



Wreath

DONOR
HANDBOOK

Wreath Registration Deadline

OCTOBER 31, 2024

All auction item paperwork must be submitted.

LATE REGISTRATION

We will accept late registrations until November 8, 2024 IF spaces are available & all required materials are submitted at the time of registration.

MAKING A REAL IMPACT

Thank you for your interest in donating a Large Tree to the Georgia Festival of Trees! You will be creating Christmas magic for thousands of Atlanta families.

Your donation will directly impact our community by raising essential funds to donate to organizations working to end human trafficking and the sexual exploitation of youth and women right here in Georgia. This year the festival will benefit Street Grace and Atlanta Redemption Ink - 2 local nonprofits working right here in Georgia.

This packet contains essential information you will need to design your tree. These guidelines will ensure that your tree will sell well and arrive safely at its new home. Moving fully decorated trees requires teamwork from beginning to end, and we ask that you take a few minutes to read through these guidelines to prepare your tree for the big move.

If you have any questions, please email us at auction@gafestivaloftrees.org.

With gratitude,

Your Georgia Festival of Trees Family



IMPORTANT DATES

4TH ANNUAL GEORGIA FESTIVAL OF TREES

November 22 - December 1, 2024

(Closed Nov 27 - Nov 28 for Thanksgiving)

DROP OFF DAYS

Wednesday, November 20, 2024 (4pm - 8pm)

Thursday, November 21, 2024 (8am - 8pm)

WREATH INFORMATION FORM (REQUIRED)

Deadline: October 31, 2024

Your Wreath name, theme, size, cost to produce, full retail value, and other necessary auction information will be collected on this form!

***Wreath story cards are not required, but are greatly appreciated by auction winners.*



DROP OFF DAYS

November 20, 2024
4pm - 8pm

November 21, 2024
8am - 8pm

- The Gas South Convention Center will open for Drop Off on Wednesday, November 20th (4pm-8pm) & Thursday, November 21st (8am-8pm).
- In order to launch the auction on time, donors must drop off their wreath by 8pm on Thursday, November 21st.
- Keep an accurate record of your expenses for your tax purposes. We do not need copies of your receipts - just the itemized list (see page 8). Please keep receipts for your own records.
- If you need to make adjustments to your wreath on-site, please make sure to bring the necessary supplies including scissors, florist wire, wire cutters, step stool, glue gun, pliers, or an extension cord with you to the Gas South Convention Center.
- More specific information about day-of procedures will be emailed weekly starting in October. If you are not receiving regular emails from us, please contact a member of our auction team.
- At check out, upon completion of your wreath, you will receive ten (10) "thank-you" general admission tickets that can be used to attend the Festival any day November 23-December 1, 2024.



Wreath Decorating Guidelines

- Be creative – think of ways to make your wreath stand out.
- Lighted, traditional, Christmas and winter-themed wreaths sell best and for the highest prices.
- Wreaths must have a RETAIL value greater than \$75. (What you would pay at full retail, not what you paid to create your tree.)
- Wreath must be artificial.
- The minimum wreath size is 24” in diameter. The maximum size is 40” in diameter.
- Wreath and ornaments must be sturdy, durable, and constructed of high-quality materials.
- **Ornament tops must be glued to the ornament. All decorations must be wired or glued to the wreath.**
- All decorations should be non-flammable.
- If using battery-operated lights, include any replacement bulbs and fuses. Please include a second set of batteries. Batteries will not be replaced or turned off/on by Festival volunteers.
- Georgia Festival of Trees will provide a door hanger to display your wreath.
- No full-size trees can be included with your wreath. Alpine or pencil trees (4’ or less) are acceptable. Garland, potted florals/plants (artificial), cute doormats, and other items are allowed at the base of your door.
- Live plants, water ornaments, snow globes, or other water features are not allowed.
- The only written material to be displayed with your wreath is the story card. No advertising or inappropriate material is accepted.
- If your wreath includes a gift certificate, it must be signed by the company owner or authorized person. Please turn in the gift certificate form and gift certificates to Auction Staff before you check out. **PLEASE DO NOT ATTACH GIFT CERTIFICATES OR GIFT CARDS TO YOUR WREATH.**
- Upon delivery, all wreaths/accessories become the property of the Georgia Festival of Trees and will be priced and sold as such.



WREATH DECORATING GUIDELINES





What does it cost to donate a wreath to the festival?

There is no cost to donate a wreath. We encourage donors to creatively decorate their wreaths to attract the highest bids, which supports our cause and charity partners.

When are drop off days?

Drop Off Days are on Wednesday, November 20, 4:00 p.m. – 8:00 p.m., and Thursday, November 21, 8:00 a.m. – 8:00 p.m.

Where is the festival located?

The festival will be held at the Gas South Convention Center, 6400 Sugarloaf Parkway, Duluth, GA 30097. Directions for decorating day drop-off and other details will be provided to all donors via email.

How are wreath spaces assigned?

Wreath spaces are assigned on a first-come, first-served basis, balanced with spatial and design considerations for the festival.

What happens if my wreath does not sell?

Any auction items that are not sold during the event will be donated to local charities or families in need. To date, the Georgia Festival of Trees has never had an auction item remain unsold. We are grateful to all who continue to support this important cause.

I can't make the Drop Off Day hours. Can I bring my wreath another time?

We appreciate you making every effort to join us on our scheduled Drop Off days. If this is not possible, please speak with your assigned auction representative to discuss alternative arrangements.

How do you determine the opening bid?

The opening bid for each item is set by our auction committee, which considers the fair market value, uniqueness, and potential interest from buyers. This decision is based on historical data, current market conditions, and the overall presentation of the auction item.

What does Suggested Retail Value mean?

Suggested Retail Value is the 'sticker price' of your item; the full retail cost of your wreath and all its decorations. This information helps bidders understand the value of your donation. For any items purchased at wholesale, the retail value/ 'sticker price' is generally double the wholesale cost.

Can I donate a gift certificate or other items with my tree, wreath, or centerpiece?

Yes, additional donations such as gift certificates or other items are welcome and add value to your auction contribution. Any items included in the tree or wreath space will be sold with the auction item.

Be sure to note any gift certificates or extra items on your submission forms and hand them directly to an auction representative at check-out on Drop Off Day.

What cause does the auction support?

Proceeds from the auction go to Street Grace and Atlanta Redemption Ink, local organizations working to eradicate the sexual exploitation of women and children in Georgia and beyond. Funds provided directly impact individuals in our local communities.

If I'm just dropping off a wreath or centerpiece, do I have to pay to park?

No, if we have received all required information for your donation(s) in our system prior to Decorating Day, we will have an express drop-off area for wreaths, centerpieces, and nativity donations - saving time and parking fees.

Please remember that we must have all the required information for your donation in our system before you can drop it off. If this information is missing, you will be asked to park and come inside to provide the missing info. Please contact your auction representative if you have questions about providing your auction item information.

Will I need to pay for parking on Drop Off Day? How much does it cost?

If you need to make on-site adjustments to your wreath, parking is available at the Gas South Convention Center in **Parking Deck 1** for just \$5.00/day. Look for signs directing you to the Convention Center designated parking area after you check-in and drop off your supplies. Our volunteer team will ensure you receive detailed directions to the parking deck at drop-off.

Can my business name be on the wreath?

Please refrain from placing your business name on your wreath or other donation. Your business name can be included on items around your tree/ wreath and can be placed on your official auction card.

Can I pick any theme? What's off limits?

We love creativity! You are welcome to choose any family-friendly theme for your wreath. Historically, traditional Christmas or winter-themed designs sell the best.

Please avoid controversial or potentially offensive material (i.e. weapons, political statements, drugs, gore, violence, etc.).

What are some of the benefits of donating a wreath?

- Recognition: Your name and/or business name will be prominently displayed on your auction item.
- Program Acknowledgment: We'll include your name or business in our festival program. (You must provide your complete item information by the deadline to be included in the program.)
- Online Visibility: Receive recognition on our website and social media platforms.
- Complimentary Tickets: Enjoy ten free, general admission tickets to the festival to share with friends, family, or colleagues.

AUCTION DONOR FAOS



JUDGING GUIDELINES

JUDGING CATEGORIES:

- Best in Show
- Most Creative
- People's Choice

JUDGING CLASSES:

- Large Trees
- Small Trees
- Wreaths

JUDGING PROCEDURES:

- Georgia Festival of Trees invites influential community members to volunteer their time and work together to name the 2024 festival winners in categories Best in Show and Most Creative. While judging, judges will only be privy to the tree and wreath name.
- Each winner will have a ribbon displayed on their custom tree/wreath sign during the festival.
- Winners will receive their ribbon via USPS after the Festival ends on December 1, 2024.
- The Best in Show and Most Creative winners will be announced Friday, November 22nd at the First Night Celebration Gala, on social media, and the Georgia Festival of Trees website.
- A Festival of Trees admission ticket includes one vote per entry in the People's Choice category.
- The People's Choice winners in each judging class will be announced on December 2, 2024, on social media and the Georgia Festival of Trees website. Winners will receive their ribbon via USPS after the festival ends - and bragging rights for next year!

JUDGING GUIDELINES



ITEMIZATION OF EXPENSES



Please complete this expenses form and turn it in at Check-In on Drop Off Day (Nov 20-21, 2024).

To raise as much as possible for the those women and children touched by Street Grace and Atlanta Redemption Ink, we intend to price all auction items to sell. To reach this goal and to comply with IRS requirements, we need your help. It is the decorator's responsibility to maintain careful records and keep receipts of costs involved with the donated item.

This form will help the Georgia Festival of Trees Executive Board determine a fair base price for auction items. The Georgia Festival of Trees Executive Board retains the right to adjust any item's price to what the market will bear. Retain all receipts for your tax purposes.

NOTE: The Georgia Festival of Trees does not collect your receipts.

Please list expenses below and bring this form with you on Drop Off Day.

WREATH NAME	
CONTACT NAME	
DONATING BUSINESS (if applicable)	
TOTAL RETAIL VALUE	

QTY	ITEM DESCRIPTION	Actual Price Paid	Retail Value (what you would have paid - if you had paid FULL price)
6	Red frosted picks [EXAMPLE ONLY]	3.00	6.00

Use reverse side, if needed



GIFT CERTIFICATE FORM



If your creation includes gift certificates, gift cards, or high-priced gifts please complete and submit this form.

REMEMBER: Gift certificates must be signed by the company owner or an authorized company representative.

NAME OF ITEM	
CONTACT NAME	
DONATING BUSINESS	

Gift Card/Certificate/High Value Items Included with this Item:	Verified by Auction Department Rep