



## Designer Handbook

### Welcome to the UpScale ReSale & Design Challenge!

*Friday & Saturday event*

*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 your interest in being a designer for our coveted UpScale ReSale event! 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+ viewers for the event, and across multiple media platforms to include: social media, print, digital, and radio.

This event benefits Cape Fear Habitat for Humanity and has raised over \$180,000 since its inception, including an annual home build sponsorship—We can't do this without you!

Please read through this handbook and..

- > Email [UpScale@CapeFearHabitat.org](mailto:UpScale@CapeFearHabitat.org) if you are interested!
- > Sign the Designer Contract on the last page
- > Agree to attend one Designer Meeting to discuss how to begin!

**Thank you for your participation to make this event a success!**

# General Rules & Logistics

## Important Dates

### Selection Starts

November

### Set-Up Begins

March

### Last Day for Items

Thursday before VIP  
Event

### Price Logs Due

Thursday before VIP  
Event

### Breakdown Begins

Saturday, 1:30pm

#### Item Selection (November to March)

- Merchandise from ReStore is provided at no cost for UpScale ReSale use.
- All selected items must be signed out in the 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 the day of the VIP UpScale event.
- Designers are able to sign out up to 2 cans of Recolor Chalk paint to work on their items

#### Price Logs & Price Tags (Due Thursday before VIP Event)

- 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.

#### "Outsourcing" Items

- We encourage you to use as much as possible from the ReStore, but if you would like to source items from elsewhere, that is allowed. However, please note that the spirit of UpScale ReSale is to recycle and repurpose items at minimal cost. We do not expect or encourage 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 & Saturday)

- 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 staff to 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 as the Design Team, manning your booth and assisting guests.
- Note that the Design Team will NOT be handling sales; ReStore staff and volunteers will take care of all sales and money-handling.
- In addition to the 3 Design Team members, each team will receive 2 complimentary tickets for guests to the VIP Preview Party.

# Judging & Scoring

Below are the categories and criteria for each award. Designers must follow the criteria to be eligible to win!

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

Spirit of UpScale ReSale	
Category	Criteria
Spirit of UpScale ReSale Award (Most Creative Transformation)	<ul style="list-style-type: none"><li>♦ 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</li><li>♦ <i>Before &amp; After photos must be provided to be eligible to win this category</i></li></ul>

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

## 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!

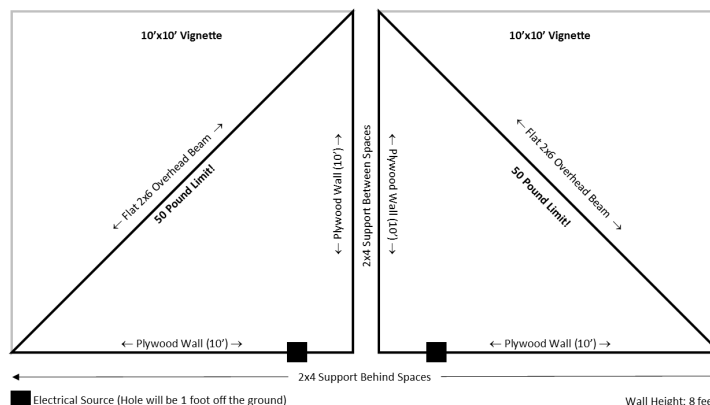
We know your time is valuable and recognize that a strong marketing campaign will lead to a successful event and positive recognition for your firm. Cape Fear Habitat for Humanity will implement high quality and far reaching promotional strategies across multiple media platforms that highlight the event 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 the walls be painted before the event?	Will there be a ceiling to hang lighting?
Yes, the walls will be painted prior to the event by Habitat volunteers. They will then be transported and built at the venue before you arrive for setup.	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.	The Wednesday of the event 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

### **Ayla Durgin-Kamen, ReStore Operations Manager**

910-762-4744 ext. 126

UpScale@capefearhabitat.org

### **Volunteer Coordinator**

910-762-4744 ext. 123

ReStorevc@capefearhabitat.org

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

### **Downtown ReStore**

1208 S. 3rd Street

### **Erin Glew, ReStore Manager**

910-762-4793

Erin@CapeFearHabitat.org

### **Ogden ReStore**

7330 Market Street

### **Paul Tilly, ReStore Manager**

910-686-9842 ext. 102

Paul@CapeFearHabitat.org

### **Monkey Junction ReStore**

6138 Carolina Beach Road

### **Matthew Pendley, ReStore Manager**

910-660-4400

MJmanager@CapeFearHabitat.org

## Additional Resources . . .

Visit the UpScale ReSale website at:

[www.CapeFearHabitat.org/UpScale-ReSale](http://www.CapeFearHabitat.org/UpScale-ReSale)

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

[www.facebook.com/CapeFearReStore](http://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 to take home for personal use.
- ♦ I understand that if I choose to accent my vignette with finishes, fabric, linens, paint, or flooring that I cannot find within ReStore designer criteria, these items can be sourced from outside of the ReStore at my own expense.

## 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 are 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 sign the item(s) out in the UpScale ReSale log book.
- ♦ I agree to sign out up to 2 cans (per design booth) of ReColor Chalk Paint to refurbish items in my booth from the ReStore 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 the VIP Event date—no later. All unreturned items will be charged to the designer.

## Event Guidelines:

- ♦ I understand that I can begin unloading items and setting up my vignette on the Wednesday of event week.
- ♦ 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.

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**Name**

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**Signature**

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**Date**

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**Design Firm**

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**Email**

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**Phone**

Please read, sign and return this contract to  
UpScale@capefearhabitat.org • 910-762-4744 ext. 126