GEORGIA Festival of TREES

Centerpiece | DONOR HANDBOOK

Centerpiece Registration Deadline

OCTOBER 31, 2026
All auction item paperwork must be submitted.

LATE REGISTRATION
We will accept late registrations until November 7, 2025 IF spaces are available & all required materials are submitted at the time of registration.

GAFESTIVALOFTREES.ORG/DONOR/CENTERPIECE

MAKING A REAL IMPACT

Thank you for your interest in donating a Small Tree helping create 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, a local nonprofit 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

CENTERPIECE REGISTRATION DEADLINE

OCTOBER 31, 2026
All auction item paperwork must be submitted.

IMPORTANT DATES

6TH ANNUAL GEORGIA FESTIVAL OF TREES
November 21 - November 29, 2026
(Closed Nov 25 - Nov 26 for Thanksgiving)

DROP OFF DAYS
Wednesday, November 18, 2026 (4pm - 8pm)
Thursday, November 19, 2026 (8am - 8pm)

CENTERPIECE INFORMATION FORM (REQUIRED)
Deadline: October 31, 2026
Your Centerpiece name, theme, size, cost to produce, full retail value, and other necessary auction information will be collected on this form!

DROP OFF DAYS

November 18, 2026
4pm - 8pm

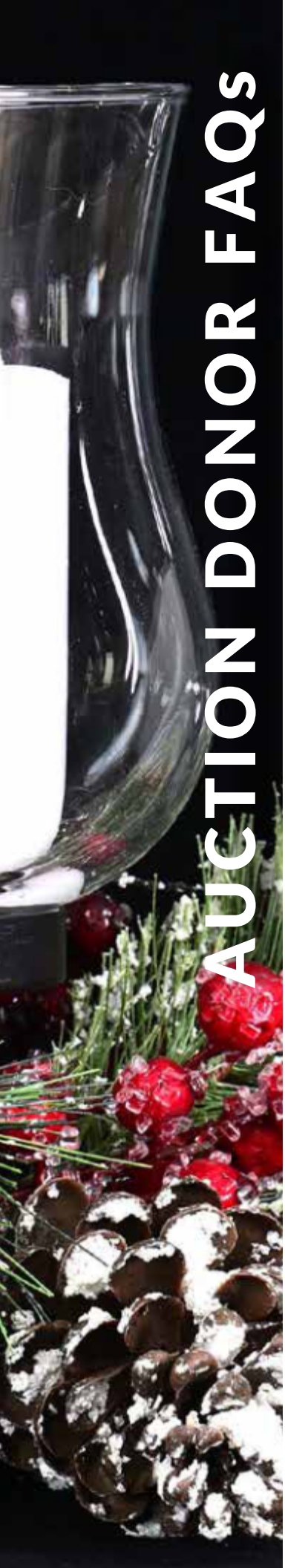
November 19, 2026
8am - 8pm

- The Gas South Convention Center will open for Drop Off on Wednesday, November 18th (4pm-8pm) & Thursday, November 19th (8am-8pm).
- In order to launch the auction on time, donors must drop off their centerpiece by 8pm on Thursday, November 19th.
- 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 6). Please keep receipts for your own records.
- If you need to make adjustments to your centerpiece on-site, please make sure to bring the necessary supplies including scissors, florist wire, wire cutters, 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 or texted weekly starting in October. If you are not receiving regular emails or texts from us, please contact a member of our auction team.
- At check out, upon completion of your wreath, you will receive general admission tickets that can be used to attend the Festival any day November 21-November 29, 2026.

Centerpiece Donor Guidelines

TABLEDISPLAYS, CENTERPIECES,ANDMANTLE DECORATIONS

- Centerpieces must be artificial.
- Centerpieces with a Christmas theme sell best. Beauty, creativity, and imagination add spice.
- Centerpieces must have a RETAIL value of $50 or more. (What you would pay at full retail, not what you paid to create your centerpiece.)
- If using lights, include any replacement bulbs and fuses in your storage box.
- Collectibles should come with the original packaging.
- Live plants, water ornaments, globes, or other water features are not allowed.
- We encourage accessories such as candles, ceramics, table settings, table coverings, and other items you feel will enhance your design. (These will be sold with the Centerpiece.)
- Tables are covered with a cloth; however, you may provide table coverings to complement your arrangement. (This covering will be sold with your creation.)
- **Donors MUST furnish a box and packing material for the delivery and storage of your creation. The box must be able to fully close.**
- No advertising or inappropriate material will be accepted. Your business will be highlighted through the auction platform, the item card, Festival program, and on our website.
- Please provide an easel if one is required to display your creation.
- Centerpieces must fit into a space no larger than 24”x24”.
- If your centerpiece 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 at check-out. **PLEASE DO NOT ATTACH GIFT CERTIFICATES OR GIFT CARDS TO YOUR CENTERPIECE.**
- All Centerpieces and accessories become the property of the Georgia Festival of Trees and will be priced and sold as such.



AUCTION DONOR FAQs

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

Thereis no cost to donate a centerpiece. We encourage donors to creatively decorate their centerpieces to attract the highest bids, which supports our cause and charity partner.

When are drop off days?

Drop Off Days are on Wednesday, November 19, 4:00 p.m. – 8:00 p.m., and Thursday, November 19, 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 or text.

How are centerpiece spaces assigned?

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

What happens if my centerpiece 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 centerpiece 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 centerpiece 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 centerpiece 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, a local organization working to eradicate the sexual exploitation of women and children in Georgia and beyond. Funds provided directly impact individuals in our local communiteis.

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

No, ifwe have received all required information for your donation(s) in our system prior to Drop off 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.

Can my business name be on the centerpiece?

Please refrain from placing your business name on your centerpiece or other donation. Your business name can be included on items around the centerpiece 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 centerpiece?

- 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 free, general admission tickets to the festival to share with friends, family, or colleagues.

ITEMIZATION OF EXPENSES

Please complete this expense form and turn it in at Check-In on Drop Off Day.

To raise as much as possible for the those women and children touched by Street Grace, 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.

CENTERPIECE 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 @ $3 each [EXAMPLE ONLY]**	**18.00**	**36.00**

Use reverse side, if needed

GIFT CERTIFICATE AND OTHER ITEMS FORM

If your creation includes gift certificates, gift cards, or other items (anything not attached to your centerpiece) 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/Other Items Included with this Item:	**Verified by Auction Department Rep**