



Children's
Foundation



Festival of Trees

A Benefit for the Children's Foundation

November 23 – 30, 2025

Ford Community & Performing Arts Center

15801 Michigan Ave., Dearborn, MI



DESIGNER GUIDELINES AND CONTRACTS

7-ft. and
5-ft. Trees

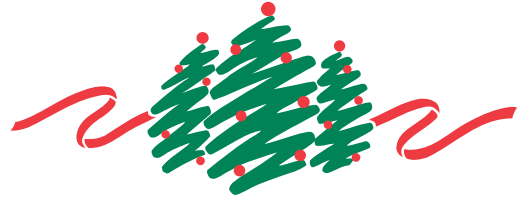
Tabletop
Trees

Wreaths

Centerpieces

Festival of Trees

WELCOME DESIGNERS



A Benefit for the Children's Foundation

Dear Festival of Trees Designers:

As we step into the next decade for the Festival of Trees, it is a great opportunity to thank you for your continued support as a Christmas Tree, Wreath, Centerpiece or Tabletop Tree Designer. It is the visual beauty of your creative designs that highlight the Festival of Trees and invites our guests to join us for this festive and important event. Welcome to our new tree designers. 2025 marks our 41st year of raising funds for pediatric research. Mayor Hammoud has invited us to continue to hold our Event at the Ford Community & Performing Arts Center, located at 15801 Michigan Ave., in Dearborn. Your beautiful designs will be on display from Saturday, November 22nd through Sunday, November 30th, 2025. The Preview Gala will take place on Saturday, November 22nd.

This mailing includes Guidelines and Contracts for Tree Designers and Tabletop/Wreath/Centerpiece Designers, a Sponsorship packet and a self-addressed envelope for you to send back your contract(s). **All Designer Contracts need to be returned to Cheryl McNamara by September 1, 2025, which includes Designer Contracts for all Floor Trees (5' and 7'), all Tabletop Trees (2' and 3'), all Wreaths and all Centerpieces.** Please provide us with your email address, so we can conserve on printing costs in the future.

TREE CONTRACTS (5' and 7') / DESIGN DAY

In an effort to make tree delivery more efficient we will be cutting back on 7' full trees. Please try to design your tree based on a 7' slim tree. Your contract should include your choice of tree size (5-foot, 7-foot slim and 7-foot full trees), the tree theme, color scheme, and if possible, provide pictures of the décor you will be using. **SEPARATE CONTRACTS ARE REQUIRED IF YOU ARE DESIGNING MORE THAN ONE TREE. Tree Design Days will be spread out over Thursday, November 20th and Friday, November 21st. Complete the Design Day selection box on the right hand side of your contract (Thursday, Friday or Either).**

TREE DECORATION CONSIDERATIONS

English Gardens will not allow for early tree pickup therefore your pre-lit tree will be on site for decorating. Keep in mind that undecorated trees have a retail value of \$300 to \$600. Special Santa Tree Sponsors pay \$1,500 for a 7-foot and \$800 for a 5-foot tree, it is extremely important that a large quantity of high-quality materials, combined with your creativity, be used. **Traditional holiday themed trees sell the best and are one of the top requested themes by sponsors and event attendees. Trees designated for Children's Hospital should be decorated with vibrant ornaments and décor that will enhance an unlit tree as fire safety codes prohibits the lighting of trees in the hospital.**

TREE SPONSORSHIP

Did you know there are four levels of tree sponsorship? Special Santa Tree Sponsorships (\$800 and \$1,500) are the best in that it offers the sponsor ownership of the tree, VIP tickets to the Gala, Name in the Event Program and Signage by the tree. Or, how about a simple Tree Sponsorship (\$200 and \$300) that puts the sponsor name in the Event Program, signage by the tree and the ability to place an ad in our Event Program at half price. At this lower price, individuals and businesses are more likely to agree to being a sponsor. Sponsorships help the Festival of Trees raise funds for our cause.

Enclosed is a sponsorship packet that can be used to pursue a sponsor. Though not mandatory, your ability to locate a Tree Sponsor is encouraged and greatly appreciated. Securing a sponsor furthers our goal of raising funds for pediatric research.

If you are able to secure a business or individual to sponsor your tree(s) as a Special Santa Tree Sponsor or a simple Tree Sponsor, please contact Kim Schneck either by email at kimberly.schneck@fot.org or by phone at 734-280-7056. **Sponsor information and payment is needed prior to September 1st to guarantee your sponsor(s) name appears in the Event Program.** Designers securing a Special Santa Tree Sponsorship will automatically be upgraded to a "VIP" Preview Gala ticket. This entitles you to enter the Gala early (6:30 PM), admittance to the VIP Lounge which includes an open bar, heavy appetizers, our decadent sweets and treats buffet, and a wrist band that allows you access to the lounge all evening. In the event you are unable to secure a Special Santa Tree Sponsorship, you will receive a "Patron" Preview Gala ticket(s) which includes a 7:30 PM Event entrance, a cash bar, light appetizers, and of course, our famous sweets and treats buffet.

The Festival of Trees is not just a fund raiser; it is a community event that invites people of all ages to view and take part in a beautiful and magical holiday attraction – all for the good of our children. We encourage and welcome you to let us know your suggestions to make Festival of Trees the best holiday attraction in the greater Detroit area. As always, it is **YOU**, the designer, who brings the event to life.

Thank you,

Cheryl McNamara

Board Member/Tree Designer Chairperson

24417 Holyoke, Novi, MI 48374

248-982-4246 • cheryl.mcnamara@fot.org



PO Box 87175, Canton, MI 48187

Phone 734-280-7056

www.fot.org

Festival of Trees

TREE DESIGNER GUIDELINES



TREE SIZES

7' SLIM OR FULL TREE

(LIMITED)

Designers will receive:

- Recognition in Event Program
- Signage by Tree
- 4 Patron Preview Gala Tickets

5' TREE

Designers will receive:

- Recognition in Event Program
- Signage by Tree
- 2 Patron Preview Gala Tickets

You are welcome to include a 2' replica tree or wreath along with your 7' or 5' Tree (indicate this on both Contracts)

To guarantee your name appears in the Event Program, Festival of Trees (FOT) must receive your completed contract(s) by September 1st. Send contract(s) to the Chairperson listed on the next page.

TREE DESIGN DAYS

- Tree Design Days are divided between Thursday, November 20 and Friday, November 21, from 9:00 AM to 5:00 PM at the Ford Community & Performing Arts Center, 15801 Michigan Ave., Dearborn. If there is a date you prefer, please indicate that when you submit the contract to the Tree Designer Chairperson. You will receive a communication reminding you of your Design Day selection.
- Please stop at the "Check In" table for direction to your design location. You will receive your complimentary Preview Gala tickets upon completion of your tree.
- FOT will provide you a pre-lit tree(s) for decorating. The trees will be on site at your designated spot on Design Day.
- Because of the limited setup space, please have your ornamentation prepared and organized so all designers have a safe, open floor space to work.

PLEASE BRING THESE SUPPLIES (FOT WILL NOT PROVIDE)

- scissors
- hot glue gun and extra glue sticks
- wire and wire cutters
- chenille stems
- extra power strip
- extra light strands
- work table and chair
- ladder
- broom and dust pan

TREE DESIGN SETUP

TREE STAND

Tree stands for 7' trees are provided by FOT.

TREE ELEVATION

All 5' trees are elevated for display on Boomer tubes. (A Boomer tube is 18" tall and the top platform is 24" x 24" and these are provided by Festival of Trees and remain the property of Festival of Trees.) It is the designer's responsibility to cover the Boomer tube on which the tree is elevated. You will need a professional tree skirt and cover for the Boomer tube and platform top.

TREE SKIRTS

ALL TREES MUST HAVE TREE SKIRTS. Trees that sell the best have quality tree skirts that are in keeping with the theme and design of the tree.

ORNAMENTS AND TRIM*

- ALL ornaments must be wired securely to the tree. DO NOT hot glue them to the tree.
- Hot glue all ornament caps/tops in place.
- Trees must be decorated to be viewed on all sides.
- NO living materials are allowed on trees.
- NO dried materials are allowed on trees.

If you are considering any questionable material, please contact the FOT office for approval.

If you have any leftover ornaments or décor, we ask that you leave them behind with the tree in the event anything gets broken or lost upon delivery.

***For the safety of our guests with allergies, there is a NO SCENT policy -- meaning no cinnamon or scented items allowed on your display. Also, NO PEANUTS allowed on site.**

TREE DESIGN SETUP

TREE LIGHTS AND CAUTIONS

While we do not want to discourage creative designs we need to be mindful of potential hazards. Requirements for lighting your tree are based on recommendations made by the Office of the Fire Marshall.

ONLY LED LIGHTS ALLOWED!

EFFECTIVE 2025

Trees from English Gardens come pre-lit. If you are adding lights for a specific design effect then the following rule applies: **DO NOT add any more than 3 strands of 100 LED mini-lights to a tree. Only 3 strands of 100 lights can be plugged in together and into one outlet on your power strip.** If you add more than three strands to a series, you could burn out all the lights on your tree and those on the other trees in your section. (This has happened, so please, **ONLY 300 LIGHTS PER TREE – PER OUTLET.**)

- **NO spotlights can be used.**
- **NO large bulb string lights.**
- **NO rope lights (unless LED).**

TREE TOPPERS

DO NOT use extremely large/ tall tree toppers, as they make tree delivery difficult.

PROPS

Props are not discouraged; however, all items displayed will be sold with the tree.

TREE SIGNAGE

Signage around the tree is limited to the tree sign provided by FOT. It is FOT's policy to not have advertising materials as part of your display.

YOUR TREE DONATION BECOMES THE SOLE PROPERTY OF FESTIVAL OF TREES INCLUDING:

- All décor and trim
- All lights on the tree
- Tree skirt
- All display items and props

Proceeds from Festival of Trees benefit research at Children's Hospital of Michigan. Festival of Trees, Inc. is a recognized, non-profit organization under Section 501(c)(3) of the Internal Revenue Code. Donation may be tax deductible as permitted by law. MICS 12437

FINAL TREE DELIVERY

On Tuesday, December 2, 2025, your fully-decorated tree, its display items/props and any extra ornaments/décor will be picked up from the event site and delivered to the purchaser.

Although FOT does not want to discourage your creativity, ALL TREES MUST BE DELIVERABLE BY OUR TRUCKS. IF YOUR TREE IS DIFFICULT TO SHIP, YOU WILL BE RESPONSIBLE FOR DELIVERY OF YOUR TREE AND SETUP AT THE LOCATION OF THE PURCHASER.

FOT CONTACT INFORMATION

Please return your completed contract(s) to:

Cheryl McNamara

Tree Designer Chairperson

24417 Holyoke, Novi, MI 48374

248-982-4246 • cheryl.mcnamara@fot.org

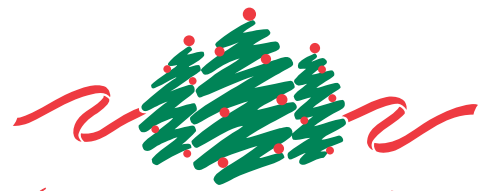


PO Box 87175, Canton, MI 48187

Phone 734-280-7056

www.fot.org

To guarantee your name appears in the Event Program, we must receive your completed contract by September 1st



Festival of Trees

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Festival of Trees

TREE DESIGNER CONTRACT

FIRST CHOICE	SECOND CHOICE	TREE SIZE*	THEME AND COLOR SCHEME OF ONE DECORATED TREE	DESIGN DAY CHOICE
		7' Tree Slim		<input type="checkbox"/> THU
		7' Tree Full		<input type="checkbox"/> FRI
		5' Tree		<input type="checkbox"/> EITHER

<p>*ALL 7' TREE DESIGNERS RECEIVE Recognition in Event Program, Signage by Tree Display, and 4 Patron Preview Gala Tickets</p>	<p>*ALL 5' TREE DESIGNERS RECEIVE Recognition in Event Program, Signage by Tree Display, and 2 Patron Preview Gala Tickets</p>	<p>I/We understand that I/we may be responsible for tree/display delivery.</p>	<p>INITIAL IN BOX</p>
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I/We would be willing to also donate/design:
 Tabletop Tree Wreath Centerpiece
Please complete additional enclosed contract(s) and return with your Tree Designer Contract.

YOUR DONATION BECOMES THE SOLE PROPERTY OF FESTIVAL OF TREES (FOT). FOT RESERVES THE RIGHT TO MAKE CHANGES. PRICES OF DONATIONS ARE DETERMINED BY FOT PROFESSIONAL CONSULTANTS.

****ALL TREES MUST BE DELIVERABLE BY OUR TRUCKS****

****IF NOT, YOU WILL BE RESPONSIBLE FOR DELIVERY OF YOUR TREE****

Name as you wish it to appear in the Event Program:

.....

Name _____

Business _____

Address _____

City _____

State _____ ZIP _____

Home Phone _____

Work/Cell Phone _____

E-Mail _____

Signature _____

Date _____

ADDITIONAL OR UPGRADE OF PREVIEW GALA TICKETS

Additional Patron Preview Gala Ticket(s)
 _____ @ \$100 each = \$ _____

VIP Upgrade of Patron Preview Gala Ticket(s)
 _____ @ \$75 each = \$ _____

Additional Child Preview Gala Ticket(s)
 _____ @ \$30 each = \$ _____

Amount enclosed for extra tickets \$ _____

PAYMENT INFORMATION

Enclosed is my/our check Check # _____
 payable to: **Festival of Trees**

Payment by credit card
 Visa MasterCard Other _____

Credit Card Number _____

Exp. Date _____ Security Code _____

Name on Card _____

Billing Address _____

RETURN CONTRACT TO FOT CONTACT **Cheryl McNamara, Tree Designer Chairperson**
 24417 Holyoke, Novi, MI 48374 • 248-982-4246 • cheryl.mcnamara@fot.org

FOR OFFICE USE ONLY	Date Contract Received by Chairperson	Date Contract Received by FOT Office	EXTRA PATRON TICKETS ORDERED	UPGRADE TO VIP TICKETS	TOTAL TICKETS

Festival of Trees

COMBINATION DESIGNER GUIDELINES



A Benefit for the Children's Foundation

DECORATIVE ITEMS



2' OR 3' TREES

Provided by English Gardens
(Available first come, first serve)
Recognition in Event Program



WREATH

Designer provides
wreath and materials
Recognition in Event Program



CENTERPIECE

Designer provides
centerpiece materials
Recognition in Event Program

To guarantee your name appears in the Event Program, Festival of Trees (FOT) must receive your completed contract(s) by September 1st. Send contract(s) to the Chairperson listed below.

FOT DESIGN DAY

- Deliver completed decorative item(s) to the Event site on Thursday, November 20, from 9:00 AM to 5:00 PM at the Ford Community & Performing Arts Center, 15801 Michigan Ave., Dearborn.
- Your item(s) are a tax-deductible donation to FOT and a form will be available upon request at the time of delivery.

DECORATIVE REMINDERS FOR TABLETOP TREES, WREATHS AND CENTERPIECES

Use high-quality permanent materials.
Remember larger ornaments pack a greater
"punch" and better selling aspect.

DO NOT use edible items,
dried flowers or any other dried
plant material.

DO NOT use sharp or
possible harmful materials
(e.g. fish hooks).

TABLETOP TREES*

ORNAMENTS AND TRIM

- Unpack and arrange tree for a life-like appearance.
- ALL ornaments and lights must be wired securely to the tree. **DO NOT** hot glue them to the tree.
- All trees must have operating lights – include batteries, if lights are battery operated.
- Trees with toppers tend to sell better.

If you are considering any questionable material, please contact the FOT office for approval.

TREE BASE

Completely decorated trees require a completed base. This may be a tree skirt, box, plant pot, etc. **DO NOT USE CEMENT** as this is too hard to carry. Foam insulation works well. Also, please ensure that the base is **VERY** stable and not wobbly.

WREATHS*

DECORATIONS

- Select a wreath between 22 and 26 inches wide.
- Secure the decorations to the wreath by wiring or gluing them to its branches.
- Lights are not required but if used, they may not be turned on during the Event – depending on power availability.
- Make sure your wreath has a **SECURE** hanger and will support the weight of the decorations.

CENTERPIECES*

- Keep the number of pieces to your centerpiece to a minimum. If it has more than one piece, please provide a container for transporting the entire arrangement.
- Please ensure that your centerpiece has a sturdy base.

* For the safety of our guests with allergies, there is a **NO SCENT** policy – meaning no cinnamon or scented items allowed on your decoration. Also, **NO PEANUTS** allowed on site.

FOT CONTACT INFORMATION

Contact chairperson to secure a contract and return it to:

Cheryl McNamara

Tree Designer Chairperson

24417 Holyoke, Novi, MI 48374

248-982-4246 • cheryl.mcnamara@fot.org

Festival of Trees

PO Box 87175, Canton, MI 48187

Phone 734-280-7056

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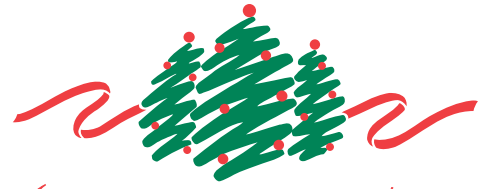
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Festival of Trees

COMBINATION DESIGNER CONTRACT



Festival of Trees

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TABLETOP TREE – WREATH – CENTERPIECE

TOTAL QTY	DECORATIVE ITEM	QTY	PICK-UP DATE	SIGNATURE	QTY	PICK-UP DATE	SIGNATURE
	3' Tabletop Tree						
	2' Tabletop Tree						
	Wreath	designer provides wreath and decorative materials					
	Centerpiece	designer provides centerpiece decorative materials					

YOUR DONATION BECOMES THE SOLE PROPERTY OF FESTIVAL OF TREES (FOT). FOT RESERVES THE RIGHT TO MAKE CHANGES. PRICES OF DONATIONS ARE DETERMINED BY FOT PROFESSIONAL CONSULTANTS.

Name as you wish it to appear in the Event Program:

.....

Name _____

Business _____

Address _____

City _____

State _____ ZIP _____

Home Phone _____

Work/Cell Phone _____

E-Mail _____

Signature _____

Date _____

I/WE WOULD LIKE TO PURCHASE PREVIEW GALA TICKETS

VIP Preview Gala Ticket(s) _____
(includes entry to VIP Lounge, open bar, heavy appetizers, sweets and treats buffet, doors open at 6:30 PM – ages 21 and over only)
 @ \$150 each = \$ _____

Patron Preview Gala Ticket(s) _____
(includes cash bar, light appetizers, sweets and treats buffet, doors open at 7:30 PM)
 @ \$100 each = \$ _____

Child Preview Gala Ticket(s) _____
(Ages 12 and under)
 @ \$30 each = \$ _____

Amount enclosed for ticket(s) \$ _____

PAYMENT INFORMATION

Enclosed is my/our check Check # _____
 payable to: **Festival of Trees**

Payment by credit card
 Visa MasterCard Other _____

Credit Card Number _____

Exp. Date _____ Security Code _____

Name on Card _____

Billing Address _____

RETURN CONTRACT TO FOT CONTACT

Cheryl McNamara, Tree Designer Chairperson
 24417 Holyoke, Novi, MI 48374
 248-982-4246 • cheryl.mcnamara@fot.org

FOR OFFICE USE ONLY	Date Contract Received by Chairperson	TOTAL TICKETS

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