



**Designer Handbook
2024**

Welcome to the 8th UpScale ReSale & Design Challenge!

Friday & Saturday, March 15 & 16

*What can YOU do with a 10' x 10' space and the vast inventory
of the Cape Fear Habitat ReStores?*

We can't wait to find out!

Thank you for registering as a designer for the 2024 UpScale ReSale & Design Challenge. We have invited only the best in the Cape Fear region to participate!

This is your opportunity to show off your talents as a designer to new potential clients and the entire Cape Fear region. It's the perfect marketing opportunity!

As a Designer, you will be promoted to 1,000+ attendees at the event, and across multiple media platforms to include: social media, print, digital, and radio.

This event is a fundraiser that benefits Cape Fear Habitat for Humanity. The past 7 UpScale ReSale events raised over \$160,000 and we couldn't have done it without you!

Please read through this handbook and sign the Designer Contract on the last page.

There is no charge to participate and Designers may begin sourcing items from ReStore locations on **November 8, 2023**.

Thank you for participating and helping to make this event a success!

General Rules & Logistics

Important Dates

Selection Starts

Wednesday, November 8

Set-Up Begins

Wednesday, March 13

Last Day for Items

Thursday, March 14

Price Logs Due

Thursday, March 14

Breakdown Begins

Saturday, March 16
1:30pm

Item Selection (November 8 to March 14)

- Merchandise from ReStore is provided at no cost for UpScale ReSale use.
- All selected items must be tagged & signed out in the UpScale ReSale Log Book (located at the register).
- Designers are not permitted to select items before they are on the sales floor. All items must be priced and on the sales floor with a white price tag. **Items with green price tags are not eligible for UpScale ReSale use.**
- Merchandise must be picked up from ReStore within 3 days of selection.
- Items selected & not used must be returned to ReStore by **Friday, March 15**.

Price Logs & Price Tags (Due Wednesday, March 13)

- Designers will be given a "Price Log" inventory sheet and blank price tags. All items in your vignette must be logged and tagged prior to the event.
- We suggest that items be priced as if they are being sold in a boutique; Please take the time and work you put into a piece into consideration when pricing.
- For questions regarding pricing, you may reach out to the ReStore managers (listed in the Contacts section).

"Outsourcing" Items

- Finishes, fabric, paint, or flooring may be sourced from wherever you see fit.
- We encourage you to use as much as possible from the ReStore, but if you would like to purchase or are able to get it donated from elsewhere, that is allowed. However, please note that the spirit of UpScale ReSale is to recycle, refinish, and repurpose items at minimal cost. We do not expect designers to spend on items or supplies.

Sale of Items

- ALL items (furniture, accessories, etc.) in your vignette will be available for sale, including any items NOT from ReStore.
- Any unsold items will be taken to ReStore for future sale.

Set-Up & Breakdown (Wednesday, March 13 & Saturday, March 16)

- A schedule and instructions for set-up will be sent out closer to the date.
- All participants are required to break down your booth and pack unsold items for transport to ReStore when the event finishes on Saturday.

Tickets & Attendance

- At least 1 member of each design team is expected to attend BOTH days of the event to assist guests. Up to 3 members may attend the VIP Preview Party free of charge as the Design Team.
- In addition to the 3 Design Team tickets, each team will receive 2 complimentary tickets for guests to the VIP Preview Party on Friday, March 15.

Judging & Scoring

This year, we are going to give a louder voice to the people we want to hear from most. . .

The guests at Friday's VIP Preview Party!

Below are the categories and criteria that the new People's Choice Categories will be based on, along with the rules that designers will need to follow in order to be eligible to win.

People's Choice	
Category	Criteria
1st, 2nd & 3rd Place	<ul style="list-style-type: none">◆ Guests will vote based on design, use of space, innovation, creativity, etc.◆ 1st, 2nd and 3rd place prizes will be awarded based on these votes

Spirit of UpScale ReSale	
Category	Criteria
Spirit of UpScale ReSale Award (Most Creative Transformation)	<ul style="list-style-type: none">◆ This will be awarded based on ReStore staff votes. As staff see the vignettes come together, they will vote on this award based on creativity, recycling of materials, and transformation of materials◆ <i>Before & After photos must be provided to be eligible to win this category</i>

Designer's Choice	
Category	Criteria
Designer's Choice Award	<ul style="list-style-type: none">◆ Designer's will be given the opportunity to vote for their favorite vignette as a separate category◆ Voting criteria will include: Spirit of UpScale ReSale, Use of Space, Originality, and Overall Composition◆ Designers may not vote for themselves

Frequently Asked Questions

Why should I participate in the UpScale ReSale?

This is the perfect opportunity to support Cape Fear Habitat for Humanity while displaying your firm's skills. Participating will be fun, challenging and rewarding!

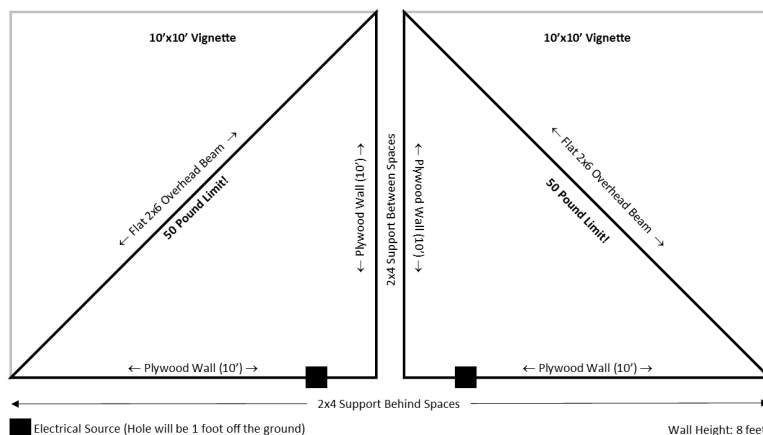
We know your time is valuable and recognize that a strong marketing campaign will lead to a successful event and positive recognition for your firm. Cape Fear Habitat for Humanity will implement high quality and far reaching promotional strategies across multiple media platforms that highlight the event and your business.

Do it for the glory! There will be 5 titles (and 5 opportunities to win!) awarded during our VIP night, including the coveted Peoples Choice Award!

Help us reach our goal of \$50,000 to help our mission of building homes, communities, and hope!

What does the design space look like?	What will be on the floor in the vignette?
It is a 10' x 10' empty space with 2 blank walls, each 8 feet tall (see diagram below).	The floor is carpet. You may add your own flooring touches, but nothing can be glued or nailed down.
Will I be able to finish the walls before the event?	Will there be a ceiling to hang lighting?
Yes, the walls will be built ahead of time at the event site. Designers will be given scheduled days to paint their walls prior to the start of the event.	Each vignette will have a cross-beam that will support a light feature. Designers will be responsible for hanging their own lighting.
Will there be outlets for electricity?	Can I nail items to the walls?
Yes, each vignette will have electricity at the back of the booth. It is the responsibility of the designer to arrange their room to accommodate the electricity source. Please see vignette layout below.	Yes, the walls will be reinforced with 2x4s to make them sturdy. Please be considerate of the adjoining wall while hanging items. Heavy wood and ceramic tile wall coverings must be taken down by the designers at the end of the event.
Will there be volunteers to help move items during set-up & breakdown?	When does set-up for the event begin?
Yes, we will have volunteers to help unload your items and take them to your assigned vignette.	Wednesday, March 13 will be the earliest that you can start set-up. Stay tuned for details as the event gets closer.

Vignette Layout



Important Contacts

For General Questions or Concerns, please contact . . .

Brent Byers, ReStore Director

910-762-4744 ext. 127

Brent@CapeFearHabitat.org

Olivia Baker, Volunteer Coordinator

910-762-4744 ext. 123

ReStorevc@capefearhabitat.org

Jackie Bates, ReStore Operations Manager

910-762-4744 ext. 126

Jackie.Bates@capefearhabitat.org

For ReStore merchandise or pricing questions, please contact one of the ReStore managers . . .

Downtown ReStore

1208 S. 3rd Street

Hours: Mon – Sat., 9am – 5pm

Erin Glew, ReStore Manager

910-762-4793

Erin@CapeFearHabitat.org

Ogden ReStore

7330 Market Street

Hours: Mon – Sat., 9am – 5pm

Paul Tilly, ReStore Manager

910-686-9842 ext. 102

Paul@CapeFearHabitat.org

Monkey Junction ReStore

6138 Carolina Beach Road

Hours: Mon – Sat., 9am – 5pm

Ayla During-Kamen, ReStore Manager

910-660-4400

MJmanager@CapeFearHabitat.org

Additional Resources . . .

Visit the UpScale ReSale website at:

www.CapeFearHabitat.org/UpScale-ReSale

To view photos of past UpScale ReSale events, view the albums on our Facebook page:

www.facebook.com/CapeFearReStore

Please feel free to reach out with any questions and we will be happy to help.

Thank you for participating in another great UpScale ReSale!

Designer Contract

Vignette Criteria:

- ◆ I understand that all items in my vignette must be priced and put up for sale to benefit Cape Fear Habitat for Humanity. All items not sold during the event will be taken to the ReStore showroom for future sale. I agree to not remove any items from the vignette at the end of the event.
- ◆ I understand that my vignette's finishes, fabric, linens, paint, or flooring can be sourced from outside of the ReStore.
- ◆ I am aware that my vignette's walls will be constructed ahead of time so that I can paint them prior to the event. Habitat staff will provide me with dates and times that these walls can be finished and I will work within this allotted timeframe.

Merchandise Selection:

- ◆ I can select merchandise from all 3 Cape Fear Habitat ReStore locations and this merchandise will be free to me, as an UpScale ReSale designer. Merchandise with green price tags is not eligible.
- ◆ I can "shop" for my vignette's merchandise at the ReStores Monday through Saturday during normal business hours and I have 3 days to pick up selected merchandise.
- ◆ I am not permitted to look for merchandise in the ReStore warehouse. All merchandise must be priced, unsold, and on the showroom floor before I can tag and remove the item from the ReStore.
- ◆ In order to remove the item(s) I select at the ReStores, I must tag and sign the item(s) out in the UpScale ReSale log book.
- ◆ I understand that any items I select from the ReStore, but do not use in my vignette, must be returned to the ReStore by Friday, March 15 —no later. All unreturned items will be charged to the designers.

Event Guidelines:

- ◆ I understand that I can begin unloading items and setting up my vignette on Wednesday, March 14.
- ◆ I am aware that I will have a 10' x 10' space at the event, including two fixed, adjoining walls and electrical power.
- ◆ I will provide before-and-after photos of the items I use in my vignette and I will display these at the event.
- ◆ I will be provided with an inventory sheet and blank price tags by Cape Fear Habitat staff, and I understand that I will need to list and price all of the merchandise that I use in my vignette. I agree to bring the completed inventory sheet and price tags to the event, so that a Habitat staff member can review and update them as needed.
- ◆ I agree to be present (or have another person present as my representative) at my vignette at all times throughout the entire two-day event.

I have read all of the rules, guidelines and procedures; and I agree to adhere to the above-stated policies for the 2024 UpScale ReSale.

_____	_____	_____
Name	Signature	Date
_____	_____	_____
Design Firm	Email	Phone

Please read, sign and return this contract to
UpScale@capefearhabitat.org • 910-762-4744 ext. 123