

WANT TO HOST A FESTIVAL OF TREES™ IN YOUR COMMUNITY?

The Festival of Trees is the culmination of the Forest of Reading program. Participants report that the Festival celebration is a key incentive for reader participation in the Forest of Reading. The signature Festival celebration attracts over 10,000 participants and is held annually in May in Toronto. This three-day event features the award ceremonies for each category, author/illustrator workshops, autographing, exhibitors and engaging entertainment.

The OLA has some capacity to co-host local Festivals in conjunction with a local organizing committee of OLA members. To ensure success, OLA has requirements to support a festival in these communities. This is based on an event for 1,000 or more attendees.

Festival Structure:

One 45-minute to 1-hour ceremony per 10 authors:

- Each ceremony has a host. This person introduces the authors, student presenters, and sign carriers. Local celebrities are best suited for this role. They need to be engaging, enthusiastic and can get the crowd excited.
- Each author/illustrator is assigned a student presenter and sign carrier. The student presenters prepare an enthusiastic one-minute speech about the author/illustrator. The author/illustrator has one minute to greet the audience and make remarks

Author/illustrator Workshops:

- 30-minute workshops that give participants the opportunity to meet the authors, ask questions, and learn about the authors work. Technical requirements are needed for this.

Author/illustrator Autographing:

- Scheduled autographing usually not to exceed 1-hour time-slots per author/illustrator.

Roving Entertainment:

- Activities or entertainment that can animate a large space. For example, music, roving entertainers, games, display by the local community groups, sports teams, etc. The goal is to tie activities to the nominated books and/or animate the space for all attendees. All entertainment and exhibitors need to be engaging for young people.

Food vendors:

- Participants are encouraged to bring a bagged lunch. The venue or local organizing committee can arrange for food vendors to be on-site at no cost (their payment is the cost of food purchased by attendees). Concessions, food carts, food trucks are encouraged.

OLA's Commitment:

- OLA will endeavor to seek Grant and Funding opportunities on behalf of satellite festivals, although funding is not guaranteed.
- Management of tickets sales (price will be determined with OLA and hosting community). Ticket sales cover the cost of the Festival.
- Coverage of all expenses that have been approved by OLA.
- Large Forest signage and branding for the event (factored from the Budget)
- Will work closely with local organizing Chair on all areas of the Festival to ensure timelines are met.
- Work with Chair to guide in creating the scheduling for the event (autographing, workshops, ceremony etc.).
- Work with Chair to help manage author/illustrator schedules leading up to and on the day of the event.
- Coordination of author/illustrator travel.
- Will work with Authors' Booking Service to help with school/library bookings for the authors/illustrators.
- Create and publish all press releases for the Festival.

Requirements of the local host/planning team:

- The local planning team should consist of approximately 15 members (per 1,000 attendees). This is to manage functions such as identifying an affordable/free venue, assisting with the schedule, sourcing entertainment, volunteer sourcing and management, running author workshops, liaising with local school and public library boards on student volunteers, local promotion and media, etc.
- A further 30 volunteers on-site at the Festival to assist with way finding, activities, and support, etc.
- Provide all signage for Authors parade and badges for event, as well as any additional decorations needed.
- Ensure that the Festival of Trees™ is available to all people within the community and not closed to one institution.
- Agree for the Official wholesaler/vendor of Forest of Reading® to have first right of refusal of selling books and merchandise on site during the Festival.
- Agree to ticket sales to cover the cost of the event (tickets usually in the \$11 - \$15 range plus HST.). Price will be determined between OLA and host community.
- Seek additional sponsorship where possible.

Refer to: The Festival Committee Roles section for details about the planning process.