



DEPARTMENT OF NH
VETERANS OF FOREIGN WARS AUXILIARY

September 15, 2017

We'd like to share an event with you! November 25 and November 26, 2017 is our very first **FESTIVAL OF TREES** and we'd like to offer you the opportunity to decorate a themed tree to donate or donate a silent auction item to help the Department of NH Veterans of Foreign Wars Auxiliary raise the necessary funds to continue our mission of supporting Americas Veterans and their families.

We need your help to support this festive start of our holiday season!

This event will be held in the Harley Sanford VFW Post 4368 function hall, 1 VFW Way Milford NH

To help you plan your tree sponsorship, or silent auction donation we have enclosed an entry sheet for you and a couple of pages of tree ideas. You're not limited to those ideas! Use your imagination or visit www.pinterest.com for some decorating tips!

Should you have any questions please contact Mary-Jane Ryan at mjvfwauxdeptofnh@gmail.com or 603-554-6870

We are very excited about establishing our very first **FESTIVAL OF TREES** and about the possibility of you and your business being a part of it.

Please let us know by **September 30** if you will be joining us

We look forward to your joining our first **FESTIVAL OF TREES**

Sincerely,

Mary-Jane Ryan
VFW Aux. Dept. of NH
Sr. Vice President
Ways & Means Chair
2017-2018



FESTIVAL OF TREES



Name of Tree Sponsor:

*Sponsor will provide an artificial tree, (size of your choice, table top to 7ft.) decorations and lights and be responsible for decorating your tree. The Tree decorating to take place on **November 24th**. All trees will be raffled off Sunday November 26th*

Address: _____

Phone: _____

Email: _____

Tree Theme and Size _____

Silent Auction Item _____

Return to: Mary-Jane Ryan
139 Forest Rd.
Lyndeborough, NH 03082



Either individuals or groups may decorate Christmas trees. Examples of participants may include youth groups, adult groups, civic organizations, school groups, school classes, church groups, businesses, or families.

Space will be assigned on a first-come, first-served basis. Get your application in soon!

- All spaces for trees should be confirmed NO LATER than October 30, 2017.
- Sponsors provide all lights and decorating and display materials for the tree as well as skirt for the base of the tree. Any items placed on or under the tree will be considered a donation, and will be given to whoever wins the raffle for that tree.
- We will do our best to accommodate electricity for trees however if it is possible battery lights would be a plus.
- Everyone must provide an extension cord (approximately 8'). Cords must be marked and will be available for pickup after the event.
- Decorating will take place Friday November 24th Times will be announced.
- IN APPRECIATION FOR YOUR TREE- ♣ Your Name will be listed in the brochure. ♣ Your business name will be listed on all pre-event promotional materials. We will also feature you as a sponsor on all social media posts.



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SOME DECORATING IDEAS:



- Members of a club like the Red Hat Society would probably purchase a tree decked out to symbolize that club. Tell them to be creative and imaginative with the task!
- Real Estate Agents might like a tree decorated with mini houses, contracts, for sale signs.
- Accounting firms would probably like a tree decorated with mini adding machines, numbers, mathematical symbols and more.
- If your city is known for its' history, decorate a tree with buildings, pictures, and symbols of that history. Citizens would display it proudly in their homes or places of work.
- An athletic club could decorate a tree in their sport. Fans would love this!

“Incentive Gifts” to go along with your tree (borrowed from another community)

- *“I once got a university Alumni club to donate a tree decorated with symbols for that school (colors, mascot, logo, sports, etc...). To my surprise, the topper on the tree was 2 tickets to one of the university’s basketball games. The tree ended up off the charts in terms of bids!”*
- In the same vein, ‘we decorated a tree with the local high school colors, mascots and activities and got the Athletic Director to donate an “All Sports Pass” for the school year.’
- *A local Theater Group was putting on the play “Bus Stop”. They decorated a tree with school buses, signs, yellow colors and the successful bidder also received front row tickets to the play. The winner was a local school teacher that displayed the tree in her classroom and got to see the show!*
- A business could make a special coupon or give away that goes on their tree or holiday décor item to increase the chances of a sale. It should be one that requires the winner to go to the business in person to collect. This is a great advertising and sales builder tool.

Other Suggestions for Your Business:

- Ornament - One item 40% off coupon. Use qualifiers like: “Must be used within a week of the Festival of Trees event”.
- Coupon for “Buy One, Get One Free” (or 50% off).
- Come in to the store within a week of the Festival of Trees to receive your free tree ornament.
- Free Appetizer or Dessert at a local restaurant.
- Free Car Wash at a gas station
- Free sitting fee at a local photographer.
- Free Manicure with the purchase of a pedicure at a Nail salon.

You get the idea... the sky is the limit for business incentives.



FESTIVAL OF TREES

