



TREES FOR HOPE
SCOTTSDALE FASHION SQUARE

NOVEMBER 13 - DECEMBER 4

S·C·O·T·T·S·D·A·L·E
Fashion Square

MODERN LUXURY
Scottsdale

BENEFITING



Phoenix Children's[®]
Foundation



TREES FOR HOPE
SCOTTSDALE FASHION SQUARE

NOVEMBER 13 - DECEMBER 4

We are thrilled to introduce an exciting new haute holiday program that promises to bring joy, creativity and philanthropy together: Trees For Hope. As a passionate advocate for community engagement and charitable initiatives, we are reaching out to invite you and your esteemed company to join us in making this inaugural event a resounding success.

The Trees For Hope is a unique holiday fundraiser aimed at showcasing one-of-a-kind Christmas trees created by retailers, artists, florists and interior designers. These beautifully adorned trees will serve as both artistic expressions and symbols of hope, with all proceeds from the event benefiting the Hope Fund for Phoenix Children's Hospital. By participating in the Trees For Hope, you will have the opportunity to showcase your talent, support a worthy cause and make a meaningful impact in the lives of children and families in need.

We are seeking partners who share our commitment to philanthropy and community outreach to help make this event a memorable and impactful experience. Whether you are a retailer with a flair for holiday decor, an artist with a vision for unique tree designs, a florist with a passion for creating stunning floral arrangements or an interior designer with a talent for transforming spaces, we welcome your participation and creativity.

Your involvement in the Trees For Hope will not only contribute to the success of this event but also help raise awareness and support for the vital work of the Hope Fund. Together, we can make a difference in the lives of children facing medical challenges and provide hope and healing to those who need it most.

Thank you for considering this invitation to participate in the Trees For Hope. We are excited about the opportunity to collaborate with you and your team to create a magical holiday experience that will benefit the community and support the important mission of the Hope Fund for Phoenix Children's Hospital.



TREES FOR HOPE
SCOTTSDALE FASHION SQUARE

NOVEMBER 13 - DECEMBER 4

Trees For Hope is our premier holiday event showcasing spectacular, one-of-a-kind Christmas trees designed by accomplished local retailers, artists, florists and interior designers.

Proceeds from the Trees For Hope 2024 will support the Hope Fund, to help provide critical new programs, purchase essential equipment, conduct cutting edge research and ensure that each and every child who needs treatment receives treatment.



TREES FOR HOPE
SCOTTSDALE FASHION SQUARE

NOVEMBER 13 - DECEMBER 4

In partnership with Modern Luxury Scottsdale and the Valley's premier interior designers, retailers and florists uniquely designed 8-foot Christmas trees will be showcased over a three-week silent auction period at Scottsdale Fashion Square.

This event, its sponsors and the designers will receive exposure to tens of thousands of shoppers during the busy holiday shopping season, including Black Friday. Tree bidding concludes on December 4 with all trees being delivered to the winning bidders' homes, places of business or donated back to Phoenix Children's Hospital families.

Let's be Merry

Wednesday, November 13

Tree Reveal

November 13 – December 4

Trees on Display for Online Bidding

Wednesday, December 4

Jingle and Mingle Cocktail Reception



TREES FOR HOPE
SCOTTSDALE FASHION SQUARE

NOVEMBER 13 - DECEMBER 4

When: Wednesday, November 13 – Wednesday, December 4

Where: Scottsdale Fashion Square
7014 E Camelback Road
Scottsdale, AZ 85251

What: Trees For Hope is a premier holiday event showcasing spectacular, one-of-a-kind holiday trees designed by accomplished artists and designers from around the Valley. The decorated trees will be on display in the Neiman Marcus wing of Scottsdale Fashion Square to more than 100,000 shoppers that will pass through during the holiday season. The trees will be available for bidding from November 13 – December 4. All proceeds will benefit Phoenix Children’s Hospital.

Info: Kitty Broderick
480.721.3189
CreativeInput731@gmail.com



TREES FOR HOPE OPERATIONAL OVERVIEW

Scottsdale Fashion Square and Modern Luxury Scottsdale present Trees For Hope – a winter wonderland of one-of-a-kind Christmas trees and wreaths, decorated by talented artists, designers and Scottsdale Fashion Square retailers. Shoppers will be able to view and bid on these enchanting trees, which will benefit the Phoenix Children’s Hospital. Trees For Hope will launch Wednesday, November 13 and remain on display through Wednesday, December 4 in the West and South Luxury wings.

PROPOSED TIMELINE

Tuesday, May 14 Merchant Meeting

Concept will be shared with the Scottsdale Fashion Square retailers. Information packets will be forwarded to interested participants following the meeting allowing time for corporate approval. Scottsdale Fashion Square will provide the trees or wreaths to retailers participating in the Trees For Hope.

Create a master list of designers, artists and retailers who will participate. Contacts should come from Phoenix Children’s Hospital, retailers, local artisans, restaurants.

Monday, August 26

Final information packets will be sent to artists, designers and retailers who will be decorating and donating a tree and/or wreath.

Friday, October 11

Title and Theme Form submissions due. Confirmation letters will be sent to those participating with a detailed timeline.

Monday, November 11 • 10am-4pm

Day 1 – Tree Decorating Day

Wreaths may be dropped off between 11am-3pm. Wreaths will be dropped off with the Scottsdale Fashion Square concierge.

Tuesday, November 12 • 10am-5pm

Day 2 - Tree Decorating Day

Wreaths may be dropped off between 11am-3pm

Trees MUST be fully decorated and cleanup complete by 3pm

Wreaths MUST be delivered NO LATER THAN 4pm Tuesday, November 12

Wednesday, November 13 • 6:00 p.m.

Festival of Fashion – Kick-off toast of Trees For Hope with a salon style show. Representatives from PCH, retailers and the media will be invited.

Wednesday, December 4 – 6-8pm

Jingle Mingle Celebration – Live auction of a few key items not related to the trees (i.e.: shopping spree, a night of entertainment at Scottsdale Fashion Square including dinner certificates, Harkins Theatre tickets, etc.) Lite bites and cocktails will be served.

Announcement of Judge’s Winners, with prizes for the artist who created the tree or wreath.