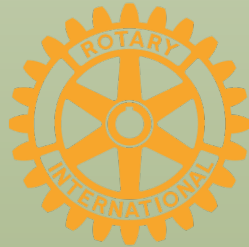


Clarksville Rotary Clubs



Nov. 8th-21st
Christmas Tree Extravaganza
& Auction

Fundraising Goal

- **\$5,000- \$1 per vote** for Christmas Trees & Wreaths (500 day)
- **\$10,500- Ticket Sales**
 - \$7,500- 150 General Admission Tickets Sold @ \$50 each
 - 50 Tickets sold by each Clarksville Club
 - \$3,000- 6 VIP Tables sold @ \$500
 - 2 tables sold by each Clarksville Club
- **\$7,500 Auction Sales**
 - – 25 Trees @ \$250 avg sale
 - 8 Tree Sponsors *Minimum for each Clarksville Club
 - - 25 Wreaths @ \$50 avg Sale
 - 5 Wreath Sponsors *Minimum for each Clarksville Club
- **\$20,000 Net Goal**

Tickets Purchased through Eventbrite

\$50 General Admission Ticket

Auction Fan

Finger Foods

Cash Bar

\$500 VIP Sponsor

Auction Fan

Finger Foods

Cash Bar

Reserved table for 6

Preview 1 hour before event

Tree Logistics

- Size of Trees- 25 Trees entry (4ft to 8ft tall) Max: 9ft
- Trees will be delivered to Miss. Lucille's November 8th & 9th
Will need 4-6 Rotarians each day to help with set up
- 2 Event tickets will be given to Tree sponsor when tree is delivered
- Trees that sell well are with trips, alcohol, jewelry, etc. attached to tree
- All ornaments & décor must be wired on the tree for easy delivery
- Our large ticket trees will be delivered the following day by Rotary members or the Tree Sponsor
- Rental truck with electric lift gate with 8ft height is a must will be used for delivery



Voting Logistics

- Bid Pal
- 32 Auctions
- Still narrowing it down with committee for online voting and bidding

Auction

- Top 10 Trees will be auctioned off LIVE on Nov 21st with local auctioneer, Phillip Traylor
 - All other trees will be silent auctioned on Nov 21st
- Top 3 Wreaths will be auctioned off LIVE on Nov 21st with local auctioneer, Phillip Traylor
 - All other wreaths will be silent auctioned on Nov 21st
- More logistics on Timeline and Online bidding coming soon

Attire

- Holiday Dress
- Masquerade Contest



Dates To Remember.....

All Trees & Wreaths will be @ Miss Lucille's Marketplace

2231 Madison Street, Clarksville TN 37043

- | | |
|--------------------------------|--|
| Nov. 8-9th | Christmas Tree & Wreath Deliveries from sponsors |
| Nov. 10th | Preview & Online Voting Kickoff |
| Nov. 20th | Voting Ends at 11:59PM |
| Nov. 12th | Sip & Stroll Thursday Evening |
| Nov. 13-15th | Holiday Open House |
| Nov. 21st | Clarksville Rotary Christmas Tree Extravaganza & Auction |

Phase I

Set Up Contact/Media

Email Address: aclarksvillerotarychristmas@gmail.com

Facebook: Christmas Tree Extravaganza & Auction at Rotary

Eventbrite

Phase II- Committees

Rotary Extravaganza Committees:

Project Chairs: *LaDonna Dowdy, Kimberly Wiggins & Kim Fields*

Event Secretary- Take minutes, send emails & thank you notes

Finance/Technology Team- Create Budget, Ticket sales, Votes, Auction logistics

Cheryl Lankford, Helen Gross, Pat Donahue, Steve Springer, Robert Nash, Leo Jordan

Developing Marketing Team- Facebook, Eventbrite, Posters, Invitations, Emails

Burton & Candace Coleman, Lisa Baggett, Emily Evans, Keith Bearden

Public Relations Team- L/C & Main St Newspaper, TV, Clarksville NOW, CDE

Stephanie Miller, Luke Baine

Event & Refreshment Team- Tree Set up 11/8 & 9th, Event Set up/Clean up 11/21, Tree Delivery 11/22

Mike & Tami Taliento, Chris Trawinski, Cheryl Lankford, Jane Russell, Cristal Bergren, Ryan Bowie

Awards Team- Awards for most votes- Best Tree, Best Themes, Most Creative-

Margy Dvorsky, Beth Mabry

Phase III

Marketing & Advertisement Phase –NOW til Nov 21st

Deliver “Save the Date” invitations

Invite Rotarians to like FB & Eventbrite pages

Phase IV

Budget Phase

Set up Food & Drinks Budget

Set Up Awards Budget

Set Up Eventbrite

Set Up Online Voting /Bidding Budget

Misc. Posters, Invitations, Bidder Fan etc.

Phase V

Confirmation Phase -September

Caterer confirmed

Venue Logistics Firm with Miss Lucille's

Eventbrite is accepting ticket purchases

Online Voting/Bidding Confirm



Phases VI-X

Sept/Nov 2020 Phase VI- Event Trending-Marketing , Marketing, Marketing

Nov. 8th & 9th Phase VII- Event Set Up

Nov. 21st Phase VIII- Event Welcome

Nov 21st-22nd Phase IX- Event Take Down & Delivery

TBA-Phase X -Event Wrap Up- Send Thank You Not



Tree/Wreath Application

Tree/Wreath Rules & Application

**NOTE: THESE RULES ARE IMPORTANT –
PLEASE READ CAREFULLY AND SIGN THE LAST PAGE**

- ❖ The Clarksville Rotary Clubs are not responsible for raising funds, finding voters or promoting your tree.
- ❖ The Christmas Tree Auction is administered through the Clarksville Rotary Clubs, a 501(c)(3) nonprofit association. All donations will be processed through the Rotary Clubs Christmas Tree Extravaganza & Auction fund.
- ❖ **The tree auction accommodates up to 25 trees. Applications for the trees will be accepted on a first-come, first-serve basis.**
- ❖ An informational meeting will be held **Tuesday, October 27th at 5:30 p.m.** at _____. This meeting will review some of the rules as well as the decorating requirements. **You are required to send a representative as well as your tree decorator to this meeting!**

TREE AND DECORATION REQUIREMENTS

- ❖ Large trees are restricted to EIGHT (8) feet in height from the floor to tree top. (delivery truck space is 8 feet tall). Please be mindful of trees being decorated with so much weight that the tree stem breaks at the tree stand holder site. **Sturdy metal tree stands are required for each tree.** Trees will be displayed on individual tables that are 60 inches around. All display items with trees **must be confined to this tabletop area.**
- ❖ **Decorations:** Everything displayed on and around the tree (tree stand, ornaments, skirting, gifts under tree, etc.) will be included in the purchase of the tree. All items (ornaments, lights, and limbs of artificial trees, etc.) must be securely and **firmly wired to the tree.** Do not use a hot glue gun. Strings of lights must also be wired to the tree. Dough and candy decorations are not recommended. **Glass ornaments are not allowed due to breakage in transport.**
- ❖ All trees must be artificial. Artificial and flocked trees must have accompanying fireproofing documentation provided by the manufacturer. Tennessee law requires this. You will not be allowed to participate without the documentation.
- ❖ All trees must be at Miss Lucille's with sponsor for interview and photo for website on Sunday, November 8th, between 1:00pm and 4pm or Monday, November 9th between 10:00am to 4:00pm. No trees will be allowed into the Venue at any other time. Trees may be delivered fully decorated. Plan accordingly...it takes about 8 hours to wire lights onto a large tree. You only have a small window to set up at the venue to decorate. You may need a ladder to finish decorating.
- ❖ Each Business participating in the Tree Auction will be asked to provide a short description of their company and a description of their tree. The description needs to be sent to aclarksvillerotarychristmas@gmail.com by November 9th. Donor information will be the responsibility of the business to display with the tree.
- ❖ The Business will provide an 8½ X 11 inch standup sign indicating the designated Business.
- ❖ It is beneficial to the Business to have someone at their tree to answer questions about the tree and the charity during the public preview starting Thursday for the evening Sip & Stroll. Business may market their tree for votes at this time and throughout the week. Businesses are strongly encouraged to purchase extra tickets and have a representative at the event on November 21st beginning at 6:00 pm to represent the tree and to encourage bidding for their tree. The business will receive two tickets at no charge for donating the tree to the Rotary Park Project.
- ❖ Miss Lucille's & Rotary will provide an electrical outlet and extension cords.



The Clarksville Rotary Club's 1st Christmas Tree Extravaganza & Auction Tree/Wreath Application

The undersigned Business agrees to have read the rules and to prepare, present, and deliver a decorated Christmas tree to Miss Lucille's Marketplace on November 8th or 9th between 10am – 4:00 p.m. for the Christmas Tree Voting to begin Tuesday November 10th and the Christmas Tree Auction to be held Saturday, November 21st. This business has received and agrees to abide by the event rules and regulations. This form must be filled out **completely** in order to be considered for participation.

Please Print or Type All Information

Name of Business: _____

Contact Name: _____

Address: _____

Telephone (work/Cell) _____ / _____ Email: _____

Make Check Payable to: _____

Business Signature: _____

Donor will need to provide 8 ½ x 11 stand up sign for their business information.

Size of Tree: _____ (Must be 4,5,6,7 & 8ft only)

Estimated Value of tree: \$ _____ (An estimated value must be included to accept the application)

Tree Delivery: Deliver Tree by Donor Deliver Tree by Rotary _____ (circle one)

DELIVERY REQUIREMENTS

Successful bidders must pay for their tree on Saturday, November 21st, the night of the auction. All trees within the Clarksville city limits will be delivered by the Rotary Clubs of Clarksville unless the Business decides to deliver their own tree. Trees will be delivered on Sunday, November 22, from 12 p.m. to 5 p.m. **If the delivery of any tree is deemed too difficult for the delivery team, the Business will be responsible for delivering the tree.**

- ❖ All trees being delivered by the Business must be picked up from the Venue the evening of the event (November 21st) unless other arrangements for pickup have been made with the Venue. The Venue nor the Rotary Club cannot be responsible for security of the tree after the event if left at the Venue.
- ❖ Large, bulky or heavy items not attached to the tree are the responsibility of the Business to deliver. This would include items such as televisions, grandfather clocks, etc.
- ❖ Each Business is **REQUIRED** to designate an individual from their organization to be the contact person in case any problems arise with regards to delivery on the evening of the event and the following morning November 22, 2020 during the delivery of the trees. The contact person should provide a cell phone number by November 9th.

EMAIL THIS COMPLETED FORM TO
aclarksvillerotarychristmas@gmail.com

LaDonna Dowdy
Work Phone: 931-919-0947
Ladonna.dowdy@raymondjames.com

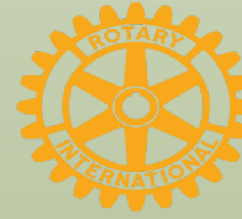
Kimberly Wiggins
Phone: _____

Kim Fields
Phone: _____

**Tree & Wreath Set-up: Sunday, Nov. 8th 1-4pm or Monday, Nov. 9th 10-4pm.
Final Setup COMPLETED by Nov. 9th 4:00 p.m.**

Mission/Proceeds

Rotary
PEOPLE of ACTION



- **To Build at least one Play Pod for Rotary Park this winter**
 - \$25K Pollination Play Pod Center
 - \$7K Tree Play Pod Center

