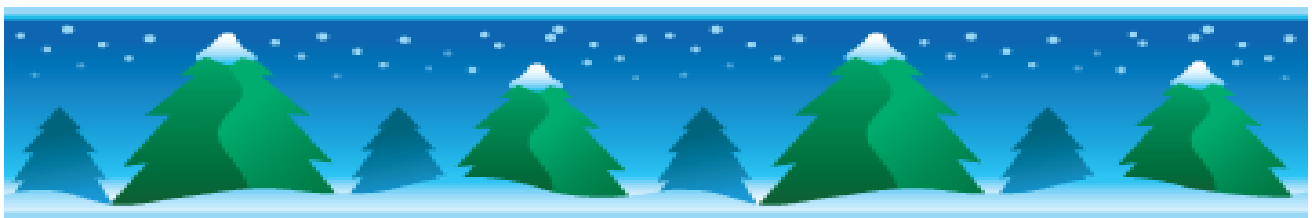


VANCOUVER ISLAND  
UNIVERSITY

# 2010 Festival of Trees TREE DESIGNER HANDBOOK



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## Who to Call for Assistance

Renee Bohun, Festival of Trees Coordinator  
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## Important Dates & Deadlines

### TREE DESIGNER INFORMATION

- Tree Set-Up - Vancouver Island University – Nanaimo Campus at the Welcome Centre
  - Saturday, November 13, 2010 – 8:30 am to 5:00pm
  - Sunday, November 14, 2010 – 8:30 am to 5:00pm
- Trees must be securely mounted on a solid base before decorating
- We provide base and mounting materials. Volunteers will assist you with this.
- Decorations must be wired on to the trees
- Note: maximum reimbursement with receipts – we are giving all our designers the option to order their trees through our wholesaler based in Vancouver. This will allow you more money to purchase decorations and lights.
  - Large Tree 5ft to 6 ft only - \$500                      Small Tree 3 ft – 4ft - \$300
  - We are restricting the height of all trees to 6 ft maximum because of delivery requirements.

**FESTIVAL WEBSITE: [www.viu.ca/festival](http://www.viu.ca/festival)**

<b>2010 FESTIVAL OF TREES - WEEK AT A GLANCE DAY / DATE</b>	<b>Dates</b>	<b>TASKS</b>
Outdoor Lights set up	August 14 <sup>th</sup>	set up outdoor lighting
Decorating Team Party and Decorating	Wed, Oct 5 <sup>th</sup> 5-7 pm Long wood Brew Pub Upstairs meeting Room	Learn how to decorate and design a tree – expert designer on hand to provide instruction – Feature designer Amber Harris from JBD Designs
Designer set up	Saturday, Nov 13 <sup>th</sup> 8:30 am to 5 pm	Check in at reception desk
Designer set up	Sunday, Nov 14 <sup>th</sup> 8:30 am to 5 pm	Check in at reception desk
Festival Lunch	Friday, Nov 19 <sup>th</sup>  11am to 1:30 pm	
Family Days	Saturday, Nov 20 <sup>th</sup> 12 noon to 5 pm	
Family Days	Sunday, Nov 21 <sup>st</sup> 12 noon to 5 pm	
Gala	Friday, Nov 26 <sup>th</sup> 5 pm	
Public and Senior Days	Saturday, Nov 27 <sup>th</sup> 12 noon to 5 pm	

## Planning Your Tree

Your tree should convey a cohesive theme with color, concept, decorating, and gift items that all blend together. The Festival reserves the right to deem what is appropriate both in theme development and individual items under your tree.

### Theme Ideas

The following tree theme ideas may be helpful as you plan your creation. The impact of a cohesive well-planned tree theme definitely supports enthusiastic bidding.

- Children / Teens: Stuffed animals, Toys, Disney/Pixar movies, Story book characters, Zoo animals
- Holiday: Nutcracker, Nativity, Snowmen, Reindeer, Santa Claus
- Elegant: Color theme, Holiday theme, 12 Days of Christmas
- Seasonal: Winter Wonderland, Natural
- Religious: Nativity, Angels, Silent Night
- Nationality/Cultural: Christmas in Germany, France, Spain, the Orient
- Nostalgic and Classic Christmas: Homemade, Old Fashioned Holiday Children's Memories
- Sparkly baubles: Beads, Crystals, Twinkle lights, Glitter, etc.
- Sports (Soccer, Basketball, Baseball, Football, Hockey, etc.)
- Outdoors: Summer Sports, Winter Sports, Lodge, Lake, Camping
- Vehicles: Trains, Planes, Boats, Sports Cars, Motorcycles
- Christmas in different climates: Tropical, Down Under, North Pole
- Cultural: Art Museum, Ballet, Broadway, Theater, Circus, Music, etc.
- Miscellaneous: Tool Time, Gourmet foods, Memorabilia, Nautical, Electronics/Computers, Gifts from the Garden, Tree of Learning, Visions of Chocolate

**Remember the WOW factor!** The "Wow!" factor boils down to one thing; exceeding the expectations of the audience. We suggest that you think BIG to create the most exciting and eye-popping tree and package possible! You might want to spend some time initially brainstorming with your team and then flushing out what your tree will look like. You can make the difference between a nice tree and one that excites the imagination of both the public and the buyers. Please let us know if we can provide you with some feedback or suggestions.

## Consider Your Prospective Buyer(s)

Every auction requires at least two interested bidders and will be more successful when there are three or four active bidders. Festival tree buyers are as diverse as our wonderful creations, but there are some key elements to consider in planning your tree:

- Mr. and Mrs. John Smith are **individual buyers** who are looking for “Trees” to decorate their personal home or the house of a family member. These individuals are often looking for trees with less emphasis on lots of things and more focus on a few high-end gifts and unique experiences such as travel to exotic places, dinner for 8 at an exclusive location or prepared by a well-known chef, private winery tours, and the like.
- Betty Anderson of ABC Industries is a **business buyer** who is looking for trees that will enhance the business office, lobby or showroom. Often, she is also looking for trees with items or ornaments that can be given to key customers or employees. These buyers want a tree that will be interesting but not too over-the-top.
- Mr. and Mrs. Chambers are **charitable buyers** who are looking for trees to donate to their favorite nonprofit organizations, schools and/or hospital departments. Their interests vary but they want a tree that will have appeal to the group they are supporting, will provide gifts for the children, seniors, or homeless families for whom they care deeply.

Of course, these are just examples of our buyers. By taking time to think about the interests of your prospective buyer, you will be more focused on meeting their desires and more effective in communicating the benefits of your tree that make it the perfect match for their holiday plans.

## Purchasing

Early purchasing is the key to economical tree creation. As a Festival Tree Designer you will be able to take advantage of special discounts provided by several local businesses. We ask that you respect the terms and conditions of these arrangements, so the Festival will continue to benefit from our generous supporters for many years to come. Canadian Tire will provide you with a 10% discount – must be taken to customer service desk.

## Tree Accounting

Completing the Tree Accounting process can feel overwhelming after you've just spent two days decorating your tree. We recommend recording your purchases as you go and clearly identifying items purchased on each receipt. It can be difficult to figure out one item from another on a receipt weeks later.

[The Tree Accounting Report will be forwarded to you.](#)

## Donations

Many of you will want to seek donations from the businesses in the community in the form of gifts, services, and other materials. Make sure to turn in a completed Donation Form for each item you receive as soon as possible. **If a donor would like to make a cash contribution to your tree, the check must be made payable to: Vancouver Island University Foundation. Donations over \$25 will receive an official tax receipt.** Once the Foundation receives the cheque we will advance you funds in that amount to make purchases for your tree.

## Lighting Your Tree

**Use only led approved lights.** Do not cluster lights together or use light covers without prior testing and prior approval from the Festival Office.

## Display Items

All display items must be **NEW** merchandise. All wrapped boxes will be delivered with the tree, both those containing gifts & wrapped empty boxes being used for decor. Please save all original boxes for gift items to be delivered with the tree, including molded Styrofoam packing; enclose owner/operator manuals and warranties, etc along with the items in their original box.

**All items placed under or around the tree will be sold with the tree. Do not place anything under the tree that you expect to have returned such as CD/DVD Players, spotlights, pictures, tree skirts, carpeting, etc.**

## Items to Avoid

Large vignettes, backdrops or set pieces make a beautiful display but may not add value for the buyer. Keep in mind that the trees eventually will be placed in private homes or businesses where space constraints and the logistics of moving and storing large “displays” may limit interest in bidding on your tree.

All items on display in the tree square are considered part of the auction and must go with the tree package once sold. **Rented Props are not allowed.**

## Additional Equipment For Decorators

In addition to the required items (for your tree) that we mentioned earlier, the following are items you will need in order to decorate your tree.

Please note that the Festival **will not** provide or loan these items, you are responsible for bringing what you will need.

- Ladder or stepping stool to decorate the top of your tree
- Broom or handy vac for cleanup
- Floral wire or pipe cleaners to attach ornaments and lights
- Pliers and wire cutters with side cuts
- Scissors and Tape – floral, masking, etc
- First Aid Kit with Band-Aids for minor cuts and scratches
- Boxes for decorations or items displayed under the tree
- Glue guns and extension cords to use them, glue sticks
- Wrapping paper, ribbons & supplies as needed for your design

**Fragile glass ornaments should be used cautiously. They break when the tree is moved! If you choose to use glass or other fragile ornaments, it is your responsibility to remove, pack and redecorate (*if requested*) the tree with these ornaments once it has been moved to its final destination.**

## Other Tips – Filling Empty Spaces and Bows

A variety of materials can be used to fill empty spaces, cover the tree trunk and add shape to the tree. Suggestions include: baby's breath and other dried floral filler, floral and paper ribbon wraps and bows, raffia, tulle, pine cones, holly, flowers, etc. Use your imagination! Fillers need to be treated with fire retardant and tested prior to Decorator Days.

Some things to remember when selecting ribbon are:

- Bows can give the “finishing touch” to your tree at a minimal cost
- Florist satin wire ribbon is easiest to tie
- Fabric ribbon is only printed on one side. It is stiff ribbon and hard to tie.
- Velvet is beautiful but because of thickness, it is more difficult to tie. If you plan to use velvet, you might want to seek help from someone with previous experience tying bows
- The wider the ribbon, the more yardage it takes to make a nice bow. It takes 2 to 4 yards to make a nice bow

## Securing Decorations to the Tree

Your beautiful tree will be picked up and moved. It is **required** that all decorations, lights, etc. be wired to the tree with florist wire or pipe cleaners to prevent damage and to help ensure your tree arrives to it's final destination looking as it did Gala Night.

Hint: A 4” piece of floral wire is needed to tie an average ornament to the branch of the tree. Wrap firmly and tightly, using two twists. Remember to use the same color wire as the color of your tree, i.e. green tree = green wire; flocked tree = white wire.

### **Decorator Tool Box**

- \_\_\_ Floral Wire
- \_\_\_ Pipe Cleaners
- \_\_\_ Pliers
- \_\_\_ Wire cutters
- \_\_\_ Scissors
- \_\_\_ First Aid Kit
- \_\_\_ Glue Guns & glue sticks
- \_\_\_ Extension Cords
- \_\_\_ Boxes
- \_\_\_ Tape – floral & other
- \_\_\_ Broom, portable vacuum
- \_\_\_ Ladder

## Fire Retardant Information

Fire retardants are products designed to stop items from catching fire or cause them to stop burning when the heat source is removed after 5 seconds of exposure. An item that is fire retardant is not necessarily “fire proof.”

Each Festival tree is destined to be placed in a home, business or non-profit organization for the holidays. To make the trees as safe as possible, they are specially treated with a long-lasting fire retardant product and marked with a tag that indicates the process. ***Do not remove Fire Retardant tags from trees!***

The Safety Inspector for VIU inspects every tree and display on Decorator Days for compliance with the fire code.

- **Do not use the following items in your trees or displays:** certain forms of eucalyptus, hay, straw, plastic ribbons, latex coated greenery, and some preserved greenery. These items are usually highly flammable and resistant to fire retardant treatment. When tested with a lighter for five seconds these items become enflamed or drop burning debris and are likely to continue burning after the lighter is removed.

## Roles of the Lead Decorator and Team Members

The Lead Decorator role is an extremely important one. The Festival relies on you to lead your team of Decorators to assure that all rules set forth VIU administration.

### Lead Decorator is responsible for:

- Selecting a theme for your tree
- Acting as the Point of Contact for the Festival Office
- Submitting all forms on time to the Festival Office
- Attending all required Festival workshops and meetings
- Making sure every member of your team is well informed and updated of any changes in Festival Policies
- Solicitation of donations for your tree and documentation of these donations
- Making sure the tree accounting report is complete, accurate and turned in with all receipts by due date
- Make sure all decorating team members are registered Festival volunteers.

## Registering Your Team

As Lead Decorator it is your responsibility to make sure each member of your team is registered as a Festival volunteer (***Tree Decorator Assistant***). For safety and security reasons, only registered decorators, volunteers and vendors will be admitted into the festival site. The Lead Decorator will also coordinate with members of your team to fill the following roles and register those individuals with the Festival Office:

### **Wrap-up night Representative • Tree Angel**

#### **Wrap-Up Team – Tree Angel**

Wrap-Up takes place on campus at the designated date and time. It is very important to have at least one member of your Tree Decorating Team who really know the tree to act as the lead and work with the Wrap-Up Chair and moving company to assure your tree and all it's gifts arrive at the purchaser's designated location in the best possible condition. Wrap-Up involves packing and labeling the tree and everything that goes with it for delivery. Items that have a stored original box will be re-boxed. The tree itself will be bagged, using the large plastic bag that was placed at its base upon initial setup.

# Decorator Days

See the Festival of Trees Event Week Schedule. The Festival space will not be ready for Decorators until Opening Time on Decorator Days. Decorator Days are fun but very crowded. Please make every effort to respect the space of your fellow Decorators and to be mindful of the aisle ways.

## Parking

Parking will be provided for Decorators only on Decorators Days. Additional information, including maps, will be mailed to Lead Decorators in November.

## Check - In

When you arrive, go directly to the **Decorator's Check-In Desk**

**You will receive:**

- **Tree I.D. Tag** – states tree location number, Title of Tree, and Lead Decorator's name. Place this tag on the backside of your tree at mid-level.
- **Gift Certificate Envelope** - to use for Gift Certificates, Warranties and other instructions that go to the buyer of your tree. Turn this into the Check-In Desk once filled.
- **Tree Bag for Delivery** - At your tree location, you will find a large plastic bag provided by the Festival, which **must remain placed under your tree and tree stand**. This is the bag that will be pulled up over your tree and tightly fastened for delivery.
  - If you ordered a tree through our wholesaler we will have your tree available for you at the check in.

## Decorator Check-In Checklist

- \_\_\_ Tree I.D. Tag
- \_\_\_ Tree (if ordered from us)
- \_\_\_ Gift Certificate Envelope
- \_\_\_ Plastic Bags & Label Tags
- \_\_\_ Lunch Tickets

**The Festival of Trees will provide you and your team lunch – we will confirm your team members with you in advance. Maximum team of 5 please.**

# Decorator Days

## Check- Out

When you are finished with your tree you will need to checkout at the Decorator Desk to make sure we have all your paperwork complete and your tree is ready to be auctioned off.

**Storage Bags & Tags** - All storage bags must be tagged & labeled with your tree information - Tree #, Title, & Lead Decorator's name. Preprinted labels will be provided. Please bag all boxes that will be needed for Wrap-Up Night. This includes boxes that will be used for re-packing gifts, appliances, electrical items, and anything fragile that is not affixed to the tree and must be transported with the tree. Also bag any original ornament boxes that should be delivered with the tree. Please turn labeled bags in at the Decorator Check-In Desk before leaving.

**Turn in all gift certificates, vouchers, warranties, instructions or other paperwork so we can make sure they get to the purchaser!** Do not leave these items in their original box or put them in the storage bags. We create a special gift bag for each tree buyer that contains everything they need to know about their purchase.

**Unneeded Empty Boxes** - There will be a designated site for unneeded empty boxes. During Decorator Days, there will be public address information on where to bring these boxes.

**Proofread Festival Sign** - Please make sure you proofread your tree sign upon check-in and again before you leave to make sure any corrections that needed to be made were done correctly.

### Decorator Check-out Checklist

- \_\_\_\_\_ Turn in Tree Accounting Report
- \_\_\_\_\_ Turn in all receipts
- \_\_\_\_\_ Label and tag all storage bags
- \_\_\_\_\_ Proofread Tree Signage
- \_\_\_\_\_ Take empty boxes to designated recycle station

# FORMS

## **Decorator Agreement**

The Decorator Agreement should be signed and returned to our office as soon as possible.

## **Initial Tree Proposal & Order Request Form**

The initial description allows Festival Chairs to review and comment on the tree concept. This will help avoid duplication of design or theme or excessive similarity and will help the Decorator avoid potential problems.

This form is due by **October 1st** for print publication. Many buyers determine their interest in a tree by reading preview description; therefore it is very important to have everything included in the update in order to attract potential buyers to your tree.

## **Tree Accounting Report**

This form is due prior to Checkout on Decorator Days.