



DECORATOR GUIDELINES We are deeply grateful for your interest in donating and/or decorating a tree for the Coleman Center for the Arts (CCA) first annual Festival of Trees. These guidelines will assist you throughout the creative process so your tree will be consistent with others and eligible for our People's Choice Award.

REGARDING THE TREE:

- When selecting a tree, keep in mind that it will be sold and transported to a new home when the Festival has ended. It should be first quality and sturdy enough to survive the move.
- The theme of your design will probably determine the kind of room in which your tree is eventually placed, so give careful consideration to your tree's size. For example, a 9 foot tree is probably not the best choice for a kiddie-themed tree that may end up in a child's room. Other than its suitability, there are no size regulations except that the tree should easily fit through the gallery door.
- All trees must be free-standing (no support other than a standard tree stand is required) and you are responsible for providing a stand that is appropriate for the size and type of tree you have selected. Live trees must be mounted in a stand/container that will hold water.
- Because they are less flammable—and neater—artificial trees are preferred, but not required.
- Unless you are using a vintage tree as part of your decorating theme, artificial trees should be no more than a year old. Second-hand artificial trees (more than a year old) may be used only when your design calls for significantly changing its appearance – with spray paint, for example. Live trees must be fresh unless your design calls for bare limbs. You might consider a “dry run” on another tree before cutting/purchasing the tree you will actually use.
- All lights used on or near your tree must be new (less than a year old) and UL approved. When using an altered second-hand tree, the original light strands must be replaced. To further reduce the risk of fire, please use no more than 75-100 lights per foot of tree height. Don't forget to provide the replacement bulbs and fuses that accompany your lights for the new owner.
- Strands of lights should be wrapped around the branches or secured to each branch with some type of fastener.
- You must supply enough extension cords to safely power the light strands on your tree.

REGARDING THE DECORATIONS:

- Like the tree, your decorations should be carefully selected with safety, purpose and portability in mind.
- Non-breakable ornaments are preferred, but not required. If you use breakable decorations in your design, please provide packing materials for the new owner.

- Unless your design clearly has a vintage theme, all decorations should be less than a year old.
- All decorations must be securely fastened to your tree's limbs. Traditional ornament hooks should be wrapped around a branch (rather than hung). Every effort should be made to accommodate portability and prevent theft.
- Don't forget the bottom of your tree! Unless you're using an attractive container as a tree stand, you need to include a tree skirt in your design.

DESIGN TIPS:

- Remember that the sale of decorated trees is an important fundraising aspect of the Festival of Trees event. Traditional designs with broad appeal are likely to be the best sellers, but we realize these "old-fashioned" trees should be balanced with innovative designs to make a good show. Turn your imagination loose and make those innovative designs so eye-catching that they're irresistible, as well!
- To catch the eye of our voters, we suggest using a theme when designing your tree. Your theme may be as simple as a specific color palate or as focused as a single ornament shape—like a star. Your theme might also familiarize guests with the nature of your business or the services provided by your organization.
- You are welcome to use small props (like wrapped gifts) to enhance your theme. You will also be permitted to include small signs or printed materials to educate the viewer about your business or organization. You must provide the easel or display rack to hold these materials, however. Take care that "add-ons" don't distract from the tree design you've worked so hard to create.
- Trees featuring tobacco, alcohol or sexual themes are not permitted. Similarly, we discourage political or religious themes that may prove offensive or controversial.
- Sample themes: a fisherman's tree with bobs, plastic worms and lures; a Christmas song—like "Jingle Bells"; holiday icons—like nutcrackers; or a nature-inspired tree with butterflies, birds and the like.

SCHEDULE:

- Your registration forms must be turned in to the CCA by Monday, November 12 at 5 pm. They can also be dropped off at Land Hall on the UWA campus or "it's all in the past," the antique mall on Hwy 11 in Livingston. Early registration is necessary so we can tempt ticket-buyers with tidbits of your design elements in pre-event publicity. It also enables us to plan placement of all the entries in our Gallery.
- Decorating days will be Monday – Wednesday, November 26 – 28. Our gallery will be open from 9:00 am – 5:00 pm on Monday and Wednesday and from 9:00 am – 9:00 pm on Tuesday. All trees should be delivered and/or decorated during those hours. When you've finished, turn in your Expense Form to a CCA Staff Member. We need this information in order to determine where to start bidding on your tree. As a token of our appreciation, you will also be given a free ticket to the Opening Night Gala at this time.
- Trees remain on display Friday and Saturday, November 30 and December 1. They will be taken to their new homes Sunday afternoon, December 2.
- The following week, we will prepare a written verification of your expenses or contribution to our 2012 Festival of Trees for tax purposes.