

GingerTown Nashville 2012

About the Event:

1. **History:** GingerTown was created by David M. Schwarz Architects in Washington DC. In 2006. In 2010, DMSA started two new GingerTown affiliates, one in Dallas and a second in Nashville. The event brings together members of the design industry to design and build a gingerbread city and then donate the buildings to local charities such as Children's Hospitals, Food kitchens, Community Care Organizations and Nursing Homes.
2. DMSA supplies the masterplan drawing for the project. This year's theme is "GingerTown University." Some lots have pre-determined uses and others are left open to the discretion of the teams.
3. Firms can sponsor the event at one of (3) levels:
 - \$125 Candy Cane Crew (Gingergbread Team)
 - \$300 Gumdrops Groupies (GingerBread Team + Firm logo on signage)
 - \$500 Gingy's Gang (2 Gingerbread Teams + Firm logo on signage and on your gingerbread building if desired.)
4. Lots will be assigned first to the top sponsors and then to the other firms in the order requests are received. One lot will be assigned per company. If a company has enough volunteers to support more than one structure, please let us know and we will divide up any left-over lots after all other teams have been assigned lots.
5. It is up to each team whether or not they "pre-design" their structure prior to the build night or design it on the fly the evening of the event. If a team wishes to pre-design their building, they can contact ESa to get the overall dimensions for their lot. **As with any good building design, structures are not allowed to overhang the property lines of their lots! Some lots also have height restrictions based on the display requirements of the facility which will receive them. We will have a Zoning Official on hand for the event to make sure that structures stay within the appropriate boundaries.**
6. The money collected from team sponsorship is used to purchase the base supplies for the project for all teams (ie: gingerbread, icing, candy) as well as food and beverages for the night of the build. All money left after the event is divided up and donated to each of the designated charity recipients.
7. If a lot has a designated theme, ESa will supply that candy to be used in the design. If a team needs special candy for their design, please check with ESa to see if we have already purchased it. If it has not been purchased, teams can bring any specialty supplies that they need to build out their lot.
8. 2-5 people is an optimal team size. Kids are welcome to come with their parents on the night of the build to participate on a team.
9. ESa will build the base for the model and the supporting infrastructure (streets, sidewalks, street lights, etc.) prior to the night of the build.
10. Build Night: Wednesday, November 28th, 6:00 to 9:00 pm at the Flemming Center at the Cathedral of the Incarnation. (For those of you who have come to the past events at Loew's Vanderbilt Plaza and are wondering why we moved the event, the reason is two-fold: Loew's is starting a major renovation to their lobby the same week as Gingertown and we had outgrown their meeting space and needed a larger venue.)
11. We will send maps and parking info closer to the date of the build.
12. Following the night of the build, the complete "city" will be broken down into smaller parcels and delivered to area hospitals and nursing homes for display during the holiday season. This year's recipients will include Monroe Carell Jr. Children's Hospital at Vanderbilt, Ronald McDonald House, Hospital Hospitality House and Brookdale Senior Living.
13. GingerTown website: www.gingertown.org
14. Any additional questions should be directed to: Lee Davis (aka: Director of Gingertown Zoning Dept.) at ESa – 329-9445 or leed@esarch.com.