



A MAGICAL HOLIDAY WONDERLAND BY THE SEA



ABOUT THE EVENT

Now entering its 11th year, **SeaFestival of Trees** is a popular seasonal event that **attracts 25,000+ people** annually. This annual holiday fundraiser presents a magnificent display of 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, indoor ice skating, Santa's Workshop and Candy Cane Forest, theme nights and special events. Now an established fun, holiday tradition for families and the general public, the Festival donates proceeds of up to \$100,000 annually.

WHAT FESTIVAL PROCEEDS SUPPORT

- Proceeds support the 501 c3 non-profit **Salisbury Beach Partnership** and the **all-new Salisbury Beach Carousel and Pavilion now open year-round**. The stunning new octagonal Pavilion at 7 Broadway is the forever home of the Partnership's historic 1909 Louff-Mangels carousel. The ride features 47 artisanal hand-crafted horses, camels, giraffes, and chariots. The original carousel, called The Broadway Flying Horses, delighted generations of families at Salisbury Beach between 1914 and 1977.

FESTIVAL AUDIENCE

- In 2022, 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.

2023 FESTIVAL DATES & LOCATION

- **TREE SET UP DAYS:** Tuesday & Wednesday, November 14 + 15, 11AM-6PM
- **SPIRITS OF CHRISTMAS GALA TICKETED OPENING EVENT:** Friday, November 17: 6PM-9PM
- **DATES OPEN TO THE PUBLIC:** Saturday, November 18-Sunday, December 3. Days & Schedule Vary
- **LOCATION:** Blue Ocean Event Center, 4 Oceanfront North, Salisbury, Massachusetts.

DONATE A TREE! Contact:

Maura at Info@seafestivaloftrees.com or LeeAnn at llarosa-condon@hotmail.com



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 7 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 SeaFestival 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 7 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 14, and Wednesday, November 15. All trees must be completely set up by the end of the evening on Wednesday, November 15, 2023.

TERMS AND CONDITIONS

1. The SeaFestival of Trees (herein after called the "Management") and the Tree Sponsor/Donor agree that all displays must be fully set up and operational by end of day on Wednesday, November 15.
2. Sponsor/Donor agrees that the tree and all of its decorations (ornaments, lights, tree-toppers, skirts, etc.) become the property of the SeaFestival of Trees upon delivery and set-up.
3. Sponsor/Donor agrees that displays will not visually or physically disturb aisles or adjacent exhibitors. Sponsor/Donor agrees that all signage and collaterals must be professionally produced. **Handwritten signage is prohibited.**
4. Sponsor/Donor agrees to conform to all State of Massachusetts Inspectional Services, State of Massachusetts Fire Department and the State of Massachusetts Department of Revenue rules and regulations.
5. Sponsor/Donor agrees that Management reserves the right to reject, modify, restrict or move the location of any tree.
6. Sponsor/Donor agrees that space assignments are at the discretion of Management.
- 7. Sponsor/Donor agrees that all tree lights will be LED and that electrical power supply and installation will be provided by Management.**
8. Sponsor/Donor agrees not to make undue noise, or odor, use bright or hazardous lights, cause damage to the area or equipment or act in any manner deemed inappropriate by Management.
9. Sponsor/Donor agrees that no soliciting for business will be conducted in aisles or in other tree areas.
10. Sponsor/Donor agrees that no sponsor/donor shall have authority to incur cost or liability for or against Atlantic Hospitality Group, LLC, presenter of the SeaFestival of Trees. Sponsor/Donor shall pay all costs pertaining to moving in trees and all equipment and supplies, and removing empty containers and excess supplies. Sponsor/Donor shall be liable for all damages which he may cause to the building, or otherwise in connection with his tree.
11. Sponsor/Donor agrees to assume all responsibility for personal injuries to himself, his employees, agents, representatives, or visitors, and shall indemnify, defend and hold harmless Atlantic Hospitality Group, LLC, host site/presenter of the SeaFestival of Trees, from any and all liability in connection with any and all of the above.
12. Sponsor/Donor agrees that, except as otherwise specifically provided herein, this Agreement constitutes the entire Agreement between the parties, and supersedes all proposals, promotional materials, negotiations and understandings of any nature whatsoever. This agreement may be amended only by written instrument signed by both parties.
13. Sponsor/Donor agrees that this agreement shall be governed and construed in accordance with the laws of the Commonwealth of Massachusetts, and any disputes between the parties shall be brought in the courts of said Commonwealth.

For more information about the SeaFestival of Trees, visit our website at www.seafestivaloftrees.com