



Decorator Criteria & Guidelines

The **ComEd Festival of Trees at the Rialto** will be a weeklong extravaganza to kick off the holiday season. The major attraction to the Festival will be the brilliant display of holiday trees and wreaths available for purchase through silent auction bidding and raffle tickets. Proceeds from the ComEd Festival of Trees will benefit the Rialto Square Theatre and our mission, *“To lead a performing arts community partnership to enrich the quality of life by encouraging artistic and cultural development.”*

Professional interior decorators and florists who make a living with their creative know-how, as well as those who have a knack for holiday crafting, are invited to share their expertise and enthusiasm by decorating one of the many available Festival displays. With an expected crowd of over 15,000 visitors, the Festival has much to offer its decorators. Exposure at this high quality, community-wide event lends credibility to businesses and hobbyists alike, publicly affirming creative skills.

DEFINING SPONSOR, DECORATOR & ADDITIONAL CONTRIBUTOR

SPONSOR: A tree/wreath sponsor contributes a predetermined sponsorship fee directly to the Festival. A portion of this fee is used to cover the costs associated with the purchase of the Festival’s trees and wreaths. The balance is applied to general Festival overhead. Tree/wreath sponsors may choose to decorate their own display. Tree/wreath sponsors who elect not to decorate their own display will be paired with a decorator by Festival Staff with both names appearing on display signage.

DECORATOR: A Festival decorator is responsible for acquiring all decorations to be used on the display. Materials and the labor required to decorate the tree/wreath are your contribution to the Festival. (In order to obtain the proper tax deduction, please contact your tax accountant.) Decorated displays become the property of the Festival beneficiary, the Rialto Square Theatre.

ADDITIONAL CONTRIBUTOR: Festival decorators may choose to solicit monetary or material donations to help create their display. An individual or company that has contributed to a decorator for their display may be recognized as an additional contributor in the Festival program book. If you elect to approach business associates, friends, family members, etc., for donations and would like the donors to be formally recognized in the program book, you must submit a complete list of your additional contributors for publication by October 15th to the Festival Committee.

Trees will be decorated on location at the Rialto Square Theatre on Sunday, November 22nd from 10AM to 4PM.

Decorators must check in between 10AM and 12 Noon to begin decorating their displays. Our wreaths and 4 ½ foot trees can either be picked up in advance and returned fully decorated by Nov 10th, or can be decorated on site at the Nov 22nd Decorating Party.

Please contact Mary Beth Clausen at 815.726.7171 ext. 216 to arrange for pick up of your wreath or 4 ½ foot tree at our Administrative offices.

GETTING STARTED

The Festival Provides You With...

- ❖ High quality, pre-lit (white/clear lights), artificial, green trees and wreaths. 9 foot, 7 ½ foot, 6 ½ foot and 4 ½ foot trees are available. ***All trees will be secured in a permanent tree stand. Trees cannot be placed in decorative pots or removed from this tree stand.***
- ❖ Optional tree bases to elevate your tree are available. If you wish to use a tree base, please notify the Festival committee.
- ❖ Signage at your assigned display and in the program book.
- ❖ A fantastic opportunity for fun, networking and recognition...all while supporting a terrific cause!

The Decorator Provides....

- ❖ All materials and labor required to decorate your display. Please don't forget supplies necessary for decorating (wire, glue, ladders, etc.)
- ❖ Creativity and tasteful decorations appealing to the Festival's broad audience and especially to potential display buyers. Displays should be appropriate for any home or office.

DECORATING REQUIREMENTS

- ❖ To avoid duplication within the Festival, display themes and title selections are reserved on a first come, first serve basis. Please complete & return the attached form to reserve your theme/title as soon as possible.
- ❖ Trees are pre-lit with LED lighting. The LED lighting is not compatible with traditional ornaments that need to plug into a string of lights for movement or sound.
- ❖ Please refrain from using water globes, water ornaments, bubble lights or other fragile decorations that could be easily damaged during transportation/delivery of the tree to the end buyer.
- ❖ To ensure safe tree delivery, all decorations must be securely wired or glued to trees and wreaths. Common "loop" hangers are not a secure form of wiring and may not be used.
- ❖ Ornaments with an inserted or slip-on hanging attachment must be glued where the two pieces meet. This should be done in advance of the 22nd to save time!
- ❖ Tree toppers must be detachable for transporting. Please provide the topper box and label with decorator's name.
- ❖ Edible food or living plants or animals may not be used as decorations.
- ❖ Decorations should fill a display; no display may be partially decorated. Displays with few decorations result in low selling prices. General decorating guidelines recommend at least 10 special themed or key ornaments with approximately 20 "filler" ornaments for every 2 feet of Christmas tree.

- ❖ Decorations must not end at the last bough of the tree. Tree stands must be covered. If a tree base is used, it must be covered as well. All items under the tree must be auctioned/raffled with the tree. The Festival encourages decorators to include as much as possible. Items included with the tree maximize the value of the display and invite higher bids. **If additional items are supplied, the information must be shared with the Festival committee by Oct 31st to be included in the Festival Program Book and signage at the tree.**
- ❖ Trees must be fully decorated. A tree that has a side facing the wall, must also be decorated on that side.
- ❖ Logos or advertising CANNOT be on the display, unless pre-approved by Festival staff.
- ❖ Tree skirts or fabric must be included to cover the tree base or stand for the tree. Please label tree skirts and other detachable display items with the decorator's name.
- ❖ Items under the tree: If unwrapped boxes such as gifts that go with the display are placed under the tree, the box must be secured with tape or ribbon. Boxes under the tree must be otherwise wrapped and included with the display.
- ❖ Expensive gifts and gift certificates accompanying any trees or raffle displays should not be placed with the display, but rather have signage noting the gifts or empty display boxes for the public to see. (Once again, please be sure to notify the Festival Committee in advance). The actual gift certificate or gifts should be given to Festival staff for safe keeping until after the display is won or purchased. At that time, Festival staff will give the winner the gift certificate(s) and/or gifts.

The Festival is proud of its reputation for high standards and for displaying exceptionally well-decorated displays. The Festival committee reserves the right to request that you make changes or adjustments to enhance the quality of your display. Communication between decorators and the Festival committee helps to insure an appropriate theme is chosen and results in a quality display.

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DECORATOR AGREEMENT

Yes! I/We would like to be responsible for decorating a tree/wreath at the ComEd Festival of Trees at the Rialto 2009. I/We have read the attached Decorator Criteria and Guidelines and understand that I/we will be responsible for providing all of the materials and the labor required to decorate the assigned display. I/We will attend the decoration party on Sunday, November 22, 2009 from 10am to 4 pm to decorate my/our assigned display. Pre-lit trees and wreaths will be provided.

Display Preferences:

Tree Decorator

- Size: Large (9 ft) Displayed in the Esplanade
 ~~Medium (7 1/2 ft)~~ ~~Displayed in the Esplanade~~ Sorry, All opportunities taken
 Small (6 ft) Displayed in the Rotunda Balcony or the Esplanade
 X-small/ Potted (4 1/2 ft) Displayed in the Lower Promenade
X-small trees have the following choices available (first come first served)
- Green tree in a decorative pot
 - Green tree in traditional tree stand
 - White tree in traditional tree stand (only 3 available)

Wreath Decorator - All wreaths are Green, 36", pre-lit with clear lights and will be displayed in the Upper Promenade.

Theme:

To avoid duplication please briefly describe your ideas for your proposed display. I.e. Victorian, Chicago Bears or Dogs. If your theme closely resembles another decorator's theme previously submitted, a Festival Committee member will contact you to discuss alternate options. (Being the decorator, you will eventually have the privilege of naming your tree. We will need this information by Oct. 31, 2009.)

Display Theme/Brief Description _____

Undecided at this point in time. I/We will submit our display theme to the Festival committee on or before Sept 30th, 2009.

Contact Information:

Company/ Individual Name _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____

Preferred Phone: _____ Email Address: _____

How would you like to be recognized in all donor appreciation and advertising publications?

Return to: Mary Beth Clausen ■ Rialto Square Theatre ■ 15 E. Van Buren St. ■ Joliet, IL 60432
815.726.7171, ext. 216 ■ Fax 815.726.0352 ■ email: mbclausen@rialtosquare.com

www.rialtosquare.com

The Rialto Square Theatre is a not-for-profit 501 (c) (3) corporation. Contributions are tax deductible to the fullest extent of the law.