



Tree Benefactor Guidelines

5th Annual Midcoast Tree Festival

November 17-19, 2023
and
November 24-26, 2023

Thank you for your interest in participating in the **5th Annual Midcoast Tree Festival!**

The event will be held at **St. John's Community Center, 43 Pleasant Street, Brunswick**, and will support the region through All Saints Parish, Spectrum Generations, and BBRC. The festival will be held November 17-19 and November 24-26, 2023.

All trees will be located in the gymnasium and they are the centerpiece of our event! Each tree will be **raffled off at the conclusion of the event** using raffle tickets that guests purchase for \$0.50 apiece.

Due to space limitations, and for fire code purposes, certain guidelines must be followed, thank you for understanding.

All trees must:

Be free standing

Be artificial (no live greenery). Your "tree" can also be a 'depiction of a tree' (ex. gifts in a tree formation, small potted artificial plant, etc.)

Be lit with LED lights.

There is limited electricity, so only LED lights will be allowed as many trees may use the same power strip. If you use battery-powered lights only, you will get a high-five and our eternal gratitude.

Fit in their designated space.

Each tree space is 4' x 6' (new size this year to fit more trees). If you need more space we can try and give you a double space, but we need to know early.

Have a minimum value of gifts.

Trees and gifts must have a minimum value to the customer of \$500 — that is the floor, and the ceiling is endless. Make it for whatever you want as long as you get over the \$500 threshold (which is the value to the customer, including tree and decorations).

Specify what can be won.

Each tree will have a written description of what comes with the tree (including the tree). Ideally everything presented in the 4' x 6' space will go to the raffle winner unless otherwise specified. This includes the tree itself, all decorations, and the gifts that come with it. If you put your tree on a table for display, but do not wish to include the table, let us know so we can post appropriately.

We must receive the entire list of items no later than October 31, 2023. It is a requirement of the Gaming Commission to have the full list submitted to them, two weeks prior to the event opening.

Tips, Suggestions and Need to Know Information

- Use this opportunity to promote your business. Tie in your branding, products, gift certificates & coupons.
- All high value items must be given to our team so we can put them in our safe. This includes any jewelry, gift cards, and smaller items that could be taken. We recommend instead, incorporating an explanation of the item on the tree, or perhaps even a picture of the items. We will have volunteers monitoring the event, but this assures we will be able to pass along the gifts at the end of the event to the tree winner.



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Tips, Suggestions and Need to Know Information Cont'd

- If an item of value is a key piece to your decoration and theme, and you would like to display it, let us know and we will figure out a way to accommodate it.
- Pick a great theme, or tell a story. Think about what would inspire you to want a tree.
- If your business or group doesn't have a product you can offer, think about buying gift cards to some of your favorite businesses, or fulfill a need (maybe grocery store or pet store gift cards for instance, or home heating oil). Or take your staff and/or some friends on a toy shopping trip and literally give a family over \$500 worth of presents.
- Get creative! Don't limit yourself to thinking a tree can only be a tree. What does this mean? Does your product come in a box? Build a tree out of the boxes and decorate the box tree like a real tree. Is your gift an experience like a trip to a beach? Then setup a beach scene with a palm tree instead of Christmas-style tree. Are you an artist? Create an installation piece that includes a tree. Or if you have one big item- like a snowblower or a kayak- put a smaller desktop tree in the seat of the kayak or on the hood of the snowblower so festival visitors "get the tree and everything under it." Most will create a traditional tree, but if you have other ideas, go for it.
- A special note: for "deluxe giveaways" that need more space than 4' x 6' let us know early, and we will find a way to accommodate it if we can.
- MEGA TREE: Please bring one additional item of at least \$25 value to donate to the MEGA TREE which is essentially a tree comprised of one item from each tree space plus some additional gifts.

Please promote your participation and the event through your social media page or other channels, and remember to tag our page (facebook.com/midcoastreefestival) for more festival information.

Drawing of Winners: The drawing of winners will take place on the afternoon of the closing day, Sunday, November 26. We will update specific times once it is confirmed.

For more information contact:

Cory King at the Bath-Brunswick Regional Chamber (207) 725-8797

or signup via e-mail at midcoastreefestival@gmail.com.

For updates, visit www.facebook.com/midcoastreefestival.

For event forms, visit www.midcoastmaine.com/midcoastreefestival.