

Festival of Trees Designer Guidelines



Overview (Revised for 2023)

We would like to introduce the newest addition to Easton Winter Village called The Festival of Trees! Hosted at Nurture Nature Center, anyone (businesses, personal, nonprofit, etc.) can sign up to decorate a wreath, tabletop tree, tablescape, or large tree. Guests will be welcomed at the Nurture Nature Center on **Saturdays and Sundays from 12-5pm**. This is the perfect opportunity to be creative while also promoting a business or just having fun. This festival is open to the public and anyone is welcome to participate!

Easton Winter Village runs from **November 18 to December 17**, weekends only. The hours are as follows:

Fridays 5-9pm

Saturdays 1-9pm

Sundays Noon-5pm

Decorating Day

Decorating will be done by appointment only via Google Form. Please note that you must arrive for your timeslot or you forfeit the opportunity to participate.

Time slots available:

Monday, November 13 10am-4pm

Wednesday, November 15 from 10am-8pm

Thursday, November 16 from 4pm-8pm.

You will receive an email closer to the event to sign up for a decorating time slot.

ALL decorating MUST BE COMPLETED by Thursday, November 16, 2023.

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Basic Guidelines

Time to get creative! We ask our designers to create the most exciting and eye-popping display packages possible. All types of décor attract viewers, but the bestselling items are imaginative, lavishly decorated and filled with color and texture.

**DESIGNERS ARE RESPONSIBLE FOR BRINGING THEIR OWN TREE OR WREATH THAT FITS
WITHIN THE GUIDELINES.**

Lights **MUST BE NEW**. Please use new lights that are independent of each other so that if one burns out, the rest stay on. There is a limit of three strands plugged together. You will be contacted to refresh lights that are not working.

ALL decorations must be wired onto greenery with sturdy wiring, such as floral wire. Wire hooks are not acceptable.

Designer Name(s) and Theme Title

Theme Titles and descriptions must use appropriate language. Theme Title Examples: Garden of Peace & Joy, A Chef's Dream, Celestial Angels, Ruby Rhapsody.

Theme Title Card: A title card will be generated for each display. The card will include description, and donor/decorator.

Photographs

Photographs will be taken and used for social media, future use, etc.

Directions - Nurture Nature Center

518 Northampton St, Easton, PA 18042

Please bring all small items through the front of the Nurture Nature Center.

Larger items may be driven to the back of Nurture Nature Center. Look for Festival of Trees signs to guide you to the loading dock. Bring help to unload your items. Please keep the loading area clear for deliveries.

Upon arrival at Nurture Nature Center, please check-in at the front desk.

Guidelines for trees, wreaths and tablescapes

LARGE TREES

- Large trees must be 5', 6, and 7'.

TABLETOP TREES

- Tabletop trees must be 3', and 4' trees.
- Tabletop trees will have a 2' x 2' space available for display.

LIGHTS MUST BE NEW. Please use new lights that are independent of each other so that if one burns out, the rest stay on. It is recommended to use 100 lights per foot (height) of the tree. There is a limit of three strands plugged into each other. You will be contacted to refresh lights that are not working.

DECORATIONS & ORNAMENTS

- ALL Decorations must be WIRED onto the tree securely. Floral wire is the best to withstand moving of trees and delivery.
- Please do not use dried flowers or perishable items on your designs.
- Ornaments with an inserted or slip-on hanging attachment usually found on glass balls should be glued where the two pieces meet so the hanger cannot slip out.
- Minimum ornament recommendations:

2' tree = 40-60 ornaments

3' tree = 60-80 ornaments

4.5' tree = 120 ornaments

6.5' -7.5' tree = 210 - 300 ornaments

UNDERNEATH/AROUND Display

- A tree skirt or appropriate covering for the base of the tree is required. Gift wrapped boxes coordinating with your tree theme enhance the overall look of your tree and appeal.
- Gifts under your tree should compliment your title and theme and be in proportion to its size. Gifts should have an accompanying box for transporting purposes, which you should incorporate into your display under your tree.

TREE TOPPER

Please decorate the top of your tree by including a topper or large bow.

FILL EMPTY SPACES

A lavishly decorated tree leaves no empty spaces. A variety of materials can be used to fill empty spaces, cover the tree trunk and add shape to the tree. Suggestions include garland, ribbon, tulle, pinecones, silk flowers, picks, etc.

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WREATHS

- Wreaths should be a minimum of 24" at their widest point.
- Hooks should be added to the back of your wreath (at the "top") so they may be hung in the Festival.
- All decorations should be wired onto the wreath securely.

TABLESCAPES

- 72" round table is provided, a white tablecloth will be provided unless you opt to use your own linen.
- May include floral arrangements or centerpieces, holiday dinner setting, displays of a particular collection. Etc.
- Risers may be used to add depth

Breakdown

Breakdown will be done by appointment only via Google Form. Please be aware that all designers are responsible for taking down their trees, wreaths, and tablescapes at the end of the Winter Village from Nurture Nature.

Time slots for breakdown:

Wednesday, December 20 Noon-4pm

Thursday, December 21 4-8pm

Wednesday, December 27 10-1pm

You will receive an email closer to the event to sign up for a breakdown time slot.

ALL breakdown MUST BE COMPLETED by Wednesday, December 27, 2023.

DESIGNERS/DONORS RECEIVE

1. Acknowledgment as the Donor/Designer on a sign on your donated/decorated item
2. Visibility to patrons at Festival of Trees
3. Recognition on the Shop Downtown website
4. Joy from celebrating the holiday and Winter Village attendees

Thank you!

GREATER EASTON
DEVELOPMENT PARTNERSHIP

325 Northampton Street, Easton, PA 18042

DESIGNER CHECKLIST

LIGHTS

ORNAMENTS

FLORAL WIRE

STEP STOOL OR LADDER

TREE SKIRT

TREE TOPPER

EXTENSION CORD (Used to connect to festival power)

HOT GLUE GUN (Used to secure hanging attachments on ornaments)

RIBBON

GIFTS OR GIFT BOXES (Gifts under the tree are not required, but you should fill the empty space with empty gift boxes or other filler that matches your theme)