

FESTIVAL TREES

PRESENTED BY:

avenue
PROPERTY GROUP


CHRISTY BOHLEN
SELLS HOMES TEAM

PARADE OF TREES • LIVE ENTERTAINMENT • BIG FUN KIDZ ZONE
HOLIDAY MARKET • FOOD TRUCKS • CHRISTMAS VILLAGE
PHOTOS WITH SANTA • CLASSIC CAR SHOW • HOLIDAY TREATS
...AND OH SO MUCH MORE!

NOVEMBER 23 - 25, 2018

1PM - 7PM FRIDAY

10AM - 7PM SATURDAY & SUNDAY

**CANE ISLAND
AMENITY VILLAGE**

ADULTS • \$15 • KIDS • \$7

PRESENTING SPONSORS:



CALL TODAY (281) 529-5688 OR VISIT WWW.BHFOT.ORG



Festival of Trees Sponsorship Levels and Benefits

Register online at <https://www.bhfot.org/get-involved/sponsor-opportunities/>

Thank you for your interest in sponsoring The Festival of Trees. Your sponsorship ensures that 100% of the funds raised during the event are gifted directly to The Ballard House, a Cinco Charities community. There are several opportunities to participate no matter what your budget is.

Platinum Sponsorship	\$7,500
Prominent, front-page advertising on the Festival of Trees website	
Prominent logo placement on all Festival of Trees promotional materials	
Prominent sponsorship acknowledgement onsite during the event	
(1) 7-Foot Tree to design by your team or be designed by volunteers with signage	
50 general admission tickets to the Festival of Trees	
15 tickets for the Breakfast with Santa Designer Preview Party	
Name or Logo ON Swag Bags to be given to event attendees	
Opportunity to distribute promotional items in Festival of Trees Swag Bag	
Option to have an on-site promotional tent during the festival	
Included in social media post rotation	
Donor plaque and invitation to appreciation dinner	

Gold Sponsorship	\$5,000
Prominent advertising among the Festival of Trees website	
Prominent logo placement on all Festival of Trees promotional materials	
Prominent sponsorship acknowledgement onsite during the event	
(1) 7-Foot Tree to design by your team or be designed by volunteers with signage	
40 general admission tickets to the Festival of Trees	
10 tickets for the Breakfast with Santa Designer Preview Party	
Opportunity to distribute promotional items in Festival of Trees Swag Bag	
Included in social media post rotation	
Donor plaque and invitation to appreciation dinner	

Silver Sponsorship	\$2,500
Advertising on the Festival of Trees website	
Logo placement on all Festival of Trees promotional materials	
Sponsorship acknowledgement onsite during the event	
(1) 7-Foot Tree to design by your team or be designed by volunteers with signage	
20 general admission tickets to the Festival of Trees	
5 tickets for the Breakfast with Santa Designer Preview Party	
Opportunity to distribute promotional items in Festival of Trees Swag Bag	

Breakfast with Santa Designer Preview Party Sponsorship	\$2,500
Advertising on the Festival of Trees website	
Logo placement on all Festival of Trees promotional materials	
Exclusive sponsorship acknowledgement onsite during the Preview Party event	
(1) 7-Foot Tree to design by your team or be designed by volunteers with signage	
20 general admission tickets to the Festival of Trees	
5 tickets for the Breakfast with Santa Designer Preview Party	
Opportunity to distribute promotional items in Festival of Trees Swag Bag	
Banner with your logo as sponsor hung prominently in event area	

Kids Zone Sponsorship	\$2,500
Exclusive advertising in the Kids Zone section of the Festival of Trees website	
Logo placement on all Festival of Trees promotional materials	
Banner with your logo as exclusive sponsor hung prominently in event area	
(1) 7-Foot Tree to design by your team or be designed by volunteers with signage	
20 general admission tickets to the Festival of Trees	
5 tickets for the Breakfast with Santa Designer Preview Party	
Opportunity to distribute promotional items in Festival of Trees Swag Bag	

Media Sponsorship	\$1,500
Advertising on the Festival of Trees website	
Prominent logo placement on all Festival of Trees promotional materials	
Sponsorship acknowledgement onsite during the event	
(1) 7-Foot Tree to design by your team or be designed by volunteers with signage	
15 general admission tickets to the Festival of Trees	
5 tickets for the Breakfast with Santa Designer Preview Party	
Opportunity to distribute promotional items in Festival of Trees Swag Bag	

Main Stage Entertainment Sponsorship	\$1,000
Exclusive advertising in the Entertainment section of the Festival of Trees website	
Logo placement on all Festival of Trees promotional materials	
Banner with your logo as ex	
(1) 4-Foot Tree to design by	gnage
10 general admission tickets	
5 tickets for the Breakfast with Santa Designer Preview Party	
Opportunity to distribute promotional items in Festival of Trees Swag Bag	

Bronze Sponsorship	\$500
Advertising on the Festival of Trees website	
Company listed on all Festival of Trees promotional materials	
Sponsorship acknowledgement onsite during the event	
(1) 4-Foot Tree to design by your team or be designed by volunteers with signage	
5 general admission tickets to the Festival of Trees	
2 tickets for the Breakfast with Santa Designer Preview Party	
Opportunity to distribute promotional items in Festival of Trees Swag Bag	

Thank you for donating your time and effort to help Cinco Charities make the Festival of Trees a huge success!

CREATING A NEW HOLIDAY TRADITION!

Festival of Trees is The Ballard House's newest fundraising event and soon to be the largest holiday-themed event in the Katy, Fulshear & Richmond areas. Only 40 spots are available so reserve your spot now!

WHY EXHIBIT AT THE FESTIVAL OF TREES

- Reach buyers at the height of the Christmas season
- Grow your customer base by reaching a more diverse audience
- Connect with potentially thousands of attendees throughout the weekend
- Enjoy the beautiful displays and cheerful environment
- Support our patients and their families battling life-threatening illnesses
- Take advantage of an aggressive and well-planned marketing program

ADVERTISING & PROMOTION THAT WORKS FOR YOU

- Direct mail campaign, advertisements in daily, weekly, monthly magazines
- Local media coverage before and during the event
- Bandit signs and banners throughout the Katy / Richmond / Fulshear area
- Event coupons / promotional pieces for exhibitors to distribute
- Paid search and social media advertising and consistent lead-up posts

FESTIVAL OF TREES ATTENDEES WANT TO SEE...

- | | | |
|----------------------|---------------------|--------------------------|
| Handmade Crafts | Rugs & Quilts | Stained Glass |
| Fine Art | Furniture | Floral Decor |
| Photography | Home Accessories | Dolls |
| Christmas Gift Items | Stocking Stuffers | Embroidery |
| Christmas Ornaments | Jewelry | Toys |
| Books | Personalized Crafts | Pottery |
| Holiday Foods | Candles | Linens |
| Holiday Wines | Children's Items | Ribbons & Wrapping Paper |



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Holiday Market Exhibitor Rules and Registration

All registrations must be completed online at <https://www.bhfot.org/get-involved/exhibitor-opportunities/>

In order to make Exhibitor registrations and payments as simple as possible, we are now requiring that all registrations be completed on our website at the link above. This allows us to track easily those Exhibitors participating in the show and helps us to maintain variety and consistency at our show. We reserve the right remove any Exhibitor or any inventory that does not comply with our restrictions. Be absolutely sure to review the Terms and Conditions listed below prior to registering for the show. Event is rain or shine and no refunds will be given. No deadline for receipt of application – space is advertised until sold out. **All booths are 10' x 10' and are \$100 for the entire 3 day show.**

TERMS AND CONDITIONS

1. The Festival of Trees, hereafter referred to as “the Show”, is being produced solely as a fundraiser through a collaboration between Avenue Property Group LLC and Christy Bohlen Sells Homes, and shall hereafter be referred to as “show producers”.
2. ALL Exhibitors MUST have inventory to sell at the show, on a cash-and-carry basis. This is a gift market where our guests will expect to take items home with them. You are free to ALSO take orders, but you MUST maintain enough inventory for sale for the entire duration of the show.
3. We will not accept multiple Exhibitors from the same company in the Holiday Market. Your completed registration AND paid registration fee are the only way to guarantee your spot, so register early. First come, first served. You can see which companies have already secured their spots by visiting <https://www.bhfot.org/sponsors/exhibitor-sponsors/>.
4. It is our intention to allow no more than 3 Exhibitors per sales category. We cannot however guarantee that cap.
5. The space on which Exhibitor shall display and exhibit products shall be shown on the official diagram or such other space of equal size as the show producers may hereinafter designate. The show producers reserve the right to relocate any Exhibitor at any time for the benefit of the show. Exhibitor must keep space staffed at all times.
6. The Exhibitor agrees to pay a registration fee in the amount of \$100 at the time of registration. A processing fee of 2.9% + .30 will be added to your charge at the time of checkout.
7. The actual occupation of the space is of the essence hereof. In the event the Exhibitor shall not occupy said space, the show producers are expressly authorized to occupy or cause said space to be occupied in such a manner as it may deem best for the interest of the show without any rebate or allowance whatsoever to Exhibitor and without in any way releasing the Exhibitor from any liability hereunder, and the Exhibitor expressly agrees to pay the show producers in the full sum hereinabove set forth.

8. Exhibitor shall not, without prior written consent of the show producers, assign or sublet such space or any part thereof, or move out their display before the official closing of the show.
9. Exhibitor is responsible for their own well-being and will carry all necessary insurance for their person and chattel while setting up, tearing down, and exhibiting in the show.
10. Upon application acceptance, no payments will be refunded for any reason.
11. Avenue Property Group, LLC, Christy Bohlen Sells Homes, Cane Island, The Ballard House, nor Cinco Charities will be liable for refunds or any other liabilities whatsoever for the failure to fulfill this contract due to any of the following causes:
 - a. By reason of enclosure in which the show or pageant is to be produced, being, before or during the show, destroyed by fire or other calamity.
 - b. By any act of God, public enemy, strikes, statutes, ordinances or any legal authority, or any other cause beyond Cinco Charities, Inc. control.
12. That no agreement, respect of the matters herein contained, shall become part hereof unless duly endorsed hereon.
13. In any case where an automobile or moving vehicle is a part of the Exhibitor's display, said vehicle is required to stay in place for all hours that the show is open.
14. Final approval of this application is at the discretion of the show producers.
15. I expressly represent that I have the authority to act as legal representative of Exhibitor and legally authorize the execution of this contract in its entirety. This contract is non-refundable and non-transferable.
16. If Exhibitor disputes payment applied to MC, VISA, DISC, or AMEX, and the dispute / inquiry is resolved in favor of the show producers, Exhibitor will be subject to an additional administrative fee of \$500.
17. In the event that Exhibitor fails to meet its financial and contractual obligations under this contract and the show producers refer the matter to an attorney for collection, Exhibitor shall be responsible for legal fees at Fifteen Percent (15%) of the total amount due, all related court costs and all collection fees associated with all collection efforts.
18. I understand that my voice, name and image (and those of employees of my company) may be recorded by various means. I hereby release any claim I might have in connection with the utilization of such material by show producers, Cinco Charities Inc., or The Ballard House. I hereby authorize show producers and grant unto it or its assignees the absolute right to use said materials as it deems fit.
19. Products marketed or sold at the event shall not include the following: guns and/or ammo, alcoholic beverages or drugs of any kind, adult novelty items or those items generally associated with sexually based businesses.

Again, all registrations must be completed online at <https://www.bhphot.org/get-involved/exhibitor-opportunities/>



Designer Registration and Guidelines

All registrations must be completed online at <https://www.bhfot.org/get-involved/designer-opportunities/>

- Registration fee for Tree Designers: \$20 for each 2-foot tree, \$60 for each 4-foot tree, or \$100 for each 7-foot tree.
- Wreath designers are responsible for providing their own wreath and all decorating and design materials.
- Payment of fees by credit card will incur a service fee of 2.9% + .30 automatically.
- Limit of one tree per registration, and trees are given out on a first come, first served basis.
- If you are placed on the wait list, fee will not be charged until we are able to secure a tree for you to decorate.
- If you choose one tree size and are waitlisted for another size, you **MUST** be willing to decorate BOTH.
- Registrations **MUST** be received by Friday, September 21, 2018 to be included in the event program.
- All registrations received after this date will be listed on the website only.
- Registration will close on Monday, October 15, 2018 at 4 p.m.

SURVEY/CONFIRMATION

You will be sent an e-mail confirmation form after you register. If you don't receive a confirmation e-mail within 24 hours, please e-mail festivaloftrees@theballardhouse.org. The confirmation email contains a link to a designer survey that **MUST** be completed by October 15, 2018. If you are interested in buying your tree or wreath back you must indicate so on the Designer Survey. Unless indicated, we cannot guarantee your opportunity to buy back your designed item.

REQUIRED MATERIALS

Tree designers will be provided with an artificial tree and tree stand. Wreath designers are responsible for providing their own wreaths. Designers must provide all decorating and display materials for their design. All items placed on or under your design will be considered a donation and will be given to the purchaser. All tree designs **MUST** have electric lights on them, and **ONLY LED** lighting may be used.

All tree designers and wreath designers utilizing lights must **provide an extension cord (approximately 8')**. Extension cords cannot be returned. If you need to use more than one outlet, please also bring a power strip. Power strips cannot be returned. You can keep your receipts for IRS tax purposes.

DECORATING DAYS & TIMES

Tree decorating days are Sunday, November 18, 2018 (10 a.m. - 8 p.m.) and Monday, November 19, 2018 (10 a.m. - 4 p.m.) at the Cane Island Conservatory. Check-in will begin at the Conservatory promptly at 10 a.m. on Sunday. **You will not be allowed to enter the building or check in before this time.**

Upon check-in, you will receive your Designer's Toolkit. Plan on allowing 1 - 2 hours for set-up and bring a step stool or ladder with you if needed. Drinks and snacks will be available during decorating days. Wreath designers will decorate their wreaths at home and simply deliver them to the Cane Island Conservatory during these times.

DECORATING YOUR DESIGN

Please read carefully. There are several necessary rules for decorating your trees and wreaths! Your design (whether tree or wreath) will be moved at least once, therefore ALL decorations, lights, and trim must be wired to your design. The ornaments must be glued to their caps in order to make them more stable for movement. To ensure lighting throughout the Festival of Trees, please use only new UL approved LED lights with cords. **NO BATTERY-OPERATED LIGHTS.**

No perishable items, wrapped or unwrapped, are allowed on or around the design. If your design has any additional items that will be given away with it (gift cards, toys, etc.), please provide us with the actual items when you check in on designer day in an envelope or box clearly labeled with the design title and designer name.

You should place copies or empty boxes with the tree. Please do not plan on leaving anything overnight during designer days if you will be returning for the second day. Cane Island, Cinco Charities, Inc. and The Ballard House will not be held responsible for any lost or stolen items.

JUDGING OF YOUR DESIGN

Awards will be given for several categories. Please keep in mind that judging is subjective and cannot be changed once the winners are determined. Ribbons will be mailed to the winners after the Festival; please do not take your ribbon with you. Judges include a children's committee, the Festival chairs, committee members, and special guests.

SALE OF YOUR DESIGN

Your decorated design is a donation to The Ballard House and will be sold at the Festival of Trees. All proceeds from the sale of your design will benefit the guests at The Ballard House. Trees will be sold during the event with pickup times scheduled at the close of the festival on Sunday. Wreaths are sold as cash-and carry items.

The designed items are priced using a set pricing structure and are priced at the sole discretion of the Festival of Trees Committee. The determined price may not reflect your actual cost. Any tree that is not sold will be used to decorate The Ballard House or donated to other non-profits. While we love creative ideas, we ask you to keep in mind that our end goal is to sell each tree.

If you are interested in buying back your design, please indicate so on the Designer Survey. A staff member will call you on Tuesday, November 20, 2018 after 12 p.m. to inform you of the price of the tree. You will pay by credit card over the phone if you are still interested.

IN APPRECIATION FOR YOUR DESIGN

You will receive complimentary tickets to Festival of Trees 2018 as well as to the Breakfast with Santa Celebration and Designer Preview Party. The Breakfast with Santa Celebration takes place at The Ballard House on Friday, November 23, 2018 from 9am – 11am. The Designer Preview Party takes place at the Cane Island Amenity Village immediately afterward from 11:00 a.m. until 1:00 p.m. If you are unable to attend either event, your tickets can be used at any time throughout the event.

Thank you for donating your time and effort to help Cinco Charities make the Festival of Trees a huge success!