



*30th Annual*  
**Festival of Trees**

## CALL FOR TREE SPONSORS

The Festival of Trees Committee invites you to participate in the **2023 Festival of Trees**. This event has been made successful by local businesses, organizations, and individuals donating an artificial, decorated, holiday tree that will be displayed from **November 20** through **November 30**. The decorated trees will be auctioned on **November 30** and the proceeds will go to **Support Siouland Soldiers**.

We hope that you join our "festive spirit" to help support another local charity.

🌲 Over \$470,000 have been raised for twenty-nine local charities from the auction.

🌲 Tens of thousands of individuals have visited the Festival of Trees including chartered bus tours for several years.

🌲 Tree sponsors will be identified by a bid sheet in front of their tree, provided by the Festival of Trees Committee, & listed in the program, as well as in the Weekender newspaper (if sponsor has registered by Nov. 5).

🌲 Opening ceremony is coordinated with the downtown lighting, parade, and the arrival of Santa, with entertainment in the Ho Chunk Centre Atrium.

**Enclosed is information about this year's charity and a registration card.**

### CONTACTS:

**Dr. Tom Molstad**  
**276-7742 or 490-2829**

**Rosey Stronck**  
**293-4794**

Return postcards to:  
Festival of Trees, % Dr Tom Molstad,  
1206 Morningside Ave, Sioux City, IA 51106



## CRITERIA FOR SPONSORING A HOLIDAY TREE

- 🌲 Trees must be artificial to meet fire regulations.
- 🌲 Trees may be of any height from "tabletop" to 8 feet.
- 🌲 **No used trees will be accepted.**
- 🌲 **No heavily flocked trees-Please!!!**
- 🌲 All ornaments **MUST** be durable and be **SECURELY** fastened. Each tree will need to pass a shake test for the ornaments.
- 🌲 All trees **MUST** be inspected by a committee member before the sponsor leaves the tree for placement in the Festival of Trees exhibition. This inspection will include a shaking process to identify loosely secured ornaments that may fall during delivery. (If we don't find you, please, find us!)
- 🌲 Trees will sell better if they have lights. All lights should be U.L. approved. Using a special inside-the-tree extension multi-plug cord will help keep fuses from burning out.
- 🌲 Every tree will have a tree bag beneath it (*which must be put in place before assembling your tree*). The Festival of Trees Committee will furnish the tree bag. A tree skirt or other suitable covering may be used over the bag.
- 🌲 **Retail value** of the tree and the decorations should be shared with the Festival Committee in order to establish an auction price. (If you purchased items on *clearance*, **FANTASTIC!** If the tree buyer went to purchase it at full price, how much would they pay? That is what we are looking for. Essentially, "replacement cost".)
- 🌲 Tree set up will be **November 16** from 5 - 8 PM, **November 17** from 5-8 PM, **November 18** from 10 - 5 PM, and **November 19** from 11 - 3 PM at the Ho Chunk Centre.
- 🌲 On **November 20**, the Opening Celebration will be held and will include entertainment.
- 🌲 From **November 20** through **November 30**, the public can view the trees and participate in a silent auction.
- 🌲 The live auction is scheduled for the evening of **November 30, 2023** at 6:30 PM. The auction will begin with the highest confirmed silent bid on each item..