



2021 Annual Christmas Tree Fundraiser

General Information

The JIAMC Annual Christmas Tree Fundraiser is an annual tree decorating contest created to raise money and awareness for the Council's designated charity. All of the proceeds raised during the event are donated to the charity.

The 2021 designated charity is Dreams Come True. Dreams Come True is the First Coast's only locally based nonprofit dedicated to granting dreams for children with life-threatening illnesses. Dreams provide brave children and their families with a momentary reprieve from the rigors of medical treatment often associated with life-threatening illnesses. A dream temporarily removes the child from doctor visits, hospital stays, tests and needles and brings laughter, joy and childhood to the forefront. Dreams give the children and their families memories to carry them through the rough times and smiles to last a lifetime. Dreams bring hope and the promise of tomorrow.

New as of 2020 ***The JAA Legal team has determined, as a Public entity, our Holiday displays should be non-denominational. The establishment of religion clause of the First Amendment states a public entity cannot do things that may appear as aiding one religion over another. As we don't want to focus exclusively on any religious components, The displays will not contain any religious symbols. Please ensure any trees you place in the terminal are free of all religious symbols. Please also remember, the TSA does not permit wrapped packages under any trees and all trees must have a tree skirt around the bottom

Guidelines

The JIAMC Board offers 33 trees for decoration. The trees are offered on a first come first serve basis, however preference is given to JIAMC members. Board members and volunteers set up the trees throughout the Jacksonville International Airport terminal. Each tree is provided power, a strand of lights, and signage with the decorator's logo or business name. Each tree must be appropriately decorated within the designated time frame. Each decorator must provide a tree skirt and all other decorations for their tree. Decorations may not include gift boxes, gift bags, or any other décor that may be used to store or conceal potentially dangerous items. At the end of the contest, all decorators are required to remove decorations within the designated time frame.

Important dates

Tree decoration: Tuesday, Nov 29, 2021 through Friday, December 3, 2021
End of contest period: Friday January 7, 2022
Tree breakdown: Friday, January 2, 2022**

* Trees not decorated by Friday, December 3, 2021, will be assigned to a wait list decorator.

Winners

The 2021 JIAMC Annual Christmas Tree Fundraiser will award two trophies. One trophy will be awarded to the tree decorator that raises the most funds. The other trophy will be awarded to the tree decorator that receives the most votes. The winning decorator may proudly display their trophy at their place of business for the next year. The trophies will be passed to the following year's winners. Funds may be donated on site at the JIA terminal or via PayPal on the JIAMC website. Votes may be awarded on site at the JIA terminal or via the JIAMC Facebook page. Votes via the JIAMC Facebook page will be identified as "likes" on the respective tree's picture.