Dear Museum Supporter,

Planning for the 8th Annual Merry-Time Festival of Trees has begun and we’re including a few surprises to make this year bigger and better than ever! With your help, the Museum will be transformed into a winter wonderland. With trees in every gallery and new decorations to enhance the experience, this year will be sure to make an impact on everyone’s holiday memories. Now is the time to support the museum and participate in this treasured Door County holiday tradition.

The Festival kicks off with a brand new event this year, a Tug Lighting! On Friday, November 8th from 4-6pm, we’re bringing people together for cocoa and carols to see the 100-year-old Tug John Purves draped with lights and the Festival of Trees come alive.

The Festival runs daily from November 8th through December 10th, 10am-5pm. Visitors to the museum throughout the month purchase raffle tickets in hopes of winning one of the beautifully decorated trees.

There will be many special days throughout the Festival, but none as special as Kids Day & Santa on the Tug John Purves. Santa is already scheduled to arrive via U.S. Coast Guard on Saturday, December 7th. We welcome kids of all ages to participate in holiday activities and explore the Museum. All children accompanied by an adult receive free admission to this event and to the museum from November 29 through December 7.

The Festival culminates with the annual Jingle Mixer Gala on Tuesday, December 10th. Hundreds of attendees will enjoy catered hors d’oeuvres, open bar, live music, silent and live auctions, as well as the tree raffle. Tickets are limited and are available to the public starting November 1st; you can secure your tickets early by sponsoring the event or decorating a tree.

How you can get involved...

- Sponsor the Festival
- Donate a Tree
- Donate an Auction Item

We thank you for your support!

Sincerely,

Sam Perlman
Deputy Director & Development Manager

Carrie Dorski
Community Engagement Manager

Museum Traffic
70,000 Annual Visitors

Festival of Trees
1,200+ Attendees

Jingle Mixer
225+ Attendees

Facebook
6,478 Likes

Twitter
1004 Followers

Instagram
1008 Followers

eNewsletter
8,200+ Subscriptions
Calendar of Events

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>FRIDAY, OCTOBER 11</td>
<td>Completed participation forms due</td>
</tr>
<tr>
<td>WEEK OF MONDAY, OCTOBER 21</td>
<td>Auction items delivered or picked up</td>
</tr>
<tr>
<td>MONDAY, NOVEMBER 4 - THURSDAY, NOVEMBER 7</td>
<td>Tree setup week – call or email Carrie Dorski to schedule an appointment (all trees must be in place by 5pm on Thursday, November 7)</td>
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<tr>
<td>FRIDAY, NOVEMBER 8</td>
<td>Festival opens w/ new Tug Lighting event, 4pm-6pm</td>
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<tr>
<td>FRIDAY, NOVEMBER 8 - TUESDAY, DECEMBER 10</td>
<td>Merry-Time Festival of Trees open daily, 10am-5pm</td>
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<tr>
<td>FRIDAY, NOVEMBER 22 - SUNDAY, NOVEMBER 24</td>
<td>Christmas by the Bay (Sturgeon Bay): Tree Lighting, Parade, Brunch w/ Santa</td>
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<tr>
<td>SATURDAY, DECEMBER 7</td>
<td>Kids Day &amp; Santa on the Tug @ DCMM, 10am-1pm</td>
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<tr>
<td>TUESDAY, DECEMBER 10</td>
<td>Jingle Mixer Gala @ 5:30pm</td>
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<td></td>
<td>Food, festivities, silent auction showcase, live auction and raffle drawings</td>
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</tbody>
</table>

The Specifics...

Use your imagination and creativity to create a holiday tree, or something else entirely!
Choose a tree, a wreath, a faux fireplace mantel, Santa’s sleigh, or maybe some festive reindeer.
The goal is to create a special holiday decoration that shares the story of your business, group, or family.

- All trees and wreaths must be artificial.
- Tree size can range from tabletop (3’ – 4’), to floor standing varieties (up to 10’ in total height).
- Tree sponsors will provide a tree or wreath, LED lights, decorations, and tree skirting.
- DCMM has a very limited number of trees available for purchase this year; please contact us if you’re interested in purchasing one of these trees.
- DCMM creates the festival layout and will assign tree locations throughout the museum.
- Trees must be secured properly to be free-standing in a solid tree stand.
- Items placed at the bottom of a tree will be considered part of the tree and given to the tree winner.
- Empty boxes decorated as gifts and placed under the tree must be labeled “for display only.”
- Gift certificates will be placed securely in the museum office, but copies of the certificates or a list of included certificates can be placed with the trees.

Tree Set-Up:
- Festival setup will start on Monday, November 4th and will close on Thursday, November 7th at 5pm.
- Setup will require an appointment; please call or email to setup your time.
  - 920.743.5958 / cdorski@dcmm.org
### Supporter Benefits

#### Sponsorship Opportunities:

<table>
<thead>
<tr>
<th>Tier</th>
<th>Title Sponsor</th>
<th>North Pole Sponsor</th>
<th>Santa Sponsor</th>
<th>Reindeer Sponsor</th>
<th>Sleigh Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,000</td>
<td>$500</td>
<td>$300</td>
</tr>
</tbody>
</table>

- **Title Sponsor ($5,000)**
  - Festival Naming Rights
  - Bar Sponsorship w/ Logo
  - Logo Displayed @ Jingle Mixer
  - 10 Tickets to the Jingle Mixer
  - Company Name & Logo on all promo materials and social media

- **North Pole Sponsor ($2,500)**
  - Bar Sponsorship w/ Logo
  - Logo Displayed @ Jingle Mixer
  - 8 Tickets to the Jingle Mixer
  - Company Name & Logo on all promo materials and social media

- **Santa Sponsor ($1,000)**
  - Logo Displayed @ Jingle Mixer
  - 6 Tickets to the Jingle Mixer
  - Company Name & Logo on all promo materials and social media

- **Reindeer Sponsor ($500)**
  - Logo Displayed @ Jingle Mixer
  - 4 Tickets to the Jingle Mixer
  - Company Name & Logo on all promo materials and social media

- **Sleigh Sponsor ($300)**
  - 2 Tickets to the Jingle Mixer
  - Company Name & Logo on all promo materials and social media

#### Participation Opportunities:

- **Tree Donor**
  - 2 Tickets to the Jingle Mixer
  - Company Name & Logo Displayed w/ Tree

- **Auction Donor**
  - Company Logo Displayed w/ Auction Item - Including Online Auction Website
Tree Decoration Information
ALL INFORMATION PROVIDED ON THIS FORM WILL BE USED TO CREATE TREE SIGNAGE AND LISTING IN THE FESTIVAL BROCHURE.

Tree Sponsor:

Tree Name:

Tree Size:  
☐ 2’-3’  ☐ 4’  ☐ 5’  ☐ 6’  ☐ 8’  ☐ 10’

If you would like to purchase a tree from the museum, please call ASAP!

Tree Description:

Auction Item Information
ALL INFORMATION PROVIDED ON THIS FORM WILL BE USED TO CREATE SIGNAGE AND AUCTION LISTINGS.

Auction Item Sponsor:

Auction Item Value:
☐ I will deliver/mail item to the museum by Friday, October 25th
☐ Museum will pick up item between Monday, October 21st and Friday, October 25th

Auction Item Description:

Contact Information

Payment Information

☐ PAYMENT IS ENCLOSED FOR THE AMOUNT OF: $
☐ PLEASE SEND AN INVOICE FOR THE AMOUNT OF: $
☐ PLEASE CHARGE CREDIT CARD FOR THE AMOUNT OF: $
☐ MC  ☐ VISA  ☐ DISC  ☐ AMEX

CARD #:

NAME:

EXP:  CSC (3-DIGIT SECURITY CODE):

BILLING ADDRESS:

CITY:  STATE:  ZIP: