



Plan to participate in this festive event
bringing our community together!



Midcoast
Tree Festival

Are you ready for a
Win-Tree Wonderland?

The Midcoast Tree Festival will be held at
St. John's Community Center,
43 Pleasant Street, Brunswick.

Grand Opening Celebration
November 22, 4 - 8 p.m.

Event Dates

November 23, 24, and 29, 10 a.m. - 6 p.m.

November 30, 10 a.m. - 8 p.m.

December 1, 10 a.m. - 2 p.m.

Follow us on  @midcoasttreefestival

*The Midcoast Tree Festival proceeds support the region through:
All Saints Parish, Spectrum Generations, and the BBRC.*

For more information contact:

Cory King at the Bath-Brunswick Regional Chamber (207) 725-8797
or signup via e-mail at midcoasttreefestival@gmail.com.

For updates, visit www.facebook.com/midcoasttreefestival.

For event forms, visit www.midcoastmaine.com/midcoasttreefestival.



I want to start with some **basic info and event background** here in the introduction for those that may be new to the region, or are unsure of the event (**MTF lovers can skip this part**) and then in the sections below we have the details on:

- Tree Space Availability and Requirements
- Mega Tree
- New for 2024 (Auction, Hours and More)
- MTF Sponsorships
- How you can help (Volunteering, spread the word)

You can also head to <https://www.midcoastmaine.com/midcoast-tree-festival> to get the details (for those who go to our homepage it's under the "Our Communities" button up top).

2024 Midcoast Tree Festival Details

This is our 6th Annual Midcoast Tree Festival (MTF), and we're excited to see it continue to grow and become a staple of the holiday season for many. The event is a two-weekend fundraiser with proceeds split evenly between Spectrum Generations, All Saints Parish and the Bath-Brunswick Regional Chamber (BBRC). For the BBRC it's our largest fundraiser of the year. The event is held the Friday, Saturday and Sunday before and after Thanksgiving. **This year the dates are Nov. 22-24 and Nov. 29-Dec. 1.**

Why We Do This and Who We Are

All Saints Parish expresses faith through serving others with a common interest in providing for the diverse needs of the parish, as well as the varied needs of its greater community. Funds raised will provide resources for the parish grief support group, emergency assistance for fuel and housing and utilities for parish communities. Funds also offset expenses for St. John's Catholic School including development of curriculum and supplies for its students. All Saints Parish has provided the host location since its inception at St. John's Community Center, which is right beside St. John's School at 43 Pleasant Street in Brunswick.

Spectrum Generations is an Area Agency on Aging, with the mission to: *promote and advance the well-being and independence of older and disabled adults, with the support of their care partners, to live in their community of choice*. The non-profit organization offers a wide range of services including information and referral, options counseling, care partner support and home delivered meals through the Meals on Wheels program. Annually, Spectrum Generations will prepare, package, deliver, and serve over 300,000 meals to older and disabled adults. Spectrum Generations originally approached the chamber about partnership on a tree festival in 2019.

Bath-Brunswick Regional Chamber (BBRC) represents businesses and individual members in 16 communities through marketing, promotions, advocacy, networking and innovative programs. Funds will support program development and creation that advance community well-being, including *Chamber Works 2030* which is our grassroots workforce program focusing on education, workforce development, and workforce hiring needs. The BBRC coordinates with many of the local businesses for tree sponsorship and event sponsorship, while also serving as the frontward face of the event behind Cory the Elf (outfit by elf, body by gnome).

Together, these three community organizations have a broad reach within Midcoast and central Maine, serving those with the greatest need in a variety of important, life-changing ways. Thank you for providing a sponsorship, volunteers, attending the event or otherwise supporting our Midcoast Tree Festival, your gifts made through Midcoast Tree Festival go a long way to serve the community and we cannot thank you enough for your support!



How the MTF works?

55 tree spaces are available inside St. John's Community Center and businesses, organizations, or community groups register for free to have one of the spaces. In the space the tree sponsor (called tree benefactors) will put at minimum \$500 worth of gifts, decorations and a "tree" (we explain the reason "tree" is in quotation marks below in the Tree Space section). Over the two weekends, families will come by and buy raffle tickets for 50 cents apiece and put them in the tree poles of the trees they want to win. On the closing Sunday we pick the winners and notify them. Then 50+ families get over \$500 worth of gifts, decorations and a tree, as December begins.

Along with the trees, St. John's is decorated festively, we have daily children's crafts, 2-3 free entertainers daily, holiday-themed concessions, and usually other pieces like a holiday bake sale and more. The event requires getting volunteers to cover 150-180 volunteer shifts, as we require 10-12 volunteers per 2-hour shift.

For the tree benefactors, it's great exposure, plus \$500 in value to the winner is not a very difficult number to get to. Many businesses go above and beyond in the displays and receive yearlong praise for their work. Many look at the tree setup as a team building exercise as their staffs will work all year long on ideas.

For the families that attend, they have a relatively inexpensive day out with a \$2 entry fee for people over 12, and 50 cents per raffle ticket (and if families don't have the entry fee we have donors that can cover that). They get free entertainment, free crafts, and a great way to get into the holiday spirit. Oh, and 50+ families become winners.

For our presenting organizations, it's a way for us to bring the community together, fundraise for our organizations, but doing so in a way that lifts up the entire community and doesn't ask too much from anyone, but rather small contributions from many.

The details for this incredible event are below

Thanks,

Cory
(of Cory the Elf)



Tree Space Availability and Requirements

We have a tremendous return rate on previous tree benefactors who are returning. **Hammond Lumber Company** and **Midcoast Federal Credit Union** jointly hold the distinction of being the **Best of the Fest** trees for every year of the event (this distinction goes to the top 3 trees annually in terms of amount of tickets entered to win their tree). They are both coming back this year along with several other who have won that third spot over the years (last year was **Anderson Green Homes** for their PS5 gaming tree). It's NOT a competition but who doesn't like some bragging rights.

With our returning tree benefactors we have about 2/3s of our tree spaces reserved, so if your business, organization, or community group would like a tree space, you need to contact us ASAP.

Tree Benefactor Registration PDF (page 1 is our Event Sponsorship PDF and page 2 is the Registration form; two birds, one stone for those interested in both, though event sponsorship is NOT required to register for a free tree benefactor spot)

Download at <https://www.midcoastmaine.com/midcoast-tree-festival>

Tree Benefactor Guidelines PDF (our expectations for your tree space)

These two documents are what you need to read, but to highlight a few of the guidelines:

- Trees can't be real (fire code)
- Lights should be battery-powered LEDs or wired LEDs- not the old fuse-popping lights
- Each tree space is 4' x 6' ish. If you require a larger space for your layout, e-mail Cory (cory@midcoastmaine.com) as we can accommodate, but we need to know for planning and layout

A few other pieces to note about tree spaces:

- We ask you for a theme- that's so we don't have 10 Lego trees and no camping trees, for example. You can do whatever you want, but some people will choose a different theme if they know 3 or 4 others are doing similar themes.
- If you don't have time, or energy, or the creative juices to come up with a tree idea, but you want to be a part **you can hire our tree squad!** Details are simple- cut us a check, give us a theme if you have an idea, we do the shopping, set it up, and slap your name on it.
- "Tree" or depiction of a tree means you don't necessarily need a fake Christmas tree. It could be a palm tree. A tree ornament. A shrub. A Dickens village tree. A painting or photograph of a tree. Gifts shaped in a tree formation (we have done a pillow tree before for bedding and a keg tree from Flight Deck Brewing before). So the "tree" can be anything "tree-like or tree-adjacent".

THE GAMBLING RULE PIECE- We need gift lists early!

This isn't as scary as it sounds but it is important.

Since this is a raffle of over \$25,000 worth of gifts, there are some state gambling rules we need to follow. The primary one is that we need to submit the list of items in every tree space when we submit our application for license (which is due 10 business days before the event.) Thus, we need all of that info by Oct. 31 so we have a week to compile it and submit it, on or around Nov. 6. We need to have the values of the trees in case we get audited.

This form is easy to use, and you likely know these answers. Just put the gift and it's value, or the gift card and it's value. There is a special section at the top for the tree value and decorations value. (Also a spot for a Mega Tree gift- see the next section).

If you have yet to buy an item, surely you know what you're planning to spend on it, so just make sure you spend what you submit. For instance, if you say you will be spending \$150 for a tree and \$50 for decorations, then make sure the tree you get is a \$150 value and the decorations are a \$50 value. E-mail Cory@midcoastmaine.com or call 649-5282 (Cory's cell) with questions.



Presenting

6th Annual Midcoast Tree Festival

November 22- 24, 2024

November 28- December 1, 2024

This fundraiser supports

ALL SAINTS PARISH,

SPECTRUM GENERATIONS

(Programs & Services including Meals on Wheels),

and the

BATH-BRUNSWICK REGIONAL CHAMBER.

Sponsorship Opportunities

Please note, you do not need to provide a sponsorship level to be a tree benefactor.

\$5,000
EXCLUSIVE
Event Sponsor

\$1,500
Entertainment
Sponsor

\$1,000
Media Sponsor

\$500
T-Shirt
Sponsor

\$300
Children's Craft
Sponsor

\$250
Decoration
Sponsor

Business name/logo on event program	✓	✓	✓	✓	✓	✓
Banner displayed during festival	✓	✓	✓		✓	✓
Business logo on event website (MidcoastMaine.com)	✓	✓	✓			
Opening Night Celebration Sponsor; radio marketing, welcome message	✓					
Logo placement and sponsorship recognition on all event materials and publicity including Facebook	✓	✓	✓			
200 free "family/employee entries" to festival	✓					
Stage naming rights		✓				
3" x 4" ad in all three organization newsletters; provided by sponsor	✓	✓	✓			
Event lead-up video promotion	✓					
Logo on back of event staff/volunteer t-shirts	✓			✓		
Signage on craft tables	✓				✓	
Business highlighted as Featured Day Sponsor - 1 st 100 people free admission courtesy of; radio marketing		✓				

If you are interested in being an event sponsor or have questions, please contact:

Midcoast Tree Festival Committee | Phone: 207.725.8797 | Email: midcoasttreefestival@gmail.com



Mega Tree

One giant piece that makes our festival different than others in Maine, is Mega Tree which is the giant tree on the stage. Mega Tree is sponsored by Priority Real Estate Group and includes gifts from them, along with one gift from every tree space. We ask each tree space to donate one item (or multiple) of up to a \$25 value to donate to Mega-Tree. Though all gifts are welcome, having an item that shares the theme of your tree is always preferred (meaning if you do a winter clothing tree, give us some mittens instead of a gift card to a restaurant).

Important note: we do need to submit the Mega Tree item list to the state as well, so on your tree item list, please denote what your Mega Tree item will be on the line provided. Also don't include that gift in YOUR tree value, as it will be going to the Mega Tree space, not your tree space.



New for 2024 (Auction, Hours and More) Return of the Auction

Though we had the online auction in 2020 during the pandemic, last year was the first time we had on-site auction items and it worked spectacularly! We had a pair of Adirondack chairs and a picnic table get donated and so we made a silent auction out of them. We want to do the same thing this year but we will be adding an online auction component to it too (for those who may not be able to travel to Brunswick, but who want to bid). We will have 10-15 items available for auction and the auction will open at 4PM on Friday, Nov. 22 when the MTF opens and close on the afternoon of Sunday, Dec. 1, when the MTF closes. We plan to have a tablet or laptop on site to help bidders.

New Hours!

We have expanded the hours in 2024 so we have two late nights. Opening night (see the next bullet point) will be a late night until 8PM, but also we've had requests for a late night the second weekend. Thus, the second Saturday we will be open until 8PM. This date was selected so any families going to the Brunswick Downtown Association or Main Street Bath events with Santa can head over to the MTF afterwards and make a full day of it.

Other New Surprises

Beyond that we are in the process of a few other pieces but not all are confirmed as of yet. Here is a preview of what we're looking at:

Opening night 4PM to 8PM we will have an opening night celebration with a ribbon cutting event, local choirs (hopefully) and we are inviting all of the tree benefactors to come and meet the other tree benefactors and community. It's so special when people tell the tree benefactors "we love your tree"- it means so much.

We are expanding the entertainment as we have bumped from one act per day, to two acts per day last year and now we are looking at three for as many days as we can. Contact Cory@midcoastmaine.com if you're interested

MTF After Dark will continue (where we dim the lights for the last hour before closing so the trees really pop) but are also looking to perhaps offer family holiday photos in coordination with a local photographer. No promises but fingers crossed.



MTF Sponsorships

Sponsorships have been a saving grace of this event. They help us spread the word far beyond our region, helped us absorb some expenses (like custom raffle tickets, craft kits, decorations, etc.) and have really been a great way for businesses to show the community they believe in this event. Getting many expenses covered before we sell the first ticket has been very important for this fundraiser and we are so grateful.

The sponsorship levels are below. The lead sponsorship is still available and we would love for some company to step up for that one, but sponsorship at any level really helps.

I will say, if t-shirt sponsorship is attractive to you, we will likely close that one very soon as we have 4-5 already committed and we want to make sure we have room on the t-shirts to give them the proper recognition.

If you are interested in any sponsorship level, or have questions on what the benefits are, please e-mail Cory@midcoastmaine.com or call Cory's cell (207) 649-5282

How you can help (Volunteering, spread the word)

Finally, how can you help.

The **volunteer link** is the most obvious way as on there you will find the volunteer roles. The roles are described within, but between volunteering as the welcomers, tree ticket sellers, 50/50 raffle ticket sellers, concessions, floating attendants, craft area helpers or elves that help us set up and tear down the event, there is something for everyone regardless of how physically able you are. Plus you get a t-shirt and it's a festive fun way to meet a lot of community members.

Volunteer link: <https://signup.com/client/invitation2/secure/3320038160123/false#/invitation>

Spreading the word is another great way to help. There are several tree festivals in Maine that have been around much longer than ours, and so letting people know we have one right here in Brunswick is amazing. Following and sharing posts from the Midcoast Tree Festival Facebook page is a great way to help, or find us on Instagram too. We post a LOT of videos there during the festival, but it's also a great information resource for updates leading up to the event.

Make a wreath. We do have non-profits that donate wreaths to the event and any non-profit is welcome to do that (please contact Cory@midcoastmaine.com so we can get you the details). We always seem to have room for a few more though if you are so inclined as a citizen to create or give us one.

Bring your family to experience it. It's simple, but inviting out of town family, or even gathering up your family and posting pictures from our selfie stations or talking about it over Thanksgiving is huge for us. That word of mouth between the first and second weekends is some of the best promotion we get.