A Little Background, how’d we get here?...
Wellfield Botanic Gardens begins its fourth year of Winter Wonderland Holiday Lights (WWHL) presented by Welch Packaging on November 27, 2020. In 2019, WWHL attracted over 16,000 guests to Wellfield during its 11 scheduled evenings beginning the Friday following Thanksgiving through the end of December. We seek to build upon that success this year with an even BIGGER and BRIGHTER light display, nightly-sponsored live music, a community music tent, warming fires along the route, hot cocoa and bar service from Navarre Catering and Events, and the most unique winter outdoor experience in Elkhart! Lighting crews were onsite and began installation of this year’s display in September!

The Giving Tree Project
In alignment with our Mission to celebrate the inseparable relationship between water and life, inspire creativity and lifelong learning, foster stewardship of our natural world, and grow community, Wellfield is seeking community partners for the Giving Tree Project.

The Giving Tree Project...
- Is designed strategically as a value-added attraction for WWHL guests
- Provides added community awareness to our community partner not-for-profit organizations
- Is a means of financial support for both Wellfield and our community partners through revenue sharing and broadened exposure
- Engages new and expanding audiences
- Affords opportunities for volunteer service

These outcomes are intended to be mutually beneficial and build potential for future collaboration in our community efforts.
What are ‘Giving Trees’?
Giving Trees are cut fir trees, displayed on anchored stands/posts, arranged along the South Promenade pathway at Wellfield Botanic Gardens. Each tree will each be decorated by one of our selected community partners. This year there will be 17 Giving Trees, each representing a date of our scheduled Winter Wonderland Holiday Lights: November 27-28-29, and December 4-5-6, 11-12-13, 18-19-20-21-22-23, 26-27. The trees should each be decorated and ready for display by 5 p.m. on Friday, November 27 by each community partner in a theme or style of their choice. The Giving Trees will be on display from November 27 through December 27.

What Wellfield is looking for…
1. Local not-for-profit organizations willing to be represented as a “community partner” on one of our 17 Winter Wonderland Holiday Lights nights, assigned by random drawing.
2. Community partners will send representatives in advance to decorate one, (6-foot tall) evergreen tree mounted along the Promenade Trail. Trees must be decorated by Friday, November 27.
3. Cross-Promotion - - Help us get the word out about these nights - We’re donating a portion of ticket sales revenue to your organization. The more tickets purchased both in advance and at the gate, the more your organization receives. We want to create a win-win situation. Please cross-promote your participation in the Giving Tree Project through at least two of the following outlets:
   a. Organization website/online event calendar - tell your friends when they can come out to support your organization!
   b. A dedicated Facebook post in the weeks leading up to your scheduled night (we’ll also be inviting you to be Facebook Event Co-Hosts on your scheduled night, please accept that invitation), and please tag us @WellfieldBotanicGardens when possible.
   c. Instagram - - share photos of our event, get your folks excited; we are @wellfieldgardens and use hashtags: #winterwonderland #holidays #wellfieldgardens #wellfieldafterdark #givingtreeproject
   d. Twitter - - tweet about the event, highlight your night, appeal to your audience to help you raise funds; we are @WellfieldBG, use #winterwonderland #holidays #wellfieldgardens #wellfieldafterdark #givingtreeproject
4. We’d love to have your help! Please provide at least two (more are welcome, of course) volunteers on your scheduled evening to help in our hospitality tent; greeting guests, talking with people in line (socially-distanced with face-coverings, of course), and representing/promoting your organization. We will provide a small table if you’d like to provide handouts or have display info. It is the chance to say hello to hundreds of people (many nights will max-out at 1500 guests)!

What Community Partners should expect...
- Expect to decorate a tree by Friday, November 27 (see Giving Tree Specifications below) during our regular business hours (12-5 p.m.) November 16 through November 25 - please note we’re closed on Mondays during our ‘fall’ season. Please complete decorating by Wednesday, November 25 at 5 p.m. If you need to make other arrangements, please call Cheree Thews at 574-266-2006 ext 101 or email info@wellfieldgardens.org we’ll make sure you get a chance to decorate your organization’s tree.
- Your organization’s date will be selected at random (for fairness to all organizations)
- Your organization can expect a cash contribution at the end of our event! Here’s how we’ll calculate that contribution:
  - We sell two types of tickets: 1) presale, discounted tickets, and 2) tickets at the gate each scheduled night. A couple years of experience has taught us that in order to be equitable to all of our community partners (especially if there is inclement weather that affects both presale and gate sales on particular nights) your organization will receive an equal share of
5% of our total presale ticket revenue. And to encourage the promotion of your night to your specific audience/supporters, your organization will also receive 3% of your scheduled evening’s gate ticket revenue. We’ll wait to tally our total presale revenue and combine that with your percentage of your scheduled night’s revenue, then cut your organization a check around the 8th of January - - nice way to start the year!

- Your organization will receive 20 complimentary event tickets to use at your discretion (tickets will be good for any night)
- Your organization will be listed and promoted on the event schedule as Giving Tree Project Community Partners on Wellfield’s event webpage, and of course you’ll be tagged on social media.

**Giving Tree Specifications and considerations for decorating:**

- Wellfield will provide a 5 to 6-foot-tall evergreen tree, mounted on a sturdy post along the main Promenade pathway by the Annual Garden
- Organizations can pick their tree on a first-come, first-served basis when you arrive to decorate
- Use your imagination to select the decorating theme for your Giving Tree, highlighting your organization’s services or theme (it’s a marketing opportunity!)
- While Giving Trees are welcome to include promotion of your organization, they must be in good taste and not include any political messaging. *Wellfield reserves the right to reject or request alteration of what we deem to be questionable content*
- Decorations can be purchased, handmade, and/or re-purposed (re-use is always welcome at Wellfield!)
- Please, no items that could be harmful to birds, squirrels, or other animals, including small children such as balloons, glass, or rusty sharp pointy things.
- *Trees will be pre-lit with white LED lights; our volunteers do a great job preparing your tree!*
- *We’ll provide a printed sign indicating your organization’s name and scheduled night’s date*
- Giving Tree displays will remain out-of-doors throughout the event and may be subject to severe weather (moisture, wind, cold); decorations should be durable and all ornamentation securely attached. Careful consideration should be given to using perishable materials. Consider using repurposed, recycled, and found materials in your design! *We encourage sustainability!*
- Wellfield may use photographs of your Giving Tree for publicity and promotion of the event
- Trees should be ready for display by Friday, November 27 at 5 p.m.
  - Instructions for decorating: park in main parking lot and enter through the Visitors Cottage during our normal hours of operation (or by special arrangement)
  - Staff may be available to help if needed or in special circumstances
- *Wellfield will be closed Monday, December 28 through Friday, January 1. Organizations are welcome to deconstruct trees and retain the decorations from 12-5 p.m. on January 2-3 and January 9-10. After January 10, Wellfield will deconstruct the trees and decorations will be discarded or otherwise recycled/repurposed.*

**Selection of Community Partners:**

- Wellfield will first offer this to opportunity to organizations with which we have already had a previous relationship/collaboration, or that we’d like to get to know you better!
- Giving Trees are available on a first-come, first-served basis.
- Once we’ve received your organization’s intent to participate (through email or written notice), we will provide confirmation of your inclusion in the Giving Tree Project
- Once 17 community partners are identified and confirmed, we’ll draw to select which night is assigned to each organization
- All organizations will be notified of their assigned evening
To submit your intent to participate as a Community Partner in the Giving Tree Project:

- To save a printed form or something you have to fill out, please email your intent to participate to e.garton@wellfieldgardens.org; please include:
  - Your Organization’s Name *(we will list your organization this way in promotional materials)*
  - Primary Contact Name, Email/Phone number
  - Who the check should be payable to, *if different from your organization’s name above*
  - Organization Mailing Address (where your check will be mailed)
  - Organization Website (we’ll include a link on our website)
  - Organization’s logo (we’ll use this on our Facebook events for each scheduled night)
  - Organization’s social media handles so we can tag you properly, including inviting you a co-host on our Facebook Events for your event night.

Questions? Email info@wellfieldgardens.org or call 574-266-2006 ext 101