



June 2017

Dear Designer,

Plans are underway for the 2017 University Hospital Foundation's annual Festival of Trees! This year's theme is **"Baby It's Cold Outside!"** and will involve the colours of white, gold, silver and copper. We hope you will be able to participate in the Gingerbreads and Cakes event, which is a delight to over 38,000 visitors who attend this wonderful festival each year. Many thanks to all who have participated in the past and have donated valuable time and creativity to such worthy causes that the University Hospital Foundation supports. Also, welcome to all the newcomers to the Festival! We hope this will become a wonderful tradition to start the Christmas season for you as well.

Proceeds from the 2017 Festival of Trees will go to support the **RAPID TRANSFER UNIT.**

Every day, roughly 200 people come to the University of Alberta Hospital's Emergency Department, one of the best - in terms of patient outcomes - and busiest in Canada. About 25% are admitted for further care – as soon as a hospital bed is available. Typically, that doesn't happen until late in the day as inpatients are discharged. The Rapid Transfer Unit (RTU) is a specialized unit where these patients can rest in a quiet, healing environment, and get started on the specialized care they need while they wait. Not only does this benefit the patients waiting for a hospital bed, it also frees space in the waiting room for others. Funds raised at the 2017 Festival of Trees will support the purchase of over \$1 million in advanced, state-of-the-art monitoring and patient care technology for the Rapid Transfer Unit in the University of Alberta Hospital's Emergency Department.

This package contains all of the information you will need to participate in the Gingerbreads and Cakes event at the 2017 Festival of Trees. Please complete and return the registration form to myself or the Festival of Trees office no later than **October 15, 2017**. The information is available on the Festival of Trees website at www.festivaloftrees.ab.ca. Any questions may be directed to me at the phone numbers or email address listed below.

On behalf of myself and our committee, your interest and support is greatly appreciated and we look forward to working with you to make this a delightful event.

Yours truly,

Elaine Aronyk, Chair
Gingerbreads and Cakes Committee
2017 Festival of Trees

Home: (780) 963-7408
Cell: (780) 298-0242
Email: gingerbread@festivaloftrees.ab.ca

2017 Festival of Trees Presenting Sponsor





**University Hospital Foundation
2017 Festival of Trees**

***Gingerbread Structures & Decorated Cakes
Designer Policies & Procedures***

The creative designer entries are the foundation of the Festival of Trees. Submitting an entry provides you with a unique opportunity to contribute to an event that works in partnership with over 2,000 volunteers, businesses and sponsors every year.

Festival Dates: Thursday, November 30th to Sunday, December 3rd, 2017
Place: Shaw Conference Centre, 9797 Jasper Ave, Edmonton, AB
Theme: "Baby It's Cold Outside"

IMPORTANT DATES:

Gingerbread Structures *Base Pick-up*

Date: Saturday, October 21, 2017
Time: 10:00 am to 2:00 pm
Location: Festival of Trees Warehouse, 4611 – 101 Street, Edmonton;
Phone: (780) 451-0765

Gingerbread Structures & Decorated Cakes *Delivery and Set-up*

Date: Tuesday, November 28, 2017
Time: 1:00 pm to 8:00 pm
Location: Shaw Conference Center, 9797 Jasper Avenue, Edmonton
Halls A, B and C; (West loading dock on Grierson Hill)

ALL ENTRIES MUST BE DELIVERED NO LATER THAN 8:00 PM ON TUESDAY, NOV. 28, 2017

For further information:

Elaine Aronyk, Chair
Gingerbread & Cakes Committee
Phone: (780) 963-7408 or (780) 298-0242
Email: gingerbread@festivaloftrees.ab.ca

Festival of Trees University Hospital Foundation
1B.120 Kaye Edmonton Clinic
11400 University Avenue
Edmonton AB T6G 1Z1
Phone: (780) 407-2786 Fax: (780) 407-8219 Email: FestivalOffice@FestivalofTrees.ab.ca
Website: www.festivaloftrees.ab.ca

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GINGERBREAD STRUCTURES

Design: Your creation is limited only by the extent of your imagination, by size restrictions and by stability for display and moving. A source of electricity will be available if you desire to use lights/power in your design.

Size: The maximum base is 59cm x 59cm (23" x 23") and the **maximum height is 59 cm (23")**. The display board that **must** be used can be picked up on October 22, 2016 at **4611 – 101 Street**, Edmonton, **(Please note this is our new warehouse address)** between 10:00 am and 2:00 pm.

Ingredients: At least **95% of the structure and its decorations must be edible**. Please supply an ingredient list and identify non-edible portions on an accompanying sheet of paper.

Note: The structures will be on display for the five days of the Festival (including Gala Evening). The Shaw Conference Centre has no humidity control and is, in fact, a very dry environment. The structures are auctioned at the Gala Evening and moved following the Festival. Please keep to size restrictions and have your structure **substantially completed prior to delivery** to the Shaw Conference Centre.



DECORATED CHRISTMAS CAKES

Design: Decorated Christmas cakes should be a type of fruit cake with 95% edible decorations as well as have stability for moving.

Size: The maximum base is 40.6 cm x 40.6 cm (16" x 16"). Cakes should be on a sturdy display board **supplied by the designer**.

Ingredients: **95% of the cake and its decorations must be edible**. Please include an ingredient list and identify any non edible items.

Note: The Shaw Conference Centre, where these structures will be on display for the five days of the Festival (including Gala Evening), has no humidity control and is, in fact, a very dry environment. The cakes are auctioned at the Gala Evening and moved following the Festival. Please keep these factors in mind when designing your entry.

All gingerbread structures and decorated cakes become the property of the Festival of Trees. They will be auctioned at the Gala Evening and all proceeds will benefit the University of Alberta Hospital.

REIMBURSEMENT

The Festival will provide reimbursement for gingerbread structures supplies (\$50 maximum) or decorated cake supplies (\$25 maximum) upon request. Compensation will be given upon submission of the Designer Reimbursement Form, accompanied by ORIGINAL receipts for items purchased. Please do not submit your compensation requests electronically, as our accounting department requires original receipts. Reimbursement forms must be submitted by mail or in person and must be received on or before December 1, 2017.

The name of the Gingerbread Structure or Decorated Cake, the designer(s) and any other donor/sponsor name will be printed in the program and on display cards as follows:

- If reimbursement is taken, only the Designer's name will be listed in the Gingerbreads/Cakes section of the program and on the display card.
- If the item is entirely donated by the Designer (or a sponsor is obtained), recognition of "Donated By" will be given underneath the Designer's name in the Gingerbreads/Cakes section of the program and on the display card; the donor/sponsor will also be recognized in the appropriate category in any written material where other Festival sponsors are recognized.

DESIGNER COMPETITION & PEOPLE'S CHOICE AWARDS

- The Festival has independent judges who volunteer their time to judge the various entries submitted by the designers. Entries will be judged at 9:00 am on **Wednesday November 29, 2017**.
- The judges make their subjective decision as to First, Second and Third placement. Ribbons, provided by the Festival, are displayed by the appropriate entry in preparation for the Gala Evening silent auction and will remain in place during the entire Festival.
- The People's Choice Awards, as the name implies, are decided by a ballot completed by the general public attending the Festival. Visitors will be allowed one vote each for their favourite creation.

DESIGNER APPRECIATION & RECOGNITION

- The Festival has a number of volunteer appreciation and recognition mechanisms in place to acknowledge the work and contribution of its designers.
- Four complimentary general admission tickets to the Festival of Trees will be allocated per design entry at the time of delivery.
- The Designer Appreciation Wine & Cheese party will be held on the evening of Friday, December 1, 2017. An invitation will be sent out with the details (e.g. time & place).

Please return the Registration form by October 15, 2017 to:

Elaine Aronyk, Gingerbreads & Cakes Committee Chair
44-2022 Parkland Drive, Parkland County, AB T7Y 2S1
Phone: (780) 963-7408 or (780) 298-0242 Email: tearonyk@yahoo.ca

or

University Hospital Foundation Festival of Trees
1B.120 KEC, 11400 University Ave NW, Edmonton AB T6G 1Z1
Phone: (780) 407-2786 Fax: (780) 407-5647

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REGISTRATION FORM - GINGERBREAD STRUCTURES / DECORATED CAKES

DESIGNER / CONTACT NAME: _____

ADDRESS: _____

POSTAL CODE: _____ TELEPHONE: _____

EMAIL: _____

A separate form must be filled out per entry. Please make copies as required.

I agree to create: _____ **Gingerbread Structure** _____ **Decorated Christmas Cake**

For judging purposes, please indicate which category applies:

_____ Professional Category (have received formal training in cake decorating and/or are paid for your work)

_____ Non-Professional Category

For Program and Display Card:

TITLE OF ENTRY: _____

DESCRIPTION / STORY ABOUT ENTRY: _____

NAME(S) OF DESIGNER (exactly as it should appear in the program):

SPONSOR (if applicable) (exactly as it should appear in the program):

Please estimate how long it took/will take to design and build your entry? _____

VALUE OF YOUR DONATED GINGERBREAD / DECORATED CAKE \$ _____

I agree to create and supply a Gingerbread structure and/or a decorated Christmas cake following the guidelines provided. I will allow the Festival of Trees to auction my donated work for any amount. I also agree to have my donated work photographed and have my name appear on credits in any publication.

SIGNED: _____ DATE: _____

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University Hospital Foundation Festival of Trees

2017 Designer Reimbursement Form

Please return this form by mail with original receipts to the Festival Office at the address below. Forms and receipts must be received by December 1, 2017.

Name of designer to be reimbursed: _____

Full mailing address: _____

Phone: (home) _____ (work) _____ (cell) _____

Name of design: _____

Total amount of compensation specified in contract
(maximum \$25.00 for cakes or \$50.00 for gingerbreads): \$ _____

Total cost of design: \$ _____

Total amount to be reimbursed to designer: \$ _____

Please list briefly and attach all original receipts:

Vendor and description of items purchased	Amount including G.S.T.

Continue on the back of this page if additional room is needed.

**** WE REQUIRE ALL ORIGINAL RECEIPTS PRIOR TO REIMBURSEMENT ****

**** THIS FORM AND ALL RECEIPTS MUST BE SUBMITTED BY DECEMBER 1, 2017****

Designer's signature: _____ Date: _____

Send to: Designer Reimbursements
Festival of Trees, University Hospital Foundation
1B.120 KEC, 11400 University Ave NW, Edmonton, AB T6G 1Z1

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