



# 2011 Triangle Christmas Tree Challenge An Invitation to Participate

## **Event Overview**

Now in its second year, the Triangle Christmas Tree Challenge invites non-profits and/or their private sector supporters to decorate one of **75** Christmas trees to be displayed at Diamond View Park in Durham, NC December 2, 2011 – January 2, 2012.

## **Application Deadline**

Deadline for application is **Monday, October 31, 2011 at 5:00 pm EST.**

Application packets are considered incomplete if they do not contain the following information:

- Completed Application
- Check in the amount of \$150 (make payable to Blackwell Street management Company, Inc.)
- Officer Signed 501(c)(3) Representation and Warranty

Upon receipt and confirmation of all the components above, we will issue you an entry number. Remember, there are only **75** trees available on a first come, first serve basis!

## **Mailing Address:**

Blackwell Street Management Company, LLC  
Attn: Triangle Christmas Tree Challenge at American Tobacco  
PO Box 611  
Durham, NC 27702

## **Drop Off Address:**

American Tobacco Management Office  
Attn: Triangle Christmas Tree Challenge at American Tobacco  
318 Blackwell Street  
Suite 150  
Durham, NC 27701

## **Rules:**

- Please refer to the 2011 Triangle Christmas Tree Challenge Official Rules for a full set of rules to include non profit responsibilities, entry deadlines, decorating guidelines, voting guidelines, prizes and disclaimers.

## **Important Dates:**

Wednesday, November 30	10:00 am – 2:00 pm	Tree Decorating
Thursday, December 1	10:00 am – 2:00 pm	RAIN DATE – Tree Decorating
Friday, December 2	8:00 pm	Trees are illuminated and Text & Online voting begins
December 18	11:59 pm	Text and Online Voting Ends
December 22	10:00 pm	Winners announced on WRAL News on FOX 50
December 23		Winners posted on websites

## **Additional Key Points:**

- Entrants must be tax-exempt by the Internal Revenue Service pursuant to Section 501(c)(3) of the Internal Revenue Code, 26 U.S.C. § 501(c)(3).
- Limit one vote per day per device or email address.
- Nine prizes will be offered. Entrants may only win one prize.

Have a question or need additional information? Please direct all inquires to: [TriangleTreeChallenge@cbc-raleigh.com](mailto:TriangleTreeChallenge@cbc-raleigh.com)