

Thanks for being a part of the Georgia Festival of Trees Leadership Team! This handy pamphlet is your go-to guide as you connect with businesses, community members, schools, churches, and other amazing folks who make the Festival truly special!

## What is there to do...



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Christmas Tree & Decor Auction



Children's Crafts & Activities



Sugar Cookie Decorating



Daily, Live Entertainment



Marvel at Christmas LEGO Displays



Boutique Christmas Shopping



Photos with Santa



Santa's Workshop - a Secret Santa Shopping Experience



Elf Training Academy : Obstacle Course



Lil Elves Driving Academy



View Christmas Gingerbread House Village



North Pole Express Train Rides



Create Festive Holiday Memories

at the Georgia Festival of Trees?

## Helpful Details:



## What are the Festival dates?

The Festival is open to the public Saturday, Nov 23 - Sunday, Dec 1, 2024. (Closed Nov 27-28 for Thanksgiving.)

## Where is the Festival held?

The Festival is held at the Gas South Convention Center (6400 Sugarloaf Parkway, Duluth, GA 30097).

### Where should I park?

Parking is available in Parking Deck 1 at the Gas South Convention Center for \$5/car per day.

### How much are tickets?

- Adults: \$18.95
- Seniors (62+): \$13.95
- Children (3-12): \$18.95
- Children 2 & Under: FREE

Tickets includes all Reindeer Games crafts & activities.

## What hours is the Festival open?

Nov 23 - Nov 30: 10am-6pm

Dec 1 (only): 10am-4pm

#### **NOT INCLUDED:**

- Sugar Cookie
   Decorating
- Santa's Workshop (a Secret Santa Shopping experience)
- North Pole Express train rides
- Photos with Santa



## Festival Organization

(& Directors)

Feel free to reach out to any of the Directors when you have questions that fall within their stewardship.















Shannon Zolar

Jackie Cobb Angie Patterson



Guest Services
Department



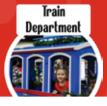
Rodney Daniel

Shanae Brown

Venue

Department

Sarah Bell



Kathy Petterle



Fred Freeney Kathy Pette

Sarah Mauldin Jocelyn Smith

## Our Charity Partners

THE GEORGIA FESTIVAL OF TREES IS PROUD TO SUPPORT ORGANIZATIONS WORKING TO END THE TRAFFICKING AND COMMERCIAL SEXUAL EXPLOITATION OF WOMEN AND CHILDREN IN GEORGIA.

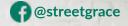


#### STREET GRACE

Street Grace believes everyone can use their given talents to join the fight against the Commercial Sexual Exploitation of Children (CSEC). By mobilizing entire communities, from faith to government and from individuals to businesses, Street Grace works to create a web of protection and advocacy, giving communities the power to stand up, speak out, and take action.

**⋈** info@streetgrace.org







Atlanta Redemption Ink's mission is to transform painful reminders of the past into symbols of hope. We provide support services, tattoo removals, and cover-ups to survivors of sex trafficking and commercial sexual exploitation.



# Media Policies & Procedures



😽 Georgia Festival of Trees Collateral 🛨

To maintain the Festival's high standards and cohesive branding, the Executive Team has meticulously produced all necessary marketing and promotional materials.

IT'S IMPORTANT TO REMEMBER THAT SHARING IMPROVISED VERSIONS OF FLYERS, LOGOS, OR ANY OTHER COLLATERAL WITHOUT EXPLICIT PERMISSION IS STRICTLY PROHIBITED. This ensures that every piece of communication reflects the Festival's professional image and maintains the consistency that attendees & supporters have come to expect.



Instagram:
@georgiafestivaloftrees



Facebook: @gafestivaloftrees

### Speaking on Behalf of Georgia Festival of Trees

If volunteers are asked to speak about their work with the Georgia Festival of Trees at a formal event, they shall inform an executive team member.

No volunteer may act as an official spokesperson for the Georgia Festival of Trees without designation by the Executive Director. Volunteers are encouraged to promote the Georgia Festival of Tree's work in formal and informal settings, which do not include media interviews.

### **Public Relations**

The GFOT public relations team has specific, instructional materials for any volunteers who are invited to share the Georgia Festival of Trees mission in any formal or informal setting. Volunteers interested in obtaining this information should contact Angie Ulibarri at angie@gafestivaloftrees.org.

### Social Media/Filming/Photography

Volunteers are encouraged to share their experiences with friends, family, and personal networks, and social media is a great place to do so.

The Georgia Festival of Trees can be found on Facebook, Instagram, LinkedIn and YouTube. The Georgia Festival of Trees team encourages you to share photos and status updates to show Atlanta what it's like to volunteer at the Festival, as well as follow, like and tag the Georgia Festival of Trees in all posts.



LinkedIn: Georgia Festival of Trees



Website: gafestivaloftrees.org

### Live Entertainment



- We are excited to offer Live Entertainment during the Georgia Festival of Trees featuring local talent from the Atlanta area and throughout the Southeast!
  - Groups of all sizes and ages are welcome to perform on the Festival's Main Stage. When speaking to potential groups, just a merry reminder that the Festival is a celebration of all things Christmas! To keep the yuletide cheer flowing, groups must reserve at least 75% of their performance for holiday-themed tunes.
    - 🕏 School groups (no audition needed)
    - **a** Dance groups
    - Vocal groups
    - 🚺 Other performers (acrobats, magicians, etc.)

FIND AUDITION INFO AT GAFESTIVALOFTREES.ORG/PERFORMERS









auction supports the fight against human trafficking right here in Georgia.

You can find more information about donating an auction item - or register to donate a tree, wreath, centerpiece, or nativity at GAFESTIVALOFTREES.ORG/DONORS



People you interact with may be looking festive and meaningful way to volunteer with their group/business this holiday season. Whether they're a trio or a jolly crew of 99, we've got the perfect spot for them.

### Available Dates:

- WEDNESDAY, NOVEMBER 20 THURSDAY, NOVEMBER 21: SET-UP/DECORATING DAYS
- FRIDAY, NOVEMBER 22: SET-UP/DECORATING & FIRST NIGHT CELEBRATION
- SATURDAY, NOVEMBER 23 SUNDAY, DECEMBER 1: FESTIVAL OPEN TO THE PUBLIC (CLOSED NOV 27-28 FOR THANKSGIVING)
- SUNDAY, DECEMBER 1 (EVE) MONDAY, DECEMBER 2: TEAR DOWN DAY & TREE DELIVERY

### TIMES:

SHIFT #1: 9:30AM - 2PM | SHIFT #2: 1:30PM - 6PM

Or volunteers can sign up for both shifts and receive a meal voucher!

Visit GAFESTIVALOFTREES.ORG/VOLUNTEERS to access the volunteer portal and view all available positions/shifts.





DECORATING/ SET-UP TEAM



FESTIVAL ACTIVITIES TEAM



FESTIVAL SUPPORT TEAM







Visit GAFESTIVALOFTREES.ORG/VOLUNTEERS for more information on each opportunity.

### In-kind Sponsorships for Corporate Group Volunteers are Available!

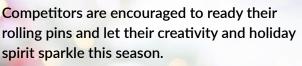
If you meet corporate team that is looking for a way to foster the spirit of Christmas this holiday season, let them know that we offer custom, in-kind sponsorships that are could be the perfect fit for their company.

Connect them with Jackie Cobb or Angie Patterson in the Development Department for more information.





## Christmas Gingerbread Competition



- Prizes are awards in 2 categories
  - Amateur and Professional categories
  - Entires judged in Most Creative, Best in Show, and People's Choice categories

NEW in 2024: Children's Category Added

Visit GAFESTIVALOFTREES.ORG/ GINGERBREAD-SCENE-COMPETITION for more information!

## Christmas LEGO Challenge

Everything is AWESOME at the Georgia Festival of Trees!

Contestants can put their LEGO (or compatible brick) skills to the test while constructing an unforgettable winter or holiday masterpiece.

Prizes awarded for all 3 levels: Novice, Experienced, & Master Builder!

Check out
GAFESTIVALOFTREES.ORG/BRICKS
for more information.

