



2024 Gala Catalog Description

MS Word Document Instructions

- Save this blank document to your hard drive.
- Type your information and save completed form to your hard drive as a Word document, labeling it with the last name of the lead designer followed by the words catdescform.
- **Email** completed form to Kelly Werner at kcwerner@multicare.org.

Due by November 1, 2024

The Gala catalog is designed to attract attention of buyers at Gala by clearly highlighting the theme and special features of your tree. Please refer to the 2024 Tree Designer Handbook for more detailed instructions. Examples of catalog descriptions can be found in last year's Gala catalog. Look for those descriptions that fit onto one page, meeting the 200-word limitation.

Tree Designer Information

Designer Name(s) (including group or business):

Email(s):

Phone Number(s):

Tree Information

Title (brief and catchy)

Theme and Why Chosen

Complementary Items (List gifts & certificates accompanying your tree/scape with any restrictions, grouping like items to fit within **three** bullets.) After typing each bulleted point, press ENTER key to move to the next bulleted point. When you are finished with this section, press TAB key to advance to the next section.

Festival Thanks

Alphabetically list donors of your tree, separating each name with a **semi-colon (;)**. List them by name as recorded on the auction donation forms. You may recognize tree helpers on this one list.

Catalog Draft

Using the above information as a basis, craft a full, initial catalog draft with a recommended length of 150-175 words and a limit of 200 words.

Your description should begin with a hook to grab the reader's interest, then briefly describe your tree sharing any distinctive and beautiful ornaments or touches that add to its uniqueness. Skip a line before adding your complementary items in bullet form. Please make sure to list your points starting with the most unique or expensive items to accompany the tree. **Please note to list any restrictions or items show with the tree that are not included, such as boxes for display, uplighting, etc.**

Note the trees Designer (or Designers), followed by a colon and one space; add your designer's name(s) here.

Please add your "Festival Thanks" followed by a colon and one space before typing in your **alphabetized** list of donors and tree helpers with each name separated by a semi-colon.