

# Georgia Festival of Trees

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Leadership Team Onboarding Info

Thanks for being a part of the Georgia Festival of Trees Leadership Team! This handy pamphlet is your go-to guide as you connect with businesses, community members, schools, churches, and other amazing folks who make the Festival truly special!

# What is there to do...



Christmas Tree &  
Decor Auction



Children's Crafts  
& Activities



Sugar Cookie  
Decorating



Daily, Live  
Entertainment



Marvel at  
Christmas LEGO  
Displays



Boutique  
Christmas  
Shopping



Photos with  
Santa



Santa's Workshop  
- a Secret Santa  
Shopping Experience



Elf Training  
Academy :  
Obstacle Course



Lil Elves Driving  
Academy



View Christmas  
Gingerbread  
House Village



North Pole Express  
Train Rides



Create Festive  
Holiday Memories

# at the Georgia Festival of Trees?

# Helpful Details:



## What are the Festival dates?

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The Festival is open to the public Saturday, Nov 23 - Sunday, Dec 1, 2024. (Closed Nov 27-28 for Thanksgiving.)

## Where is the Festival held?

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The Festival is held at the Gas South Convention Center (6400 Sugarloaf Parkway, Duluth, GA 30097).

## Where should I park?

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Parking is available in Parking Deck 1 at the Gas South Convention Center for \$5/car per day.

## How much are tickets?

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- Adults: \$18.95
  - Seniors (62+): \$13.95
  - Children (3-12): \$18.95
  - Children 2 & Under: FREE

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Tickets includes all Reindeer Games crafts & activities.

### NOT INCLUDED:

- Sugar Cookie Decorating
- Santa's Workshop (a Secret Santa Shopping experience)
- North Pole Express train rides
- Photos with Santa

## What hours is the Festival open?

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Nov 23 - Nov 30:  
10am-6pm

Dec 1 (only): 10am-4pm





# Festival Organization

## (& Directors)

Feel free to reach out to any of the Directors when you have questions that fall within their stewardship.

### Auction: Pre-Festival Department



Meredith Davidenko  
Robin Free & Laura Ward

### On-Site Auction Department



Holly Foy

### Auction Delivery Department



TBD

### Children's Activities Department



Gina Howren

### Competitions Department



Shannon Zolar

### Development Department



Jackie Cobb  
Angie Patterson

### Entertainment Department



Rodney Daniel

### Guest Services Department



Shanae Brown

### Retail Department



Sarah Bell

### Train Department



Fred Freeney

### Venue Department



Kathy Petterle

### Volunteer Department



Sarah Mauldin  
Jocelyn Smith

# Our Charity Partners

THE GEORGIA FESTIVAL OF TREES IS PROUD TO SUPPORT ORGANIZATIONS WORKING TO END THE TRAFFICKING AND COMMERCIAL SEXUAL EXPLOITATION OF WOMEN AND CHILDREN IN GEORGIA.



## STREET GRACE

Street Grace believes everyone can use their given talents to join the fight against the Commercial Sexual Exploitation of Children (CSEC). By mobilizing entire communities, from faith to government and from individuals to businesses, Street Grace works to create a web of protection and advocacy, giving communities the power to stand up, speak out, and take action.

✉ [info@streetgrace.org](mailto:info@streetgrace.org)

🌐 [streetgrace.org](http://streetgrace.org)

📘 [@streetgrace](https://www.facebook.com/streetgrace)



Atlanta Redemption Ink's mission is to transform painful reminders of the past into symbols of hope. We provide support services, tattoo removals, and cover-ups to survivors of sex trafficking and commercial sexual exploitation.

📘 [@atlantaredemptionink](https://www.facebook.com/atlantaredemptionink)

🌐 [arionline.org](http://arionline.org)



# Media Policies & Procedures

## ✧ Georgia Festival of Trees Collateral ✧

To maintain the Festival's high standards and cohesive branding, the Executive Team has meticulously produced all necessary marketing and promotional materials.

**IT'S IMPORTANT TO REMEMBER THAT SHARING IMPROVISED VERSIONS OF FLYERS, LOGOS, OR ANY OTHER COLLATERAL WITHOUT EXPLICIT PERMISSION IS STRICTLY PROHIBITED.** This ensures that every piece of communication reflects the Festival's professional image and maintains the consistency that attendees & supporters have come to expect.



Instagram:  
[@georgiafestivaloftrees](https://www.instagram.com/georgiafestivaloftrees)



Facebook:  
[@gafestivaloftrees](https://www.facebook.com/gafestivaloftrees)

## Speaking on Behalf of Georgia Festival of Trees

If volunteers are asked to speak about their work with the Georgia Festival of Trees at a formal event, they shall inform an executive team member.

No volunteer may act as an official spokesperson for the Georgia Festival of Trees without designation by the Executive Director. Volunteers are encouraged to promote the Georgia Festival of Trees' work in formal and informal settings, which do not include media interviews.

## Public Relations

The GFOT public relations team has specific, instructional materials for any volunteers who are invited to share the Georgia Festival of Trees mission in any formal or informal setting. Volunteers interested in obtaining this information should contact Angie Ulibarri at [angie@gafestivaloftrees.org](mailto:angie@gafestivaloftrees.org).

## Social Media/Filming/Photography

Volunteers are encouraged to share their experiences with friends, family, and personal networks, and social media is a great place to do so.

The Georgia Festival of Trees can be found on Facebook, Instagram, LinkedIn and YouTube. The Georgia Festival of Trees team encourages you to share photos and status updates to show Atlanta what it's like to volunteer at the Festival, as well as follow, like and tag the Georgia Festival of Trees in all posts.



LinkedIn:  
Georgia Festival of Trees







Website:  
[gafestivaloftrees.org](http://gafestivaloftrees.org)

# Live Entertainment



We are excited to offer Live Entertainment during the Georgia Festival of Trees featuring local talent from the Atlanta area and throughout the Southeast!

Groups of all sizes and ages are welcome to perform on the Festival's Main Stage. When speaking to potential groups, just a merry reminder that the Festival is a celebration of all things Christmas! To keep the yuletide cheer flowing, groups must reserve at least 75% of their performance for holiday-themed tunes.

-  School groups (no audition needed)
-  Dance groups
-  Vocal groups
-  Other performers (acrobats, magicians, etc.)

**FIND AUDITION INFO AT  
[GAFESTIVALOFTREES.ORG/PERFORMERS](http://GAFESTIVALOFTREES.ORG/PERFORMERS)**







# Donating an Item for Auction

## Get Ready to Dazzle!



Large Trees (6.5ft - 9ft)



Small Trees (3.5ft - 6ft)



Single & Double  
Door Wreaths



Centerpieces &  
Holiday Decor



Unique  
Nativities

There are 5 different types of decor a business, group, or individual can donate to the Tree-mendous Auction. Each item sold in the auction supports the fight against human trafficking right here in Georgia.

You can find more information about donating an auction item - or register to donate a tree, wreath, centerpiece, or nativity at [GAFESTIVALOFTREES.ORG/DONORS](https://www.gafestivaloftrees.org/donors)



# Volunteer

WITH US



People you interact with may be looking for a festive and meaningful way to volunteer with their group/business this holiday season. Whether they're a trio or a jolly crew of 99, we've got the perfect spot for them.

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## AVAILABLE DATES:

- **WEDNESDAY, NOVEMBER 20 - THURSDAY, NOVEMBER 21:**  
SET-UP/DECORATING DAYS
- **FRIDAY, NOVEMBER 22:**  
SET-UP/DECORATING & FIRST NIGHT CELEBRATION
- **SATURDAY, NOVEMBER 23 - SUNDAY, DECEMBER 1:**  
FESTIVAL OPEN TO THE PUBLIC  
(CLOSED NOV 27-28 FOR THANKSGIVING)
- **SUNDAY, DECEMBER 1 (EVE) - MONDAY, DECEMBER 2:**  
TEAR DOWN DAY & TREE DELIVERY

## TIMES:

**SHIFT #1: 9:30AM - 2PM || SHIFT #2: 1:30PM - 6PM**

Or volunteers can sign up for **both shifts** and receive a **meal voucher!**

Visit [GAFESTIVALOFTREES.ORG/VOLUNTEERS](https://GAFESTIVALOFTREES.ORG/VOLUNTEERS) to access the volunteer portal and view all available positions/shifts.



FIRST NIGHT  
CELEBRATION  
TEAM



DECORATING/  
SET-UP  
TEAM



FESTIVAL  
ACTIVITIES  
TEAM



FESTIVAL  
SUPPORT  
TEAM



CHILDREN'S  
ACTIVITIES  
TEAM



GIFT SHOP  
TEAM



TEAR DOWN  
TEAM

Visit [GAFESTIVALOFTREES.ORG/VOLUNTEERS](https://GAFESTIVALOFTREES.ORG/VOLUNTEERS)  
for more information on each opportunity.

## In-kind Sponsorships for Corporate Group Volunteers are Available!

If you meet corporate team that is looking for a way to foster the spirit of Christmas this holiday season, let them know that we offer custom, in-kind sponsorships that are could be the perfect fit for their company.

Connect them with Jackie Cobb or Angie Patterson in the Development Department for more information.





# Christmas Gingerbread Competition



Competitors are encouraged to ready their rolling pins and let their creativity and holiday spirit sparkle this season.

- Prizes are awards in 2 categories
  - Amateur and Professional categories
  - Entires judged in Most Creative, Best in Show, and People's Choice categories

**NEW in 2024: Children's Category Added**

Visit [GAFESTIVALOFTREES.ORG/GINGERBREAD-SCENE-COMPETITION](https://GAFESTIVALOFTREES.ORG/GINGERBREAD-SCENE-COMPETITION) for more information!

# Christmas LEGO Challenge

Everything is **AWESOME**  
at the Georgia Festival of Trees!

Contestants can put their LEGO (or compatible brick) skills to the test while constructing an unforgettable winter or holiday masterpiece.

Prizes awarded for all 3 levels:  
Novice, Experienced, & Master Builder!

Check out  
[GAFESTIVALOFTREES.ORG/BRICKS](https://GAFESTIVALOFTREES.ORG/BRICKS)  
for more information.

