

DESIGNER



Winterfest 2023
SEAS AND GREETINGS

BECOME A WINTERFEST DESIGNER

RIVERSIDE THEATRE MISSION STATEMENT

Riverside Theatre, Inc. is committed to providing a total theatre arts experience that entertains, challenges, and educates both adults and children.

- Producing quality works from Broadway, Off-Broadway, and Regional Theatres with an emphasis on high production values
- Providing the community with a broad range of educational opportunities that will develop and cultivate artists and audiences, while building skills
- Creating a nurturing and collaborative environment for all artists, educators, parents, students, and staff

WHAT IS WINTERFEST?

Winterfest is the rebranded, signature fundraising event for Riverside Theatre's educational programs, formally known as Festival of Trees.

Considered Vero Beach's premier holiday event, this festival transforms Riverside's campus into a holiday wonderland filled with beautifully decorated trees, centerpieces, wreaths, vendor booths, arts and crafts, live performances, and even an "ice" skating rink!



WINTERFEST BY THE NUMBERS

489

Gala Attendees

- VIP
- High Net Worth
- Community Leaders
- Young Professionals
- Business Owners

4,024

Weekend Attendees

- The Community at Large
- Families
- Auction Bidders
- Designers

COMMUNITY IMPACT

\$45,000

Given to students in need as part of the Tuition Assistance Program.

\$600

For every \$600 raised, a child with financial need is able to attend Riverside Theatre Education programs for a full year.

CREATIVE DESIGNER ENTRIES ARE THE BACKBONE OF THE FESTIVAL

Your participation supports our Youth Tuition Assistance & Community Engagement Programs. THANK YOU!

Design Categories: Tall Tree, Short Tree, Wreath, Pair of Wreaths, & Centerpiece

HOW IT WORKS

TREES & WREATHS

- Riverside Theatre purchases all the trees and wreaths to be decorated by the Designers at their cost.
- Designers submit the Commitment Form by September 1. The Special Event Coordinator will let you know if your preferred tree or wreath(s) is available.
- Then, Designers will create a plan and description of their design and submit the Entry Form by October 2.
- Upon written approval from the Special Event Coordinator, the Designer purchases all of the components and picks up a tree or wreath(s) from the Theatre. The declared value of your design is tax-deductible.
- Trees and wreaths are delivered by the Designer to the Theatre on November 28 & 29 (see important dates).

CENTERPIECES

- Designers submit the Commitment Form by September 1 outlining their initial design and dimensions. The Special Event Coordinator will let you know if adequate space is available.
- The Designers then create a plan and description of their design and submit the Entry Form by October 2.
- Upon written approval from the Special Event Coordinator, the Designer purchases all of the components for making the Centerpiece. The declared value of your design is tax-deductible.
- Centerpieces are delivered by the Designer to the Theatre on November 28 & 29 (see important dates).

As you are designing, consider that, in general, there are three types of bidders at the Festival:

- Individuals who are looking for items to decorate their home.
- Business bidders who are looking for items that will enhance their office, lobby, or showroom.
- Charitable bidders who are looking for trees to donate to their favorite non-profit.

IMPORTANT DATES

DESIGNER DROP OFF

Placement & Decorating of Trees, Wreaths, and Centerpieces (if needed)

Tuesday, November 28
Wednesday, November 29
9:30 am - 8:00 pm

SILVER BELLS PREVIEW

A Festival preview to those in assisted living facilities or who otherwise need extra time and space to experience the Festival.

Friday, December 1
10:00 am - 2:00 pm

FESTIVAL OPEN TO PUBLIC

Friday, December 1
5:30 pm - 9:00 pm
Saturday, December 2
10:00 am - 9:00 pm
Sunday, December 3
10:00 am - 4:00 pm



DESIGNER APPRECIATION

As a thank you for your entry, benefits include:

- One Complimentary ticket to the Festival Gala
- Six general admission tickets to the Festival
- Your name listed by your tree, wreath(s), or centerpiece
- Your name listed in the Thank You ad published in the Vero Beach Magazine

DESIGNER CONTRACT & AGREEMENT

GENERAL GUIDELINES

- **Design concept must have prior written approval from the Special Event Coordinator.**
- All items must be suitable for placement in a home, office, or place of business.
- Christmas-themed items tend to get higher bids.
- Do not include items on the entry that would be advertising a business.
- Do not include any living or natural materials on the entry.
- Do not include any water features.
- All decorations must be securely wired or glued as they will be moved to their new homes. Glue the metal ornament cap onto every ornament. Hot glue guns work well for this.
- Bring your own tools if you are decorating your tree on-site. This includes step ladders, glue guns, power cords, etc.
- Anything displayed with your entry must be sold or marked otherwise. If there are additional props for your tree, please have them clearly marked for transport to the recipient.
- All entries requiring extra space must have prior written approval by the Special Event Coordinator.
- Once delivered, all items are considered a donation and become the property of Riverside Theatre.

GIFT CERTIFICATES

You may solicit gift certificates and/or gift items as they significantly add to the value of the entry. Do not attach any certificates or small valuables (jewelry, tickets, etc.) to the entry. Instead, place them in an envelope and give them to the Special Event Coordinator so they can be placed in a lock box for safe keeping.

PROMOTING

We encourage you to help us spread the word about the Festival and your involvement!

- **Talk up your Item** - the more people that know about your entry, the better possibility for multiple bids.
- **Talk up the Event** - bidders and event visitors can come from anywhere, so talk about the Festival everywhere you go.
- Share the event and tag Riverside Theatre on **social media**. [#RTWINTERFEST](#)



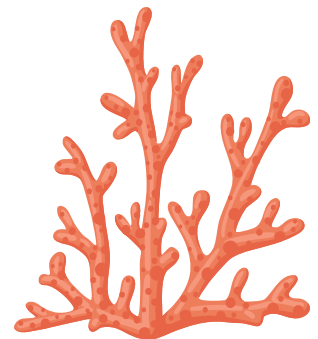
@riversidetheatrefl



@riversidetheatrefl



@RvrsideTheatre



DESIGNER CONTRACT & AGREEMENT CONTD.

TREES

- Trees are provided by Riverside Theatre and are pre-lit. Sizes are tall (7-7.5') and short (4-5'). The designer may provide their own tree, but it must be new and never used.
- The styles and sizes of the trees provided by the Theatre are available on a first-come, first-served basis. It is strongly encouraged that you complete and sign the Commitment Form as soon as possible so that you have your choice of tree.
- Trees may be picked up for decoration off-site, or held at Riverside to be decorated on-site during the Festival week. Tree installation must be completed by November 28 & 29 from 9:30 am - 8:00 pm.
- You may add additional strands of specialty lights to your tree using the following procedure: Three strands (100 lights per strand per extension cord) or four strands (50 lights per strand per extension cord). Please bring a heavy-duty extension cord (6-9') or a power strip that will be raffled with the tree.
- If adding lights, they must be securely fastened to the tree, using the same color wire ties as the color of your tree. Attach any replacement bulbs and fuses to your tree skirt.
- It is important to decorate trees so they can be viewed from all sides.
- Tree toppers must be designed to be removed before delivery.
- No floor spotlights are allowed.
- A tree skirt or other appropriate covering for the base of the tree must be included.
- Total height of trees with tree topper may be no more than 10' tall. Trees need to fit through a regular sized door and on a delivery truck.
- Although a professional delivery company and staff will handle your tree, if your tree ornaments break during delivery, you will be asked to help repair or replace them prior to being delivered to the winner. Delivery company is not responsible for any broken ornaments.
- If your display includes an intricate set up, you may be asked to assist in assembly during pickup and delivery.

WREATHS

Plain, unlit 24" or 36" green wreaths will be provided by the Riverside Theatre. However, wreaths composed of alternative materials are encouraged. Please discuss your ideas with the Special Event Coordinator before selection.

Lit wreaths should be battery-operated.

CENTERPIECES

We encourage centerpieces that can be used for the upcoming holiday season (Christmas, Hanukkah, Kwanzaa, etc).

- Centerpieces should be no wider than 2'.
- We encourage centerpieces that can be displayed on a variety of dining tables. This will help attract multiple bidders.
- Height cannot be taller than 36".
- If your design includes lights, they must be battery-operated.
- Do not include any living or organic items that may die, wilt, rot, etc.



DESIGNER COMMITMENT FORM

DUE BY: OCTOBER 2, 2023

Name of Designer(s) _____
 Company Affiliation (If Applicable) _____
 Mailing Address _____
 City _____ State _____ Zip Code _____
 Phone 1 _____ Phone 2 _____
 Email _____
 Name as it should appear _____

I AGREE TO DESIGN AND DECORATE:

(The styles and sizes of the trees and wreaths provided by the theatre are available on a first-come, first-served basis.)

Tall Tree

Preferred size 7' 7.5'

Short Tree

Preferred size 4' 5'

Wreath

Preferred size 24" 36"

Pair of Wreaths

Preferred size 24" 36"

Centerpiece

Dimensions _____

Initial description of your design _____

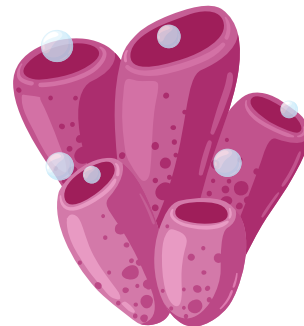
I have read and agree to the Designer Contract & Agreement.

Signature _____ Date _____

Please return the completed form to:

Samantha Tiernan, Special Events Coordinator
 Winterfest@riversidetheatre.com

Riverside Theatre 3250 Riverside Park Drive Vero Beach, FL 32963



DESIGNER ENTRY FORM

DUE BY: OCTOBER 2, 2023

Name of Designer(s) _____

SUBMITTING A DESIGN FOR

- Tall Tree
- Short Tree
- Wreath
- Pair of Wreaths
- Centerpiece

WORKING TITLE OF YOUR DESIGN _____

DESCRIPTION OF DESIGN

(Detailed plan, bullet points, story, drawing, etc.)

Approximate cost of your design \$ _____

To encourage more bidding and activity, each item will have a starting bid and a buy now option.*

Our average auction goal for each category is as follows:

- Tall Tree – \$1,200
- Short Tree – \$600
- Wreath – \$175
- Centerpiece – \$100

* These bid ranges do not reflect the approximate value of the tree. If you feel your design is exorbitantly more valuable than these starting bids, the Special Event Coordinator will review the approximate value of your design and decide a fair starting bid.

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