



Festival of Trees

FESTIVAL OF TREES

Sponsorship

The Guild

Museum of Arts and Sciences

2011

PURPOSE: To raise funds for the MOAS and to bring awareness of the Museum to the Community in a fun way.

WHEN: Set Up: Wednesday, November 16 (9am to 5pm)

Thursday, November 17 (9am to 3pm)

Open to the Public: Friday, November 18 through December 4

Take down and Tree pick up: Tuesday, December 6 (9am to 4 pm)

GALA: Thursday, November 17 (6-9pm)

WHERE: Museum of Arts and Sciences (MOAS)

352 S. Nova Road, Daytona Beach, Fl. 32114

386-255-0285 www.guildmoas.org

WHAT: A beautifully decorated Museum for the Holidays with Christmas Trees and Holiday Decorations that are for sale with the profit going to the Museum. A Family destination that brings awareness to the public of the MOAS and what it has to offer. The MOAS serves the counties of Volusia, Flagler, Brevard, Lake, Seminole and St. John's. The MOAS is the only

general Museum in the state of Florida that is operating as an Art, Science, History and Environmental Center.

WHY: The MOAS has an attendance of 110,000 visitor's per year in a town of only 65,000 people. Approximately 25,000 of the attendance are children. In these hard times, like most other Museums, the MOAS has lost its funding from the state and does not receive any funding from the city. The MOAS relies on donations, fund raisers and ticket sales for bringing in exhibits and for its operating expenses. The Guild was able to raise over \$60,000 from its 2010 fund raisers. It is only because of our Sponsors that we are able to be so generous to the Museum. The Museum belongs to all of us and plays an important role in the community. Not only is it educational, but it helps to draw businesses and families to the area.

BENEFITS FOR A SPONSOR:

1. Recognition in print pieces.
2. Recognition in the Museum during the Festival.
3. Recognition at the Festival Gala.
4. Invitations to the Gala
5. Good will in the community.
6. Helping your own Museum continue its important role in the community.
7. Recognition in the Museum magazine that has readership of 12,000 people in the community
8. A tax deductible donation. See the enclosed tax info.

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2011 Guidelines for Decorating Trees

Minimum donation - \$400 which includes tree, lights and decorations paid for and decorated by the sponsor.
(Assistance from the Guild with a decorator upon an early request). Last year our largest trees were over \$1,000 and above in value.

Suggested cost of trees and decorations should be:

4ft. - \$400
7ft. - \$700
9ft. - \$1,000

Must include fabric wrap or tree skirt to cover stand.
Lights must be approved ULC rating.

No blinking or musical lights.

Must use parallel lighting.

Absolutely no flocking or edible ornaments.

Must wire or glue each ornament on tree for easy transportation.

Theme stated by October 31, 2011 to avoid duplication.

Trees must be fully decorated by 3:00pm on Thursday, November 17, 2011. Set up schedule:

Wednesday, November 16, 2011, (9:00am - 5:00pm)

Thursday, November 17 2011, (9:00am - 3:00pm)

Questions call: Vicki Shultz 386-760-0852 or
Ruth Snyder 386-304-4000

Trees are sold via silent auction during the Festival which runs from the Gala, November 17 through the opening to the public, November 18 - December 4.

All sponsors receive two complimentary invitations to the opening Gala

Preview Reception on November 17, 2011.

All trees become the property of the Guild of the Museum of Arts and Sciences and are considered a sponsor's donation.