



A MAGICAL HOLIDAY WONDERLAND BY THE SEA



ABOUT THE EVENT

Now entering its 8th year, **SeaFestival of Trees** is a popular seasonal event that **attracts 25,000+ people** annually. The 15-day holiday fundraiser presents a magnificent display of 150+ Christmas trees donated and decorated by regional businesses, individuals, student groups, families and organizations, all set amongst a backdrop of panoramic ocean views on the ocean at Salisbury Beach. Held at the spacious and modern Blue Ocean Event Center, the multi-faceted event also includes Santa and character appearances, theme nights and special events. Now an established fun, holiday tradition for families and the general public, the Festival donates proceeds of more than \$150,000+ annually.

WHO THE EVENT SUPPORTS

Proceeds support the Salisbury Beach Partnership and the Fund to Bring Back A Historic Carousel to the beach center. Once a new home for the carousel is constructed, the recently purchased authentic 1909 Louff-Mangels carousel, featuring 46 hand carved horses and animals, will bring back the family tradition of riding the "Broadway Flying Horses."

AUDIENCE

- Zip code data shows visitors are from Essex and Suffolk counties, the Merrimack Valley, North Shore of Boston, and Southern New Hampshire. Attendees range in age from young children to mature adults.

2020 EVENT START DATE & LOCATION

Opening Day - Saturday, November 21, 2020

Blue Ocean Event Center

4 Oceanfront North, Salisbury MA

DONATE A TREE! Contact:

Lynn George, lgeorge@atlantichg.com, 978-462-2512 x133 or

LeeAnn Condon, llarosa-condon@hotmail.com, 978-697-2622





Tips for Planning Your Donor Tree!

SeaFestival of Trees provides a wonderful opportunity to both support local charitable organizations as well as to promote your business or organization, showcase creativity and involve your co-workers, membership, students, family or friends.

TREE THEME

Be as creative as you like; your tree theme is up to you. Assemble a tree decorating team of work colleagues, organization members, neighbors, family, friends, book club, students, groups – anyone is welcome to donate a decorated tree!

TREE SIZE AND TYPE

All trees must be artificial and may range from 6 feet to 10 feet tall. For power supply purposes, all trees **MUST HAVE LED LIGHTS. CHECK THE BOX AND MAKE SURE THE LIGHTS ARE SPECIFIED AS LED.**

YOUR DONATION

The tree and its adornments are your donation. Once the completed tree is delivered on site and set-up by you, it becomes the property of the Sea Festival of Trees and will be raffled off as part of the event's fundraising efforts. We can provide you with a donation verification letter should you desire it for tax purposes. Gift items included with tree **MUST** be in our possession at time of tree drop off. They **WILL NOT** be placed on tree signage until they have been provided.

TREE DECORATING AND SET UP TIPS

- **The tree itself must be at least 6 feet.** The total height (including tree toppers) cannot exceed 10 feet. All items placed with the tree are part of the raffle.
- Trees should have a tree skirt, topper and lights.
- Battery operated lights, edible items, spray adhesives, loose glitter, confetti or artificial snow is prohibited.
- Spraying or hot gluing on site is prohibited.
- Do not hot glue or staple anything to the cloths that we provide to cover the tree stands.
- Items of value such as gift certificates or tickets should be given to a Festival Board member upon check-in. Place copies on the tree. The originals will be given only to the winners.
- Ornaments or items of value should be wired to or secured under your tree.
- Plan on allowing 2-6 hours for setup, and bring a step stool or ladder with you, if needed.
- The Festival team will determine where the tree is to be displayed. You will be directed to an approximate location for setup. Depending on the size of your tree, a stand may or may not be used. Your tree may be moved.
- Please take all packaging and boxes with you when you leave. Do not leave anything overnight if you have not finished decorating.
- Keep in mind that trees may be viewed from all sides.
- Blue Ocean Event Center will be open for tree setup and decorating on Tuesday, November 17, and Wednesday, November 18, from 11AM to 7PM. All trees must be completely set up by 8PM on Wednesday, November 18, 2020. Tree judging will take place on Thursday, November 19, 2020.