



MIRACLE ON 14TH AVENUE

The Miracle Tree Sponsor Packet



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December 11-13, 2026 | Historic Downtown Vero Beach

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Main Street Vero Beach Inc. and Vero Heritage Inc., are joining together to create Miracle on 14th, a multi-faceted holiday initiative designed to bring holiday cheer for all of Indian River County (and surrounding areas) and drive economic development by creating a festive destination in Historic Downtown Vero Beach. We're lighting up Main Street, creating a new three-day holiday tradition planned for December 11–13, 2026 downtown and raising funds for the Miracles with Hart initiative.

Festivities begin Friday Evening with Miracles in the Grove – a Ticketed event including the opening of the Christmas Tree Grove inside The Heritage Center followed by The Nutcracker by Vero Classical Ballet on the lawn.

Invitation to Create a Miracle

Bring Christmas magic to Miracle on 14th Avenue! Businesses, organizations and community groups are invited to sponsor and decorate a holiday tree for Miracles in the Grove at The Heritage Center & Indian River Citrus Museum. The program combines holiday creativity, charitable fundraising and direct community impact.

Miracle Trees will be offered for sale through a Friday-Saturday silent auction. The winning bidder will choose either to *Bring the Miracle Home* or *Gift the Miracle*, allowing the complete decorated tree package to be provided to a local family in need. Thirty Trees will be made available; sponsorship opportunities are limited. The Fire Dept has informed us that all trees must be artificial, but that just means the winning bidders can enjoy them for many years to come!

How the Program Works

- 1 Reserve your sponsorship.** Choose a tree size and submit your registration and payment.
- 2 Create your Christmas theme.** Design something festive that someone would love to display in their home.
- 3 Decorate your entry.** Supply the tree skirt and ornaments, and complete setup according to the event schedule. Trees will be purchased by the event and made available for pick up to decorate and return or decorate inside The Heritage Center on December 9th. All designed trees must be placed inside The Heritage Center by December 9th.
- 4 Join the celebration.** Your tree will be displayed, entered into the decorating competition, and offered for auction at Miracles in the Grove.
- 5 Share the Christmas spirit.** The winning auction bidder takes home the complete decorated tree.

Tree Heights	Availability	Sponsorship Price
10ft	3	\$1000
8ft	5	\$600
6ft	22	\$350

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What the Complete Donation Includes

The sponsor is donating the complete tree package, including: Christmas tree, Appropriate tree stand/base, Lights, Ornaments and decorations, Tree topper and tree skirt/base covering, Garland, ribbon and decorative accessories, Gifts, merchandise or other items identified as part of the package. All ornaments, lights, ribbons, toppers, tree skirts, and accessories included in the auction display must remain with the tree for its new owner. *Please do not include anything on or with the tree that your organization expects to have returned after the event.*

Please note: Sponsors provide their own tree skirt and decorations, and are responsible for decorating and completing setup by the designated deadline.

Safe and Secure Decorations

- Attach ornaments, ribbons, toppers, and other decorations securely.
- Use indoor-rated LED lights in good working condition.
- Do not use candles, open flames, or heat-producing decorations.
- Do not include perishable food, liquids, sharp exposed objects, or items that cannot be transported safely.
- Avoid loose glitter and artificial snow that sheds heavily.
- Keep decorations within the assigned display space and leave walkways clear.

Sponsor Recognition

Each tree entry will receive one ticket to the Miracles in the Grove event at The Heritage Center on Friday December 11th. Miracle on 14th will create standardized display signage using the submitted organization name, logo, tree name/theme, description and estimated package value. Tree participation includes approved recognition associated with the tree, but does not include broader event sponsorship benefits.

Decorating Competition

Everyone who walks through the Christmas Tree Grove has the opportunity to vote on their favorite trees in three categories: Most Creative Theme, People's Choice, and Best Design. Each award winner will be announced live on the radio and will win a special prize and a whole year of bragging rights!

Schedule:

November 15th: Tree sponsorship registration deadline

December 1st: Tree available for pickup at The Heritage Center (if desired)

December 9th: Tree decorating event at The Heritage Center

December 10th: Deadline to submit decorated tree

December 11th: Miracle in the Groves Opens (Silent Auction and Tree Competition begin)

December 12th: Miracle on Main and Miracle in the Grove Open

December 13th: Miracle at the Market Open/Miracle in the Grove Closes/Winners Announced

December 13th - December 14th: Buyer Pickup Window Open

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Organization Information

Business / Organization: _____

Primary Contact: _____

Phone: _____

Email: _____

Organization Name as it Should Appear Publicly: _____

Social Media Handle: _____

Tree Name / Theme: _____

Tree Information

Approximate Height: _____

TOTAL ESTIMATED RETAIL VALUE OF COMPLETE TREE PACKAGE: \$ _____

Required: Include the good-faith combined retail value of the tree, lights, decorations, included gifts/merchandise and all other items transferring with the tree.

Brief Description of Tree & Included Items:

Will your tree require electricity? ☐ Yes ☐ No

Special Setup / Display Considerations: _____

If an Auction Tree Receives No Successful Bid

Please select ONE:

- ☐ I authorize the complete tree package to be gifted to a referred local family or approved community recipient.
- ☐ Please contact me before determining the tree's final disposition.

Application & Logo Deadline

Completed application, logo and required tree information are due by Thursday, November 15, 2026.

Submit to: events@mainstreetverobeach.org. Please submit a high-quality official logo (preferably high-resolution PNG, JPG, PDF, EPS or other print-quality file). Materials received after the deadline may not be included on printed tree signage or other event materials.

Delivery & Complete Setup - Wednesday, December 9, 2026

Sponsors are responsible for delivering and completely setting up their decorated tree at the venue on Wednesday, December 9, 2026. Designated delivery/setup windows will be assigned after the final number of participating trees is confirmed. Trees must be completely assembled, decorated, stable and display-ready before the sponsor leaves.

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Electricity

Miracle on 14th will work with The Heritage Center to coordinate electrical access for trees requiring power. Sponsors must identify electrical needs on the application. Final electrical requirements, approved cords/power equipment, connection procedures and tree locations will be communicated with final setup instructions.

Tree Presentation, Content & Safety

Trees must be family-friendly, stable, professionally presented and suitable for public display. Decorations may not contain political campaign messaging, discriminatory or obscene content, unapproved third-party advertising, open flames, hazardous materials, perishable food, weapons or items that could reasonably create a safety concern. Electrical components must be in safe working condition, only use LED lights. Final display placement and acceptance remain subject to organizer and venue approval.

Organizers may decline, relocate or remove an item for safety, space, content or operational reasons. Final tree-size limitations, venue/fire-safety requirements, electrical guidelines, assigned locations and other installation requirements will be communicated after the final venue layout and participation are confirmed.

Friday-Night Auction & Winning Bidder Choice

Miracle Tree electronic bidding will open during Miracles at the Grove on Friday event and continue through Saturday. At the time of bidding, bidders will indicate what should happen if they become the winning bidder:

- BRING THE MIRACLE HOME - The winning bidder receives the complete decorated tree package.
- GIFT THE MIRACLE - The winning bidder purchases the tree and authorizes the program to coordinate gifting/delivery to a referred local family.

The program may contact winning bidders after the event regarding payment, fulfillment, pickup/delivery or acknowledgment. Recipient-family information will remain confidential.

Auction Value & Tax Acknowledgment

The sponsor must provide a good-faith estimated retail value for the complete donated package. No specific auction value, final sale price or tax deduction is guaranteed. Main Street Vero Beach, as the receiving/designated funds-management organization, will determine what acknowledgment can appropriately be issued for tax purposes.

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Acknowledgment of Receipt, Understanding & Sponsorship Commitment

By signing below, I acknowledge that I have received and reviewed the Miracle Tree Sponsor Instructions and understand the requirements of participation. I confirm that I am authorized to make this donation on behalf of the organization listed in this application.

I understand that, unless specifically approved in writing in advance, the complete tree package - including the tree, lights, decorations and all listed included items - is donated to Miracle on 14th Avenue and will transfer as described in this packet.

I agree to deliver and completely set up the tree on Wednesday, December 9, 2026, during the assigned setup window and to comply with final venue, safety, electrical, installation, content and event requirements. I understand that organizers control final placement and presentation and may decline or remove an item for safety, space, content or operational reasons.

I understand that submission of this application represents our sponsorship/donation commitment, subject to final acceptance and event requirements, and that no specific auction value, sale price or tax deduction is guaranteed.

Authorized Representative Name: _____

Title: _____

Signature: _____

Date: _____

Funds Administration & Florida Charitable Solicitation Notice

The Miracle on 14th collaborative program has selected Main Street Vero Beach to serve as its designated funds manager. Main Street Vero Beach will receive, account for, administer and document monetary sponsorships and charitable contributions processed through the program's approved fundraising channels. This designation does not make Miracle on 14th a separate legal entity, nor does it prevent an approved collaborating organization from receiving funds when specifically authorized and clearly identified for an approved purpose. Committee members and participating organizations may assist with outreach, but collection or redirection of funds using the Miracle on 14th name must follow the program's approved financial and communication procedures.

Contributions solicited through Miracle on 14th will be used substantially consistent with the charitable purposes communicated to donors and sponsors, including support for underserved, unhoused and at-risk children and students through approved initiatives such as Fresh Start Collective, the HART Program - Dodgertown Elementary & Beyond, school clothing/uniform and meal-related needs, and broader student support including districtwide PBIS initiatives, as approved by the program's participating leadership.

Main Street Vero Beach is registered with FDACS. A copy of the official registration and financial information may be obtained from the Florida Department of Agriculture and Consumer Services, division of consumer services, by calling toll-free 1-800-help-fla (435-7352) within the state or visiting fdacs.gov. Registration does not imply endorsement, approval, or recommendation by the state.