

The Museum at Campbell River presents the



Festival of Trees

Come together to create magic in our community.



Photo credit: Bluetree Photography

Museum
at Campbell River

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The festival will be here before you know it!

Embrace the spirit of giving and support the Museum by participating in our annual Festival of Trees fundraising event. This year the Festival will be open from November 30 to January 5th, 2025.

We hope that you will consider participating this year.

Your donation gives you the opportunity to decorate a 7-½ foot pre-lit Christmas tree that will be on display throughout the month of December at the Museum.

Several contribution levels are available:

- ❖ \$500 full tree
- ❖ \$250 half tree
- ❖ \$100 partial tree for either “Gratitude” or “Museum” tree. These two trees are available for shared sponsorship with each having up to 5 sponsors. No decorating required.
 - Gratitude Tree: Visitors share what they are grateful for by writing on an ornament and hanging it on the tree
 - Museum Tree: In recognition of the Museum, this tree features the work, volunteers, and history of our local Museum.

By participating in the Festival of Trees, you receive:

- ❖ Name recognition and inclusion on Festival promotions.
- ❖ Name and logo on tree signage on site at the Museum which will be seen by the anticipated three thousand visitors to the festival.
- ❖ Excellent community exposure through our social media sites and at the Museum for the month of December.
- ❖ A tax receipt for your festival donation.
- ❖ A unique team building opportunity for your business or organization to plan and decorate the tree.



We appreciate that this is a busy time of the year for many people, so we have ensured that Museum Elves are available to decorate your tree for you if you require help.

For more information on this event and how you can participate please contact Sandra Parrish at (250) 287-3103 or e-mail sandra.parrish@crmuseum.ca.

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The Festival of Trees has been called “the Museum’s gift to the Community.” The Changing gallery is transformed into a magical forest of Christmas trees where visitors can stroll and bathe in the warm feelings of the season. See for yourself the beauty and the magic of the festival. (Photo credit: Bluetree Photography top row, middle left. Panziera Photography middle right and bottom left)





Part 1: Contribution Contract (2024)

Thank you for your interest in participating in the Museum at Campbell River's Festival of Trees. **Please return this signed agreement as soon as you can to secure a tree, but no later than Friday, November 8, 2024.**

Please print your name as it is to appear on **ALL** promotional material.

Donating Company/Organization/Individual: _____

Contact Name: _____

Title/Position: _____

Mailing Address:

Street Address: _____

City: _____ Province: _____ Postal Code: _____

Phone: _____ E-mail address: _____

Preferred method of Contact: Phone E-mail

- I/we agree to participate in the Museum at Campbell River's 2024 Festival of Trees event by a contribution for a decorated tree which will be on display at the Museum for the month of December.

Contribution Level (please indicate your level of contribution)

- \$500 - Full Tree \$250 - Half Tree _____ (\$100 minimum) - Partial Tree
 Please invoice me for my contribution. Decorating Elves required.

CONTRACT TERMS:

- I/We understand that the Museum at Campbell River is responsible for the floor plan and assigned location of the trees. The Museum reserves the right to establish and require quality controls to ensure a high standard of excellence. The Museum reserves the right to refuse any tree decoration that is deemed inappropriate for a family viewing audience.*
- I/We understand that it is my/our responsibility to provide all decorations for the tree. The decorations and all materials I choose to place under or around the tree must be picked up between Museum regular hours of operation between Monday, January 6 to Sunday, January 12, 2024. Any decorations or items left beyond this date become the property of the Museum and may be auctioned, sold or disposed of at the Museum's discretion.*
- I/We agree that the Museum at Campbell River shall have no liability for any decorating materials used, lost, or damaged during the Festival or personal property used during the set-up and teardown of the event.*

Authorized Signature: _____ Date: _____

Please return the signed contract to Executive Assistant by either: e-mail: executive.assistant@crmuseum.ca or mail / drop-off to: Festival of Trees, Museum at Campbell River, 470 Island Highway, P.O. Box 70 Station A, Campbell River, B.C. V9W 4Z9



Part 2: Tree Details (2024)

Once you have confirmed your tree theme and title, please complete this form, and return no later than Friday, November 8.

Name of Tree Sponsor: _____

Title of Entry: _____

The judged categories this year are: Most Whimsical, Most Elegant, and Outdoor Adventure. Please send a copy of your logo to Megan Purcell at megan.purcell@crmuseum.ca for use on Festival promotions.

Tree Description:

Please provide a short description of the decorating theme of your tree (no more than 50 words). These details will appear on the label next to the tree and in promotional materials. The Museum at Campbell River reserves the right to edit your description if necessary.

DECORATING DAYS & GUIDELINES:

Please book an appointment to decorate your tree between Tuesday, November 19 and Sunday, November 24. We encourage decorators to reference the 2024 Festival Details & Decorator Guidelines. Need help decorating or have questions about any of the guidelines? Please contact Megan at megan.purcell@crmuseum.ca.

Reminder of Contract Terms around decorating:

- 1. I/We understand that the Museum at Campbell River is responsible for the floor plan and assigned location of the trees. The Museum reserves the right to establish and require quality controls to ensure a high standard of excellence. The Museum reserves the right to refuse any tree decoration that is deemed inappropriate for a family viewing audience.*
- 2. I/We understand that it is my/our responsibility to provide all of the decorations for the tree. The decorations and all materials I choose to place under or around the tree must be picked up between Museum regular hours of operation between Monday, January 6 to Sunday, January 12, 2024. Any decorations or items left beyond this date become the property of the Museum and may be auctioned, sold or disposed of at the Museum's discretion.*
- 3. I/We agree that the Museum at Campbell River shall have no liability for any decorating materials used, lost, or damaged during the Festival or personal property used during the set-up and teardown of the event.*

Please return the signed contract to Executive Assistant e-mail: executive.assistant@crmuseum.ca or mail / drop-off to: Festival of Trees, Museum at Campbell River, 470 Island Highway, P.O. Box 70 Station A, Campbell River, B.C. V9W 4Z9

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2024 Decorator Guidelines

MUSEUM CONTACT

Megan Purcell - 250-287-3103 - megan.purcell@crmuseum.ca

SETUP & DECORATING DATES

**** Tuesday, November 19 to Sunday, November 24 ****
All decorating must be completed by 4:00 p.m. on Sunday, November 24

CHECK-IN / CHECK-OUT PROCEDURES

1. **All tree decorators, please check in with Reception upon arriving at the Museum.** Once you have checked in, you will be directed to the set-up location where you may drop off ornaments and start decorating your tree.
2. **Please do not select your own tree and start decorating before checking in.**

DECORATING GUIDELINES

- ✓ For consistency, all trees will be provided by the Museum at Campbell River. No other trees can be used.
- ✓ **ALL decorations and ornaments used MUST be of high quality. Festival of Trees must be tastefully decorated and holiday oriented.** If an entry is deemed inadequate or not suitable, the Museum reserves the right to refuse it or to require supplemental decorations.
- ✓ Teams are responsible for bringing the necessary tools, equipment and materials.
- ✓ Live or perishable material (plants, flowers, food) cannot be used for decoration.
- ✓ Please do not use fragile ornaments or any decorations that could be easily broken.
- ✓ Please ensure that your decorations are fire retardant. An item that is fire retardant is not necessarily "fire proof." **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.
- ✓ Identification signage for trees is provided by the Museum to maintain uniformity.
- ✓ Tree decorators may not advertise an organization or business by placing promotional or marketing material (logos, photos, business cards) on their display.

If you are unable to decorate your own tree, the Museum can arrange for *Decorating Elves* to do it for you.

TREE SETUP

- Tree setup will include a pre-lit 7-1/2 foot tree. An extension cord will be provided.
- Additional plug-in lights are not permitted due to electrical limitations. However, battery operated lights are OK.
- The entire surface of the tree **MUST** be decorated, including the back.



- A tree skirt or other appropriate base covering must be included in the design.
- Tree decorators are responsible for picking up their own materials following the close of the Festival on January 5, 2025. **All materials need to be picked up by Sunday, January 12, 2024. The Museum and Festival of Trees organizers are not responsible for any items left on the premises after this time.**
- All decorations left behind under the tree will become the property of the Museum if they are not picked up at the end of the event during the scheduled pickup times.
- **Remember the WOW factor!** The "Wow!" factor boils down to one thing: exceeding the expectations of your viewing audience. We suggest that you try to create the most exciting and eye-popping tree-decoration as possible!

JUDGING & AWARDS

Visitors to the Festival are given a ballot and invited to vote for entries based on the following criteria:

- Incorporation of theme with use of originality and creativity
- Artistic implementation (color, technique, and harmony)
- Effort (complexity and workmanship)
- Presentation / display (visual appeal)

After the judging is complete, the ribbons are placed on the signage next to the award winners.

Judged Categories

The following categories will be voted on by visitors to the Festival between December 1 and 7 with the winner announced December 8 through the Museum's social media sites:

1. Most Whimsical

The tree that immediately brings a smile to your face due to its playful or fanciful decorations that are both appealing and amusing.

2. Most Elegant

A gracefully decorated tree which is pleasing and attractive.

3. **New Category: Outdoor Adventure**

A tree that tells the story of adventures in the great outdoors.

People's Choice Award

This category is based on votes cast by visitors to the Festival from Saturday, November 30 to December 19. The winner will be announced on Friday, December 20 through the Museum's social media sites.

THANK YOU!

We want to thank you for the generous contribution you have made. We could not have a successful Festival of Trees without the support of participants and donors like yourselves.