

Tree Fixture Guide



Holiday trees are more than decoration; they are an inspirational fixture that should be in a **focal point** near the **team entrance** or **main aisle**, and most importantly, remain a **shoppable "fixture" from multiple sides**.

Tree Set-up Starts here

1. Follow the section guide, which includes:
 - Top
 - Middle
 - Bottom
2. Conduct a daily audit and replenish the tree(s) as necessary

REMINDER: Rally House merchandises by **TEAM>gender>class>subclass**. It is not a Rally House practice to blend team product



Do's



Select Rally House Product

- Foam fingers/ hats / knit hat



Product Options

- Peggable mixed assortment for a single team
 - girls bows, pencils/pens, playing cards, toy trains, koozies, gloves
- Items are not larger than 8-10"
- Peggable ornaments can be used
- Beads can be placed horizontally on tree like garland
- **Minimum, 6 units on hand of an item to place on the tree**



7-9 Wrapped boxes for floor trees.

Fill the bottom with gift boxes just like in the movies!

Tabletop trees do not have a bottom section.

Dont's



No non-product tree topper



Tissue paper or any other ribbon



Large items

- Stadium seat covers
- License plate covers
- Pennants
- Large home decor



Boxed Ornaments (stock should remain in home locations)



Don't blend teams



Any product



No tree skirt



No pre-built kraft or team gift bags