

DOWNTOWN HIGHLAND

FESTIVAL of TREES

Throughout December

Get ready to kick off the holiday season with A Festival of Trees Tradition: Highland Holiday Tree Lot! This beloved community tradition returns with a festive new twist, as beautifully decorated Christmas trees — sponsored by local businesses, organizations, and families — transform Veterans Park at the Township Offices into a cheerful holiday tree lot. With reliable power, improved visibility, and placement alongside the annual Tree Lighting Ceremony on Monday, December 1, this year's display promises extra holiday magic. Join us as we celebrate the season, spread cheer, and invite the community to enjoy, admire, and vote for their favorite tree in our charming Highland Holiday Tree Lot!

VENDOR RULES & CONSIDERATIONS

Before you commence, please thoroughly examine the rules and considerations provided. Familiarizing yourself with these guidelines is essential to ensure a smooth and successful event. For questions, please contact Cathy Tiderington at highlanddda.events@gmail.com.

TIME LINE

Cut off for applications are Friday, November 13th, 2026.

Trees will be installed the week of November 23rd* and will be available to decorate the week of the 30th. All trees must be completed by Sunday, December 6th, for the Tree Lighting Ceremony on December 7th and when voting begins. *(If the trees and lights become available sooner, we will contact you via email.)

INCLUDED MATERIALS

Sponsorship includes (1) 5'-6' pine tree and (2) strings of LED lights.

PICK UP

You may pick up the LED lights at **Highland Township Offices** (205 N John St) the week of November 30th.

DECORATIONS

If you wish to add additional lights, they must be LED, and **cannot flash, blink, or dance.**
Decorations MUST be tied or wired securely to your tree to resist high winds, rain, snow, and vandalism. Standard ornament hangers DO NOT WORK. All decorations must be family-friendly.

EXPOSURE

Trees will be on display at Veterans Park this year, for the most reliable power source.
They will be on display for the Tree Lighting Ceremony on Dec 7th, driving hundreds of visitors to the trees.
Recognition will be provided in local publications, the DDA website, and on social media.
"People's Choice" winner will be announced the beginning of January via social media.

CLEANUP & REMOVAL

All decorations and lights must be retrieved by January 4th so that the HDDA may dispose of the trees in an environmentally friendly manner. Lights may be kept.

HOW TO SPONSOR

ONLINE

1. Register online at www.highlanddda.com/community-events/festival-of-trees/ and follow the link that reads "Register Online".
2. Select "Pay as Guest" option, then select "Make a Payment" to take you to the payment page, under "Select your Payable" select Downtown Development Authority from the drop down options.
3. Enter "Payment Amount" of $50, and under "Donation Information" please type Festival of Trees.
4. Enter your contact information and payment method as prompted.

OR BY MAIL

1. Complete the Vendor Application Form (below).
2. Enclose a check for $50 p/tree made out to the Highland DDA.
3. Mail both to the HDDA, Attn: Cathy Tiderington, 205 W. Livingston Rd, Highland, MI 48357.

Questions? Contact Cathy Tiderington at highlanddda.events@gmail.com.

Highland Downtown Development Authority

Highland D.D.A.
205 W. Livingston Road
Highland, Michigan 48357
248-887-7200
www.highlanddda.com

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SPONSORSHIP FORM

Before you commence, please thoroughly examine the Rules and Considerations provided. Familiarizing yourself with these guidelines is essential to ensure a smooth and successful event.

Business/Organization (as to appear in listing): _____

Contact Name: _____

Phone: _____ Email: _____

Address: _____

PAYMENT □ Check for $50.00 per Tree TOTAL NUMBER OF TREES: _____

Signature: _____

Please signup online or mail this completed form and a check made payable to HDDA to: HDDA, 205 West Livingston Rd, Highland, MI 48357

Questions? Cathy Tiderington at highlanddda.events@gmail.com. Must Sign Up by Friday, November 13th, 2026.