

Parks, Recreation and Libraries

311 Vernon Street Roseville, California 95678

November 12, 2013



RE: Roseville's Christmas Tree Grove

Dear Friends:

Roseville's inaugural Christmas Tree Grove is just around the corner and we are asking for your help participating in this community event. The Tree Grove will be held in the Vernon Street Town Square in Downtown Roseville. This event is a great opportunity for your business/organization to purchase a Christmas tree from the City of Roseville and decorate it to market yourself and show your holiday spirit. The Tree Grove will begin with a special event on Wednesday, December 4th and the trees will remain on display at the Vernon Street Town Square until December 27th. Your tree will be entered in our tree decorating contest and over 1,000 people are anticipated to pack downtown Roseville to witness the winner of our first ever tree decorating competition!

The Tree Grove Event begins at 6:30 pm, with the announcement of the winners at 7:45 pm. Food vendors will be in the square with many winter goodies and holiday treasures. The Kids Zone will include Christmas card making, games, arts & crafts and other activities. And, the weather forecasters are predicting snow in Downtown Roseville!

Your generosity helps to create the start of this wonderful Roseville tradition. The success of this event depends on the creativity, holiday spirit and support from our community. Our goal is to provide contestants with excellent publicity and recognition for your vital role in making this celebration successful.

Thank you in advance for your support of this holiday celebration. Please make checks payable to the City of Roseville and mail it to Parks, Recreation and Libraries Department, Attention: Dustin DiPlacito, 1545 Pleasant Grove Blvd., Roseville, CA 95747. If you have any questions, please contact event coordinator Dustin DiPlacito at (916) 774-5923 or ddiplacito@roseville.ca.us.

Sincerely,

Dustin DiPlacito
Recreation Coordinator II





Space is limited and entries will be accepted on a first-come, first-serve basis.

Approved contestants will be contacted and payments processed by November 26, 2013.

General Info	rmation				
Company Name	:				
Contact Person:					
Phone:		Fax:			
Address:					_
E-mail Address: _					_
Tree Categor	у				
☐ Non-Pro	ofit/School - \$50	O Organizati	ion/Family/Corporate - \$100		
Applications ar	nd payment, m	nust be sent to:			
City of Roseville ATTN: Dustin DiPlacito 1545 Pleasant Grove Bl Roseville, CA 95747			You may also send via e-mail to: Dustin DiPlacito at ddiplacito@roseville.ca.us		
Payment Me Check		nts must be payable to th	ne City of Roseville)		
Credit Card	Visa	Master Card	Discover		
Number:			Exp		
Re a part of this	nremier event :	at the Vernon Street Tov	vn Squarel Tree Grove is a terrifi	ic appartunity for your car	mnany/organization

Be a part of this premier event at the Vernon Street Iown Square! Iree Grove is a terrific opportunity for your company/organization to show the public your holiday spirit.

Event includes:

- Kids Activity Zone with fun and interactive items such as arts & crafts, face painting and games
- Santa walking around interacting with the public
- A DJ playing music throughout the night
- Food Vendors that will be selling holiday themed treats and drinks
- Live performances
- Story time
- Tree decorating contest for Non-Profit/School and Organization/Family/Corporate
- Categories Include: People's Choice, Best Overall and Most Spirited
- Winners will be announced at the Tree Grove event on Wednesday, 12/4, @ 7:45pm



Wednesday, December 4, 2013 6:30 pm -8:00 pm Vernon Street Town Square 311 Vernon St, Roseville

Tree Grove Information

The City of Roseville provides:

- 5-6 ft short needled pine tree for decorating. Cutting of the tree is prohibited. Light trimming is allowed.
- An 8'x 8' space to decorate your tree and create a scene on the morning of Wednesday, 12/4.
- Daily watering for trees, but it is participants responsibility to maintain your tree and display.

Participants provides:

- All decorations, skirting, lights and an extension cord (minimum of 8 ft) for your tree.
- Decorators during "Tree Decorating Time" on Wednesday, 12/4, 10am-4pm.

Decorating guidelines:

- Only LED outdoor lights may be used on the trees.
- No food or candy can be used as part of your decoration display.
- Tinsel is not allowed.
- Decorations must be secured to the tree due to weather (cannot just be hung on tree).
- Use of paper/cardboard not recommended due to wind, rain and moisture.
- Accent pieces and decorations are allowed, but must be placed in 8'x 8' space provided.
- Hazardous decorations are prohibited; including but not limited to gas powered generators, candles and flammable objects.
- The City of Roseville will not be responsible for any decorations that are lost, damaged or stolen. Please do not use personal decorations or items that you would mind losing.
- All decorations must be community-friendly and may not display special interest messages. For specific information about this contest rule, visit www.roseville.ca.us/events and reference the Marketing & Communications Viewpoint.
- The City of Roseville reserves the right to reject or refuse the entry of any decorations that fail to meet these guidelines or that is otherwise unacceptable or inappropriate, as the City of Roseville staff may determine in their sole discretion.

Display information:

- Decorated Trees will be on display in the Town Square from 12/4-12/27.
- Decorations must be taken down by the end of the day on Friday, December 27th. Failure to do so may result in loss of decorations and affect future participation in the Tree Grove.