

Festival of Holiday Trees and Lights

Palm Beach County Medical Society Services Annual



Design Your Own Holiday Tree! Guidelines

Overview

As a premier event of the holiday season, the Starfish Gala will take place on Saturday, November 17, 2018 at the Kravis Center's Cohen Pavilion in West Palm Beach. This event creates a wonderful opportunity for physicians, community health care professionals, leaders and businesses to come together to support the valued services offered by PBC Medical Society Services.

Programs include:

- ✱ **Project Access** offering health care services for low-income uninsured residents of Palm Beach County
- ✱ **Disaster Services** organizing volunteers to respond to disasters and other public health needs
- ✱ **Medical Education** program supporting medical students, residents and Florida's future physicians

This year, during the reception of the Starfish Gala, PBC Medical Society Services will feature the fourth annual **Festival of Holiday Trees and Lights**. Participants will display an incredible array of unique and visually interesting decorated trees which will serve as the silent auction that evening.

Registering and Acquiring Your Tree – dates to keep in mind!

- ✱ From **September 3 to November 1** submit your "Tree Registration Form" by scanning and emailing to deannal@pbcms.org . **On-line payment \$45 per tree must be received in advance to secure a tree www.pbcms.org .**
- ✱ From **September 5 to November 2 (Monday to Friday)** from **1 to 5pm**, **4 foot pre-lit artificial trees can be picked up** at PBCMS office at 3540 Forest Hill Boulevard in West Palm Beach.

If you have questions or concerns or are unable to fulfill your commitment after you submit your registration form please notify Deanna Lessard at 561-433-3940 ext. 105 or at deannal@pbcms.org.

Basic Guidelines

Let your creativity soar! **Themes such as holidays, seasonal wonders, sports, pets, movies, jewelry and gems, chocolate, fashion or any other ideas you can think, dream or fantasize about will be fun.** As these decorated and accessorized trees serve as the centerpiece of our Gala reception, creative, imaginative, lavishly designed trees filled with color and texture will make the bidding on the trees the most successful.

Give Your Tree a Name or Title As a participant/designer we ask you to name your tree as related to the design no later than November 5. The “title” of your tree can be fun or fanciful; but should be “appropriate” for any home or business setting. The committee has the right to disqualify any trees deemed inappropriate

Decorating and Displaying Your Tree Your tree will be displayed on a 6’ x 30” skirted table. There will be two (2) trees assigned to each table. You will have a 36” x 30” space to make your tree display as festive as possible.

Lighting All trees are pre-lit. You are welcome to provide additional lights to enhance the décor. Only NEW light strands may be used on your tree and please do not string more than three strands of lights together on one circuit.

Decorations To avoid breakage, all ornaments with an inserted or slip-on hanging attachment usually found on glass bulbs should be glued where the two pieces meet so the hanger cannot slip out. All decorations must be secured to the tree with ribbon, pipe cleaners or wire in order to withstand packing and delivery. Please decorate all sides of the tree.

Adjacent, Underneath or Near the Tree A tree skirt or other 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 If you add items to your tree display, please be sure to include boxes for transporting purposes and place them under the table. You may display a photo representation of an item such as a gift certificate or small item and please **do not display original gift certificates**; but give them to the registration desk for safe keeping after you set up.

Other All items placed with and under the tree will be sold with the tree. We ask that you do not put any items with your display that you want back. Please do not use dried flowers or perishable items on your designs. Please be mindful that fragile items do not travel well and they are discouraged.

Decorating Day – same day as the event!

On **Saturday, November 17 from 1:00 pm to 3:00 pm** please bring your tree and any items that you need to decorate. Don’t forget important supplies such as a cart or dolly, scissors, tape, floral wire, floral tape, wire cutters or a glue gun. When you arrive at the Kravis Center’s Cohen Pavilion please pull up to the unloading zone in the circle drive in front of the Cohen Pavilion and drop off your tree(s) and supplies and then park your car in the Kravis Center’s garage. **All work must be completed by 4 pm.**

Please register at the check-in table when you arrive and you will be directed to your assigned tree location. The title for your tree and your or your company’s/business’ name(s) will be displayed on the signage on the table where your tree will be placed. **We will need tree name no later than November 5, 2018.**

Pricing and Sales

Our Festival of Holiday Trees and Lights volunteers will set the minimum silent auction bid for each tree. This price may not match the value you have personally invested in the product and is not indicative of the value of the tree, but rather a reasonable price for our guests to begin bidding. Ultimately the highest bid for each tree will become a donation to Palm Beach County Medical Society Services.

Tree Designer Benefits

As a tree designer we want you to know your support directly benefits the Palm Beach County Medical Society Services. In addition, designers will receive:

- Your name(s), company/organization's name on signage alongside your tree display.
- Your names(s), company/organization's name listed in Gala program, PBCMS website and On Call journal.
- An invitation to the Gala reception before the Gala.
- A letter of appreciation from the PBC Medical Society Services stating your donation is tax deductible. You will be asked for an estimated value of your donation at check-in.

Judging and Awards

Our judges are Gala sponsors and other special friends of the Palm Beach County Medical Society. They will judge the entries based upon the following:

- Originality
- Creativity
- Artistic Implementation (use of color, technique, and harmony)
- Effort (presented by complexity and workmanship)
- Presentation/Display (as noted by visual appeal)

During the evening of the Gala, awards will be presented in the following categories:

- Whimsical Masterpiece
- Holiday Traditions/Holiday Fun/Holiday Magic
- Creative Genius
- Made Me Smile
- Most Unusual/Most Unique
- Judges Choice

Questions????

If you have any questions, concerns or are unable to fulfill this commitment after you submitted your registration form, please contact Deanna Lessard at 561-433-3940 ext. 105 deanna@pbcms.org.



Palm Beach County Medical Society Services Annual



Saturday, November 17, 2018 - Kravis Center's Cohen Pavilion - West Palm Beach

Festival of Holiday Trees and Lights Commitment Form

Trees will be available for pick up Monday through Friday from 1:00 pm to 5:00 pm

October 1 to November 2 at

PBCMS - 3540 Forest Hill Blvd. Suite 101, West Palm Beach, FL 33406

PLEASE PRINT

Individual/Business/Organization Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: _____ Fax: _____

E-mail Address: _____

Contact Person: _____

Title & Description of Tree: PBCMS must have tree name no later than November 5th

Estimated Value of Tree: \$_____ including decorations, gift cards, services and gifts.

Please specify how you or your organization/business should be listed in the program:

Please scan and email this form to deannal@pbcms.org or fax 561-433-2385.

Please reserve your tree by paying and registering on line at www.pbcms.org

