

18th Annual



**Decorated Tree
Donation Instructions**

Thank you for expressing interested in donating a decorated tree for The Junior League of Northern Virginia's (JLNV) 18th Annual *The Enchanted Forest* (TEF), which will be held the weekend of December 1 – 2, 2018 at the Sheraton Tysons Hotel.

The Enchanted Forest is a weekend long holiday festival featuring a wide variety of events for the entire family. Attendees can stroll through the whimsical forest of theme-decorated holiday trees available for a silent auction, and enjoy live entertainment, visits with Santa, activities for children, and much more. Additional premium events include a Breakfast with Santa, Gingerbread Workshops, and The Merry and Bright Bash, an evening cocktail party.

For the past 60 years, the JLNV has been training and empowering women to be leaders in our Northern Virginia communities. Our mission is to promote voluntarism, develop the potential of women, and improve the Northern Virginia community through direct action and leadership. Currently, the JLNV is a membership-based organization comprised of close to 400 women living, working, and volunteering in Northern Virginia.

Through our community programming, the JLNV provides hands-on training with volunteering and community leadership opportunities that better the lives of children. Our unique structure allows members to cultivate leadership interests and develop leadership skills while making a tangible difference in the community.

Our current community programs are focused on preparing children for success by addressing childhood obesity through the promotion of nutrition and physical activity education. We understand that the combination of nutrition and physical activity is a proven recipe for enriching a child's health, well-being, and academic outcomes. The JLNV is committed to reducing the number of children impacted by a lack of nutrition and physical activity by empowering families to make healthier choices.

This packet is intended to serve as your resource as you plan your theme decorated holiday tree to be included in our silent auction. The following pages will review instructions for donations, instructions for decorating your tree, deadlines for submissions, marketing opportunities to highlight your donation, an overview of the weekend events, and contact information should you have any questions or concerns.

Again, thank you for your interest, and if you have any additional questions, please feel free to reach out to me at tefcontributions@jlnv.org.

Have fun decorating and we look forward to seeing your creation!

Warmest regards.



Donation Instructions

We ask that merchants include between \$100 and \$400 worth of fair market value items and decorations for the tree (not including the value of the tree).

You are welcome to include gift cards, gift certificates, small items to use as tree decorations, or items to place under the tree. If you have a larger item that cannot fit under the tree, please let us know prior to the event so we can ensure that this item is highlighted in the best way possible.

If you are including gift cards, gift certificates, tickets, or small, high value items on your tree, we will collect them at *The Enchanted Forest* Trees Check-In when you deliver your tree to the event so we may secure them. You will be given vouchers to place on the tree, and the auction winner will be able to collect the secured items after winning the tree.

Decorating Instructions

You have several options for obtaining your tree to decorate for the event:

Tree delivery. One of our League members will deliver a pre-lit white light 4ft artificial tree to your business at your convenience; feel free to add additional lighting. We welcome the opportunity to deliver trees well ahead of the event should you wish to decorate early and display your work of art at your location for your customers to enjoy.

Tree donation. You are also welcome to donate your own tree, which will be included in the auction. We ask that trees are kept to a 5ft maximum height, but you are welcome to get creative with colors, lights, and materials!

Set up on site. You can bring your items and decorations to the event and set up your tree onsite.

Be creative with your decorations! Ribbons will be awarded to the best-decorated merchant trees, and winning ribbons will be displayed on the trees throughout the event. For an idea of past submissions, check out our highlights at www.jlnv.org/TEF.



Tree Delivery and Set Up

The Forest will be open for delivery of decorated trees from 5 p.m. to 8 p.m. on Friday, November 30 at the Sheraton Tysons Hotel. If you are unable to make this time, please send an email to tefcontributions@jlnv.org and we can coordinate another time with you.

Upon arrival at the Sheraton Tysons Corner, proceed to *The Enchanted Forest* Trees Check-In Desk in the Tysons Ballroom on the upper level. A League member will guide you from there. Please remember to bring all necessary decorating supplies with you (e.g. scissors, glue guns, wire, etc.) as those items will not be provided.

The Sheraton Tysons Hotel is located at 8661 Leesburg Pike, Tysons, VA 22182.

Marketing Opportunities

We are looking forward to partnering with our donors and local merchants to publicize a wonderful kick off to this year's holiday season! Our marketing committee is dedicated to utilizing a variety of ways in sharing our news.

For all of our participating merchants and donors, we will ensure your business/individual names appear in our marketing materials to include but not limited to the event website and event program.

If your organization is willing to assist our marketing committee by displaying our flyer and/or post cards, please let us know.

For marketing questions or concerns please contact Katherine Werther via email at tef@jlnv.org or via phone at (978) 290-2489.



Weekend Overview

The following is a preliminary list of what will be happening at TEF! There will be other events taking place in rooms near the Forest, such as children's crafts, a Gingerbread Workshop, and live entertainment. The weekend is filled with nonstop family-friendly events and fun!

Friday, November 30

5 p.m. – 8 p.m.

Set up begins! The JLNV will be decorating the forest, event rooms, and public spaces. All trees must be delivered and set up during this time.

Saturday, December 1

9:00 a.m. – 10:30 a.m.

Breakfast with Santa in the Forest

11:00 a.m.

Forest grand opening!

- Ribbons are awarded and displayed on winning trees
- Trees are available for bidding

11 a.m. – 5 p.m.

Forest is open to the public

- Feature entertainers perform on stage
- Trees are available for bidding
- Santa will be available for photos on stage

8:00 p.m.

Merry and Bright Bash

Sunday, December 2

9:00 a.m. – 10:30 a.m.

Breakfast with Santa in the Forest

11 a.m. – 1 p.m.

Forest is open to the public

- Feature entertainers perform on stage
- Trees are available for bidding

1 p.m. – 4 p.m.

Tree pick-up for auction winners

*Schedule is subject to change.

