

**2018 Breakfast with Santa  
Saturday, November 17  
The Westin, Town Center  
Virginia Beach**

*Tree Designer's  
Handbook*



A project of  
The King's Daughters  
To Benefit



# 2018 TREE DESIGNER HANDBOOK

Hello New and Returning Tree Designers!

Thank you, for volunteering as a Tree Designer in support of Breakfast with Santa, 2018! The Breakfast with Santa (BWS) Committee is looking forward to this year's event which will be held for the first time at the Westin Virginia Beach Town Center on Saturday, Nov 17th. The Silent Auction will be outside the ballroom on the 2<sup>nd</sup> level.

In appreciation of your time, and effort in securing all gifts, decorations, donations, and of course decorating your tree we will give you one complimentary BWS ticket!

## Couple of old and new points:

### Themes

Start with your theme! Creativity is strongly encouraged! Think fun, family, glitter, shimmer, and sparkle. Here are some fun sample theme ideas from A-Z:

All Around Town, Birds, Cats, Dogs, Entertainment, Furry Friends, Golf, Shopping, Skating, Jump for Joy, Kick off the New Year, Love the Holidays, Movie Night, Norfolk, Ocean Fun, Pizza Puzzle Night, Quite Little Baby, Runners Delight, Stars, The Princess Tree, Under the Mistletoe, Vintage, Wine, Xtra Special Holiday, Yoga, Zoo, Dining Out.

### Tree Designer Form

Once you have a theme please, submit your Tree Designer Form by to the KD office by mail or to BWS Silent Auction co-chair Terry Parker at [tparker975@aol.com](mailto:tparker975@aol.com). Important to note, themes will be awarded on a "first come, first serve" basis. ***We will be posting the BWS 2018 Tree themes again online all we need is your theme!***

### Lights

All lights must be new and UL approved. Bright lights are attractive! Suggest using 100 lights per foot of tree height. Connect only three strings at a time into one outlet on your power source

## Ornaments

The following is the suggested quantity of ornaments to use when decorating your tree:

3 foot tree: about 35-50 ornaments

4 foot tree: about 50-75 ornaments

6 foot tree: about 175-275 ornaments

Please, adhere to the following:

No fresh fruits, berries, flowers, or unwrapped food items.

Ornaments must be wired to the tree

## Decorating

Trees should be decorated inside, outside, and all around. People will be viewing your tree from **every** angle. Hot glue or wire work for attaching ornaments to the tree. To add fullness to your tree try adding colored raffia, tulle (fabric stores carry iridescent and a variety of colors), or clusters of branches or berries bathed in glitter as fillers in empty spots. As a finishing detail, try to include a tree skirted or drape.

*If you are decorating your tree at home please, share pictures with us! We will post the details as you provide them to Terry Parker or the office.*

## Gifts Under the Tree

**Trees do not have to include gifts** If gifts are included under the tree a clear concise description of the items needs to be submit.

Gift certificates and jewelry will be held at check out. These items need to be submitted at "Designer Check-In" in an envelope or gift bag. Please, ensure the envelope or bag is clearly labeled with tree name and designer.

Please, bring all original boxing and packaging for the gifts with the tree! Extra boxes are welcomed and always needed.

## **Tree Set up**

Tree delivery and onsite setup will be from 1:00 p.m. until 6:00 p.m. on Friday, November 16<sup>th</sup>. The BWS committee reserves the right to organize the display of all trees.

## **Parking and loading**

We will contact you several weeks prior to the event with specific information and instructions regarding delivery, parking and unloading at the Westin Virginia Beach Town Center.

## **Opening Bid/Buy It Now:**

The opening bid is determined by the retail value of the tree as indicated on the Designer Description Form. The value on the tree is confidential to you and the BWS Committee. It is used only as a guide for determining the opening bid and "buy it now" price. Bidders will have the option to forgo the auction process and choose the "Buy It Now" option to purchase the trees.

## **Tree Delivery:**

6 foot will be delivered to the buyers by the CHKD Thrift Store workers. All other trees (with accompanying gifts) should be taken home by the purchaser.



## 2018 Tree Designer Description Form

The following information will be used to create your tree's sign & bid sheet:  
PLEASE PRINT CLEARLY

Tree Title: \_\_\_\_\_

Tree Size: (circle one) 3 foot      4 foot      6 foot

Designer Name: \_\_\_\_\_

Company Sponsor: (circle one) Yes / No

○ If Yes please, provide Company Name: \_\_\_\_\_

Circle Sponsored Tree: (circle one) Yes / No

○ If Yes please, provide Circle Name: \_\_\_\_\_

Gifts under the tree Yes / No

○ **NEW** this year if you have gifts for under the tree we ask that you create the list for display with your tree.

○ Estimated retail value of tree: \_\_\_\_\_

---

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

Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

**Mail:** The King's Daughters Office, BWS 2018 Tree Designer  
601 Children's Lane, 2<sup>nd</sup> Floor Norfolk, VA 23507

**Email:** [info@kingsdaughters.org](mailto:info@kingsdaughters.org) **Subject Line:** BWS Tree Designer Agreement Form

**Fax:** 757.668.8907 **Attn:** BWS Tree Designer Agreement Form

Phone: 757.668.8909