

Good Samaritan Network

Festival of Trees

10

years

2023

Benefiting Client and Holiday Assistance in Hamilton County

DESIGNER PACKET

NOVEMBER 18, 6pm, 2023

Location: Renaissance Indianapolis North Hotel / Carmel, IN



FESTIVAL OF TREES
EVENT COORDINATOR
KIM HARDEN
317.379.0470
iloveitdesigns@att.net

**Good
Samaritan
NETWORK** 

www.gsnlive.org

Good Samaritan Network
12933 Parkside Drive, Fishers, IN 46038
317.842.2603 | www.gsnlive.org

DESIGNER ONLINE SIGN-UP





Good Samaritan Network



Dear Potential Designer,

On behalf of the **Good Samaritan Network of Hamilton County, Inc.**, a local nonprofit 501c3 organization, we are excited to announce the return of the **10th Annual Hamilton County Festival of Trees**.

One of our objectives is to showcase the artisan work of local designers in Hamilton County and to demonstrate how creativity can impact a community... for the good!

LOCATION:

**Renaissance
Indianapolis
North Hotel**
11925 N Meridian St.
Carmel, IN

We are thrilled to return to the beautiful **Renaissance Indianapolis North Hotel in Carmel on Saturday, November 18, 6pm**. The evening includes a dinner, keynote speaker, and an auction of exquisite, custom-designed Christmas trees, wreaths, paintings and more — all hand decorated by local designers specifically as fundraising pieces. All proceeds from the event will be directed for Good Samaritan Network's signature **Client Assistance and Holiday Assistance Programs** which specifically assists Hamilton County residents. Our last holiday outreach allowed GSN to assist over 46,000 families during the holiday season.



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"We couldn't be more thrilled to present our **10th Annual Hamilton County Festival of Trees (FOT)** community event. Last year, 2022, was the single highest FOT fundraising event with record sponsorships and some of our most amazing designers. We are hoping to fill every seat this year, and we look forward to an even more celebrative and creative 10 Year Festival of Trees!" says Kim Harden, Festival of Trees event coordinator.

Please know that your participation and support will be greatly appreciated and will make a huge impact in helping thousands of under-served residents in Hamilton County. Thank you for considering this inspiring opportunity to partner with Good Samaritan Network!

With Best Regards,

Kim Harden | Festival of Trees Event Coordinator
317.379.0470 / iloveitdesigns@att.net

Nancy Chance | Good Samaritan Network, Founder/Executive Director
317.842.2603 / nchance@gsnlive.org

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INFO AND TIMELINE

CONTACT | Kim Harden, FOT Event Coordinator, 317.379.0470. Call or text for a tree selection appointment or with questions, or email iloveitdesigns@att.net. Complete a Designer form ONLINE or return a printed form to Kim Harden at: 72 Chesterfield Dr., Noblesville, IN 46060.

SIGN-UP | Designers can register online at www.gsnlive.org under the “Events” / “Festival of Trees” page. From there, click on “Interested In Being A Designer” - or, use the **QRC** listed in this packet.

WREATHS | Designers can provide their own wreath but it is not mandatory. Minimum size 20”, maximum size 48”.

PLACARD/SIGNAGE | An imprinted 12” x 18” placard will be provided for each registered tree/wreath including designer information and item name/description.

DECORATING WORK PERIOD | November 10-16 with a completion deadline of November 17 at 8 p.m. *The design room will be accessible 24hrs during these dates.*

TREE MOVE and FLUFF DATE | On event day, November 18, designers can perfect their trees onsite from 9 a.m.- 4 p.m.

WRAP and BOX | Designers are asked to donate individual time Sunday, November 21, 12’noon at Renaissance Indianapolis North Hotel to help wrap and box trees/items in order to have all pieces prepared and ready for next day delivery.

ONSITE ROOMS | Designers who want to spend the night at the Renaissance Indianapolis North Hotel on the day of the event at a discounted rate will need to reserve a room in advance. When calling confirm you are reserving a room as part of the Good Samaritan Network Festival of Trees block of rooms. Reservations and payment is separate from Good Samaritan Network. Good Samaritan Network will not be responsible for room payment of any kind.

MEDIA PROMOTIONS | Designers will be recognized during the evening’s program and via various print pieces.

RECOMMENDING DESIGNERS | Designers are welcome to contact other reputable designers who may be interested in partnering on behalf of the Hamilton County community. All designers are ultimately considered, approved, and accepted by GSN and the FOT event coordinator.

SPONSORSHIPS | Designers are encouraged to become a FOT sponsor for the evening.



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Festival of Trees

Additionally, if you know of anyone who you feel may be interested in sponsorship, contact GSN at 317-842-2603, x201 for details or visit the Festival of Trees page, www.gsnlive.org, and select “Interested In Being A Sponsor.”

DESIGNERS MEETING | Designers can attend the initial meeting, September 10, 2pm, at the GSN Warehouse (12933 Parkside Dr., Fishers, IN). The meeting will include tree selection. First come, first served.

DESIGNER GUIDELINES

- Absolutely NO LIVING MATERIALS can be used in decorating (evergreens, plants, flowers, etc.)
- Absolutely NO HOT GLUE used on trees. Decorations must be WIRED on. Tops of ornaments need to be glued on before wiring to trees.
- Decorating period onsite: November 10-16 at Renaissance Indianapolis North Hotel 11925 N Meridian St., Carmel, Indiana, 46032. *During the decorating period the design room is available 24 hours daily.*
- Designer must submit tree/item/name/theme/description by November 15.
- A Festival of Trees Donation Receipt is available online via the Designer’s page or by contacting the FOT event coordinator. To receive GSN donation tax credit all designers must complete a Festival of Trees Donation Receipt that includes estimated cost/retail value of designed item(s) (including any donated materials), and receipts must be attached whenever possible. Please submit your FOT “Donation Receipt” before leaving the design area on November 17 if possible, or return documentation to GSN by November 27. The cost-value information is required by the IRS.
- Designers are required to provide their own extension cord to become part of the tree. It will not be returned.
- A tree skirt must be provided by the designer. Please do not glue or staple tree skirts to the display base.
- All decorations under the tree will be given to the buyer.
- The Festival of Trees is responsible for delivering any tree OVER 4’ to the buyer following the event.



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BASIC TREE DECORATING CONCEPTS

- Trees will be pre-assembled by the Festival of Trees team.
- If your tree is pre-lit, connect the cords together according to directions and plug into a power source before starting to design to make sure lights are in working order.
- Begin shaping your tree from the bottom and work your way to the top when fluffing. Most trees can be shaped with the push/point method (looks like a cat paw) by pulling individual branches back toward the tree. This fills in the spaces between each layer of branches. Shape entire row of branches before moving up.
- To ensure lights are spread evenly it's easiest to step back and squint, revealing any dark spaces. If you choose to add lights to the tree be sure you connect them with a separate power cord.
- Read product light boxes for maximum capacity for end-to-end connection. Only 200 miniature lights per extension outlet and maximum of 600 lights per extension cord. Never plug unlike numbers of lights together (e.g., 50 bulbs & 100 bulbs).
- If you use a lighted tree topper use a separate extension cord and plug into the power strip connected at the base of the tree.

TREE DECORATING CRITERIA

NAME | Please provide a creative and inviting name for your tree (will be publicized). A confirmed tree name is required. Examples: "Grinchy Tree," "Whimsical Delight," "Sweet Fantasy," "Oh Christmas Tree," etc. *(This creates interest, promotes easily, helps the auctioneer, and the buyer.)*

THEME/DESCRIPTION | Describe the overall look you are trying to achieve. Descriptions should creatively highlight the details you anticipate for your tree, but should not be longer than two sentences. Example: "Red and gold decor brings an elegant touch to any tree. The red tree makes a bold statement of it's own, while the musical note ornaments and treble clef tree-topper are a nod to Christmas carols." *(This creates interest, promotes easily, helps the auctioneer, and the buyer.)*

DESIGN | Use 2 or more colors on your themed tree and add 3 or more different shapes of decorations for texture and interest.

TREE LIGHTING BALANCE



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Tree	Height	# of Lights	# of Decorations
4	feet	250-300	60-75
6	feet	350-500	125-175
7	feet	450-600	175-225
8	feet	600-850	225-300
9	feet	800-1200	300-450

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DESIGNER CONTRACT

Festival of Trees | November 18, 6:00 p.m.
Renaissance Indianapolis North Hotel Carmel, IN

Complete designer registration using the **QRC** or at **www.gsnlive.org** - visit **"Events"** and **"Festival of Trees"** and select **"Interested In Being A Designer"** - for information, or to complete the Designer Form/Contract. If using this paper form return it by mail to **Good Samaritan Network, Festival of Trees, 12933 Parkside Drive, Fishers, IN 46038.**



Please **print clearly**. All **Contact Information** required*:

***DESIGNER NAME:** _____

***DESIGNER BUSINESS NAME:** _____

***CONTACT ADDRESS:** _____

***CITY/STATE/ZIP:** _____

***CONTACT PHONE:** _____

***CONTACT EMAIL:** _____

DESIGNER INFORMATION:

DESIGNER NAME(S) as you would like it to appear in communications and print pieces:

SPONSOR NAME(S) if other than the Designer:

- I do NOT require a tree or wreath from GSN, I will provide MY OWN for decorating.
*My tree size will be: 4 ft 5 ft 6 ft 7 ft 8 ft 9 ft

EVENT TICKETS:

Designers are asked to participate by attending the event and will be acknowledged during the evening. Festival of Trees event tickets must be purchased in advance at the Festival of Trees site online (RSVP).

INFORMATION/CHECK LIST:

- I understand that this contract/letter must be submitted as soon as possible to confirm participation so that I may be included in the designer's roster and receive further follow-up communications and correspondence.
- I understand that the designing/setup work period will be November 10-16 at the Renaissance Indianapolis North Hotel, Carmel, with a completion deadline no later than November 17 at 8 p.m.
- I understand that the move and fluff date will be held early the day of the event, November 18, from 9 a.m. - 4 p.m. at the Renaissance Indianapolis North Hotel, Carmel, IN.



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- I understand the designer information may change and I will be notified accordingly.
- I understand that no changes to any designer's name/sponsorship for the signage will be possible after November 15.
- I understand that I am responsible to submit a signed/completed "Donation Receipt" by November 27 to Good Samaritan Network or the Event Coordinator.
- I understand that donation receipts, based on emails, will be provided - but no financial reimbursements are allowed.
- I understand that all designers are asked to donate individual time Sunday, November 19 at 12'noon at Renaissance Indianapolis North Hotel to help wrap and box trees/items in order to have all pieces prepared and ready for delivery.
- I understand if I want to spend the night at the Renaissance Indianapolis North Hotel on November 18, at a discounted rate for FOT participants, I will need to reserve and make payment for a room in advance.
- I understand that Good Samaritan Network is required to provide an indemnification agreement and proof of adequate insurance for any damages to Renaissance Indianapolis North Hotel resulting from any action or omission of individual attendees, including vendors, designers, etc., in conjunction with the event. However, GSN is not responsible for any loss or damage, no matter how caused, to any inventory, materials, samples, displays, equipment, properties or personal effects brought into the venue for this event.

Thank you for your participation in Hamilton County's Festival of Trees. Please watch for further details and communications via email (unless otherwise noted), including updated set-up week details, etc.

Should your email account change at any time, or any contact information, be sure to notify the event coordinator listed herein.

TREE/ITEM NAME:

Please provide a creative and inviting name for your item/tree (will be publicized).

THEME/DESCRIPTION:

Describe the overall look you are trying to achieve with the item/tree. Descriptions should be no longer than two sentences.



AUTHORIZED SIGNATURE

DATE

Return completed contract to **Kim Harden, Festival of Trees Event Coordinator**

72 Chesterfield Dr, Noblesville, IN 46060 | iloveitdesigns@att.net