

# Festival of Trees 2 at the Carnegie Library Museum!



## **You are invited to decorate a tree at the Carnegie Library Museum**

Showcase your business/organization  
by having your decorated tree on exhibit  
at the Carnegie Library Museum  
from the **11/21 through 12/20**

Contact Perry City Hall at 515-465-2481  
if you'd like to be part of this holiday exhibit.

**Please let us know NO LATER THAN OCTOBER 12.**

# Festival of Trees 2 at the Carnegie Library Museum: The Details

## OPEN HOURS

- The exhibit will be open during the Carnegie's regular hours: Saturday 10-4 and Sunday 1-4 from 11/21 through 12/20.
- In addition, the Carnegie will be open the night of the lighted parade (11/27) from 6:30-8:30 p.m.
- And for a special grand opening fundraising event on the evening of Friday, 11/20.

## The TREES

- Provide your own tree (artificial, metal, stick, wooden, whatever). No real trees. It doesn't even have to be a traditional tree—be creative and inventive. Decorative (and safe) are the only requirements.
- Any size tree—from miniature to large.
- Lighted or not.
- While I'm using the term "tree," you may be creative as to what a "tree" is to you.
- Decorate however you'd like (family-friendly, of course).
- Put your store name and hours and whatever you'd like on the tree.
- Feel free to bring store brochures or anything else as well.
- You're limited only by your own creativity and our electrical outlets. ☺
- Make your trees an exhibit of your innovation and creativity. If you participated last year, we thank you and look forward to seeing your new ideas for 2015.

## The LOGISTICS of the Exhibit

- Trees cannot be put up until AFTER Art on the Prairie (11/14-11/15).
- Trees MUST be UP BEFORE the evening of 11/20.
- Trees must stay up through 12/20.
- Some blocks of time will be set up the week of Nov. 16-20 for set-up. These are yet to be determined. If you want to suggest times to Laura, please do.
- We'll do the same after Christmas—set up some blocks of time for tear down.
- It'll be first come, first serve as far as picking your tree placement—outlets are in limited locations.
- This year, we do have both the main and lower levels available for tree placement.
- If you have extension cords or power strips, please bring them. The Carnegie does not have a supply.
- If you happen to have "strips" to place over cords to hold them down—that'd be great if you could bring those as well. This will only be an issue if a cord needs to cross a walking area.

## A Win-Win for All, but also a Fundraiser for the Carnegie

- There is no cost to you to do this (besides your valuable time and talent!)—we hope it is a win-win with some advertising and exposure for you and some beautiful trees for the Carnegie!
- This is a fundraiser for the Carnegie—any money taken in at this event will be used for future exhibits or programming.
- People entering the Carnegie will be handed an envelope and asked to vote for their favorite tree. They'll hopefully be voting with their pocketbook by placing money into the envelope, checking their favorite tree, and placing the envelope into the donation box.
- While this is initially going out to Chamber Members, feel free to pass the message along to other organizations or even individuals who may want to decorate a tree for this exhibit—a Girl Scout Troupe, an art class, whatever.

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## ADVERTISING

- The Carnegie will design a flyer for the event and distribute it to the local media outlets and our distribution list of emails gathered from guest book sign-ins. We'll post the flyer (with all participants listed) on our facebook page. We'll submit it to the Perry 1 calendar.
- We'll have the flyer available in time for the huge volume of traffic during Art on the Prairie.
- We do not have a budget for print ads, but it will be included in ads the City/Chamber do and hopefully we'll get some stories in the local media.
- The Carnegie will provide the Hotel Pattee with room key inserts with the Carnegie's hours and all the businesses who have decorated trees--these will be given to hotel guests.
- We may make a map as well—a map that shows the locations of the businesses with trees at the Carnegie.
- We'd also hope that you would help spread the word through your networks and connections and post the flyer where appropriate.
- We'll have the flyer available in Spanish as well.

## UNKNOWNNS

- This event is continuing to be planned and everything is not set just yet. We may add a gala event, we plan to auction off a donated item for additional fundraising, there may be visits from Santa, etc. All the add-ons and details are still evolving, but we wanted to get this "tree invite" out ASAP.
- If you want to donate any items for a silent auction/raffle—you may do that as well.
- If you want to be involved in any other aspects beyond tree-decorating, we're always looking for enthusiastic volunteers! 😊

## IN SUMMARY

- **We need to know if you're participating by Oct. 12, 2015.**
  - **If so, please provide:**
    - **The name of your business/organization (as you would want it listed on a flyer).**
    - **Your name as the contact person.**
    - **Your contact information (phone number and email).**
    - **And any suggested group "set-up times" the week of 11/16-11/20 or times to avoid.**
- We provide the beautiful venue (the Carnegie Library Museum) and you provide everything else.
- It's free and open to the public, but a major fundraiser for the Carnegie Library Museum.
- Last year was our first year and it was a great success, we hope to make this year even more memorable for kids and families in the community.

Please contact [Perry City Hall at 515-465-2481](tel:515-465-2481) if you have any questions or want to decorate a tree at the Carnegie.