

# Moolah FESTIVAL of Trees!

November 21st - 28th



## Tree Sponsor Rules and Guidelines

**The Festival of Trees will now take place at The Family Arena in St. Charles, MO. A large and safe area to easily social distance with a fresh air ventilation system.**

The Festival of Trees fundraiser is an excellent opportunity for businesses to show their philanthropic support while receiving public recognition for their contribution. This type of event has been hosted by other Shrine organizations around the United States for several years.

Based on the previous year we anticipate between 5,000 and 8,000 people will view the trees. Our goal is to have 70 trees sponsored this year.

**The deadline for Tree Sponsor applications is: Oct. 16, 2020**

If you have any questions contact the Moolah Shrine temple at (314) 878-6301

## **About the Festival of Trees**

Business sponsors will be recognized with signage at the event, on the event promotion materials (including social media, website and emails), in the Moolah Shrine Camel Tales newsletter, and in the media. Businesses are also encouraged to promote your involvement through your social media channels, advertising and internal and external emails. You are also welcome to distribute promotional materials and/or conduct sampling or demos for your company within your display area, subject to approval.

You will select a theme for your tree. The theme will be displayed under your company name or logo and on the raffle box.

Your tree theme is limited only to your imagination. Tree theme examples could have trains, dinosaurs, gift cards, or any sports team items. In another Shrine's Festival of Trees event, a car dealership includes a used car as a prize every year. The car is displayed prominently in the parking lot with the company's name on it!

Almost any type of company can be a sponsor: Retailers, Grocery Stores, Car Dealerships, Tire Stores, Sporting Goods Stores, Barber Shops, Lumber Yards or Restaurants.

The public is invited to view the trees during the display period of Saturday Nov. 21st through Saturday Nov. 28th. **(Dates and times are subject to change)**. Admission is \$2.00 per person for ages 13 and above. Children 12 years and under are no charge when accompanied by an adult.

### **Hours of Operation:**

Saturday, Nov. 21st	9:00 am to 9:00 pm
Sunday, Nov. 22nd	9:00 am to 6:00 pm
Monday, Nov. 23rd	9:00 am to 9:00 pm
Tuesday, Nov. 24th	9:00 am to 9:00 pm
Wednesday, Nov. 25th	9:00 am to 9:00 pm
Thursday, Nov. 26 <sup>th</sup>	Closed for Thanksgiving
Friday, Nov. 27th	9:00 am to 5:00 pm
Saturday, Nov. 28th	9:00 am to 5:00 pm

Refreshments will be available for purchase at the event. Santa Claus will also be available during selected days and times.

### **How Tree Winners are Selected:**

Attendees can purchase raffle tickets for \$1.00 per ticket. Raffle tickets are deposited in the container affiliated with the tree display. There is no limit to the number of raffle tickets that can be purchased. Businesses may purchase raffle tickets for their own tree.

One ticket will be drawn as a winner for each tree. That ticket will win the entire tree and the prizes/gifts associated with that tree.

Winners will be contacted by phone immediately following the raffle ticket drawing. The list of winners will also be posted on the Moolah Shrine website. Trees must be picked up by the winners on Sunday Dec. 1<sup>st</sup> between 9:00 am and 2 pm. Please call the office if alternate arrangements must be made.

In addition, the business or organization that receives the most raffle ticket submissions will be designated as the "Festival of Trees" Champion and will be recognized for their honor through social media and on the Moolah Shrine website.

# FESTIVAL of Trees



## Tree Sponsor Rules and Guidelines

### Tree Requirements

The value of the tree and prizes are required to be valued at a minimum of \$500.00

Tree Spaces are 7x7 feet. The tree and prizes must fit in the designated area. All trees must be new & artificial (Real trees are not allowed). Only **LED** lighting can be used on trees, and the sponsor must supply a new 50 foot power cord that meets electrical code.

Trees may be any size, up to a maximum height of 8 feet. Keep in mind that smaller trees must be elevated to be visible. We suggest trees of at least 5 feet in height.

The tree sponsor must supply all setup accessories including, but not limited to wire, tape, decorations, hangers, wire ties, etc. Trees must be properly secured and be free standing. No screws, nails, etc. Tree skirting is recommended. An Inventory list of all prizes as well as the total value is required.

### Prize Requirements

If any item that is displayed is **not included** with your tree, it must be clearly marked as such. Any item not marked will be considered part of the tree package and will be given to the tree winner.

Do not attach cash prizes and/or gift cards to the trees. You can use a copy of the gift card, the envelope, play money or paper printed to look like money. Please provide any cash prizes in an envelope marked with the tree number and sponsor name. This envelope will be placed in the Moolah Shrine safe and given to the winner when they pick up their tree. All other items that are not displayed with the tree, but are included in the prize package, must be provided to the Moolah Shrine by Friday Nov. 22<sup>nd</sup> no later than 4:00 pm. These items will be secured in a locked room until they are claimed by the winners.

### Setup Dates and hours

You may set up your tree, make changes and/ or add to your tree during these days and hours only.

Wednesday November 18th	4:00 pm to 9:00 pm
Thursday November 19th	9:00 am to 9:00 pm
Friday November 20th	9:00 am to 4:00 pm

All trees must be set up by 4:00 pm on Friday Nov. 20th or the business forfeits its ability to participate. No raffle prize will be awarded on behalf of the business in the event no tree is displayed.

**However, the business will still be responsible for providing a \$500.00 payment to the Moolah Shrine.**

A soft opening will be held on Friday, Nov. 20 from 6:00 pm to 8:00 pm for all tree sponsors, families and their employees.

**Moolah Shrine is not responsible for loss or damage to any trees, prizes or displays.**

# Tree Theme Ideas

Here are some ideas for your tree – but we can't wait to see what you come up with!!

- \* Pet Theme
- \* Mizzou
- \* Electronics
- \* Outdoors/hunting
- \* Christmas for the kids
- \* Cigars & Booze
- \* Country Christmas
- \* Ted Drewes/Imos (local businesses)
- \* Holiday Sparkles
- \* Hunting & Fishing
- \* Sports for everyone
- \* NASCAR
- \* STL Family Adventures
- \* Patriotic Tree
- \* Welcome to Ireland
- \* Winter Blues/Staycation
- \* Our little "Princess"
- \* Marvel
- \* Lego
- \* Cardinal Cruise Ship

# FESTIVAL of Trees



## 2020 Tree Sponsor Commitment Form

**Please Print**

Business/Organization \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip code \_\_\_\_\_

Phone Number \_\_\_\_\_

Email \_\_\_\_\_

Referred by/How did you hear about this event? \_\_\_\_\_

Tree Theme \_\_\_\_\_

Do you have a Facebook page? Would you like us to tag you on social media?

If so, what is the name/URL \_\_\_\_\_

Do you have a Twitter profile? Would you like us to tag you on social media?

If so, what is the name/URL? \_\_\_\_\_

Please read and keep the attached Tree Sponsor Rules & Guidelines form.

Tree sponsors are accepted on a first come, first committed basis until all available spaces have reserved. Note: Your submission of this form is a commitment to participate. If no tree is displayed by the deadline, a \$500.00 payment must be sent to Moolah Shrine Temple.

**Signature** \_\_\_\_\_

**FOR OFFICE USE ONLY**

Date Received in Office \_\_\_\_\_ Date Post marked \_\_\_\_\_ Tree Number \_\_\_\_\_

Confirmed with Sponsor (Date) \_\_\_\_\_ Confirmed By \_\_\_\_\_

Noble Contact Information \_\_\_\_\_

Additional Notes \_\_\_\_\_

Proceeds are for the benefit of the Moolah Shrine Temple in St Louis, Mo and are not tax deductible as a charitable contribution.

# FEZtival of Trees



## 2020 Banner Sponsor Commitment Form

For a \$500 donation we will post a banner on our grounds facing Fee Fee Road, so it is visible to all of our guests as well as the thousands of cars that pass our property every day.

### Please Print

Business/Organization \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip code \_\_\_\_\_

Phone Number \_\_\_\_\_

Email \_\_\_\_\_

Referred by/How did you hear about this event? \_\_\_\_\_

Do you have a Facebook page? Would you like us to tag you on social media?

If so, what is the name/URL \_\_\_\_\_

Do you have a Twitter profile? Would you like us to tag you on social media?

If so, what is the name/URL? \_\_\_\_\_

Signature \_\_\_\_\_

Please send artwork files for a 3ft x 6ft banner to [lauren@moolah.org](mailto:lauren@moolah.org) as soon as possible.

---

### FOR OFFICE USE ONLY

Date Received in Office \_\_\_\_\_ Date Post marked \_\_\_\_\_

Confirmed with Sponsor (Date) \_\_\_\_\_ Confirmed By \_\_\_\_\_

Noble Contact Information \_\_\_\_\_

Additional Notes \_\_\_\_\_