



Festival of Trees
3313 S Western Ave
Sioux Falls, SD 57105
605.332.6004
info@handup-foundation.com

Greetings Potential Sponsors and Donors!

We would like to invite you to be a part of our 2023 Festival of trees presented at the Sioux Empire Arts & Crafts Show inside the Expo Building at the W.H. Lyon Fairgrounds. There were between 12,000-14,000 shoppers last November shop at this show! This is the perfect place to showcase your trees and wreaths! The Holidays stir people's hearts and bring into the forefront the needs of families everywhere. This creates an environment where giving becomes an opportunity to share in blessing others in need. The Hand Up Foundation utilizes this consciousness to promote giving focused around the holidays with our flagship event, the Festival of Trees. People give when the message is clear, heartfelt and something they relate to. By creating an experience, families get to create memories while supporting our ministry with a mesmerizing walk down the paths of the festival of trees! Please join us this season to bless those in need!

- WHERE:** SEAC Show hosted in the Expo Building at the W.H. Lyon Fairgrounds
100 N Lyon Blvd, Sioux Falls, SD 57107
- SHOW HOURS:** **Friday, November 10, 2023 @ 12pm (Noon)-8pm**
Saturday, November 11, 2023 @ 9am-5pm
- ADMISSION:** Admission to the Festival of Trees display is free with customers paid ticket to the SEAC Show. \$1 per ticket will be donated to the Festival of Trees. All sponsors will be provided with some free event tickets depending on their value and level of sponsorship!
- RAISING FUNDS:** Money will be raised by the admission to the arts & crafts show, selling photos with Santa Clause, auctioning the trees and wreaths that are donated, and by the public placing money in the buckets to vote for their favorite trees and wreaths!
- BENEFICIARY:** This year the proceeds from the event will go to Casa Angelina, an orphanage in Guatemala for new building projects. This orphanage adopts and raises the children placed with them. It truly is a blessing to the children who call this place home. Future proceeds will be available for local charitable organizations.
- AWARDS:** The public will be voting as they stroll through the event! Each guest will receive a voting scorecard with several categories. Guests may also vote by placing money into the bucket for the tree or wreath of choice! Each dollar counts as 1 vote. The money will be totaled and added to the voting cards to determine the winning entry for each category.
- DISPLAY OPTIONS:** Companies and individuals may donate a fully decorated Christmas tree or wreath. You may provide a banner to hang or stand next to your tree or wreath. You should consider providing tree skirts, wrapped gift boxes, etc. to complete the full look of your tree display. You may include other gift cards or items with your tree to increase the value of your donation. EX: a kitchen store may include

a set of pans wrapped under the tree! You may also provide business cards, brochures, coupons or like items to display with your tree or wreath for the public to take.

Companies providing a wreath will need to provide a stand or display for it. You can bring any sort of stand. Otherwise, you may be able to hang it from the pipe & draping poles. **You must bring your own hanging mechanisms.**

Companies will be responsible for setting up their tree/wreath. This includes assembling and decorating their donated items! Please bring step ladders etc.

- AUCTION:** All donated Trees and Wreaths will be auctioned online during the event! Guests will be able to scan a QR code right at the tree to bid on the items. In addition, online bidding will be available to anyone not at the event.
- ELECTRICITY:** Please bring a min. 50' extension cord, or a splitter if you need multiple plug ins.
- SET-UP:** Your assigned setup time will depend on what you are displaying and when you are available. We will contact you with your assigned setup time.
- DEADLINE:** **October 25th is the deadline**, but we will admit trees right up to the show date if spaces are available, but knowing ahead of time will help us better prepare.
- ITEMS NEEDED:** Company Logo, Complete Tree/Wreath photos, Completed Application. Please get these items to our team as soon as possible!
- LUNCHEON:** Hopefully sponsors will be able to attend an award luncheon on Tuesday, November 28th. This is where we will reveal the winners of the voting categories! Details will follow.
- QUESTIONS:** Contact Robyn or Kari at (605) 332-6004 or Email info@handup-foundation.com
Mail Application to: Festival of Trees - 3313 S Western Ave., Sioux Falls, SD 57105



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Company Name: _____ Contact Name: _____

Email: _____ Phone #: _____

Mailing Address: _____

Please consider donating a tree, wreath, or both! Please mark which you will commit to:

- I would like to provide a fully decorated Christmas Tree for display and auction.
- I would like to provide a fully decorated Christmas Wreath for display and auction.

My overall theme of my decorations is: _____

Approximate size of my tree circumference or Diameter of my wreath: _____

Description of your item (please keep this around 1 paragraph. This will be included with the auction description, what inspired you?):

Approximate Value of your tree or wreath: _____

Do you need electricity for your tree or wreath? YES NO

- I will have a hanging banner to display behind my tree/wreath.
- I will have a stand-up banner to display beside my tree/wreath.
- Please contact me to help create a banner for my tree/wreath and print it for cost.

The Setup Time that is best for me/my company is:

***All setups must be completed by 11am Friday, Nov 10th

- Wednesday, November 8th from 4pm-7pm
- Thursday, November 9th from 10a-12pm
- Thursday, November 9th from 12pm-2pm
- Thursday, November 9th from 2pm-5pm
- Thursday, November 9th from 5pm-8pm
- Friday, November 10th from 8am-11pm

- We would like to decorate our bucket for the cash donations
- Please decorate a bucket for me for our cash donations.
- We would like to provide volunteers to work at this event! Please contact me with more information.

Liability Waiver & Release Form

- 1. ALL PROCEEDS** from the sale of the tree/wreath, all cash donations, and all funds in general collected from the Festival of Trees will go to the Hand Up Foundation to bless the named beneficiary(s). Any unsold tree/wreaths from the auction will be sold in the following weeks to area businesses with all proceeds also retained for the benefit of this fundraiser.
 - 2. DELIVERY & SETUP** of your tree/wreath is solely your responsibility. The event will not supply any labor for decorating or setting up individual displays.
 - 3. SETUP TIMES** are important and must be followed. Setup will not be allowed beyond designated times or once the show begins.
 - 4. STORAGE OF MATERIALS** Please provide totes/boxes for your tree and ornament during setup. Those items can be left and will be stored by the event staff and given to the purchaser of your tree/wreath. Please be sure your stuff is labeled and neatly organized.
 - 5. NO SPONSORS OR THEIR REPRESENTATIVES** shall conduct themselves in a manner offensive to general standards of decency or good taste. The Festival of Trees reserves the right to screen all displays and exclude inappropriate items. This is a family event.
 - 6. PROVIDING A PHOTO** Please provide a photo no less than 10 days prior to the event of your fully decorated tree/wreath. This photo will be used for the live auction, so taking a good photo with a solid color, uncluttered background will be important.
 - 7. FAILURE TO COMPLETE AGREEMENT** Festival of Trees only has room for 40 items this year. Businesses who agree to participate will be counted on to follow through. Any business who does not provide the item promised agrees to instead provide a check for \$500 in its place. Please understand last minute entries will be hard to come by to replace your missing item.
 - 8. HOLD HARMLESS CLAUSE** It is hereby agreed and understood that all sponsors, donors and volunteers will carry any necessary insurance covering injury, loss or damages to themselves or their property during the setup, attendance, during or in transit to this event, and holds harmless the Hand Up Foundation, WH Lyon Fairgrounds, sponsors, volunteers, and any workers from any and all such claims.
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By signing this form, the applicant acknowledges having received and fully read the application, waiver and release form and agrees to abide by all rules and regulations pertaining to the 2023 Festival of Trees event.

Name: _____

Signature: _____ Date: _____