



Silver Bells

2017 Festival of Trees Sponsorship Details

Join us for the spectacle of the holiday season as the *Festival of Trees* at the Embassy returns for its 33rd year.

The Embassy Theatre's 33rd *Festival of Trees* is an established tradition for the Fort Wayne community in which guests enter the Embassy Theatre to find their favorite venue completely transformed into a beautiful holiday wonderland. Christmas trees and decorations line the walls of the Embassy for guests to enjoy while performing arts groups take the Embassy stage to provide exciting entertainment.

Founded in 1984, the *Festival of Trees* serves as the Embassy Theatre Foundation's most prominent fundraiser with revenue supporting the ongoing operational and restoration efforts for the historic Embassy Theatre. However, the festival is much more than just a fundraiser; it is an event that the entire community rallies behind each year to make it the highlight of the holiday season that creates memories to transcend generations.

More than 20,000 visitors walk through the Embassy's doors for the festival every year, and while everyone has an amazing journey it is those who have never entered the building before whose reactions are pure awe and wonderment. The festival begins with Fort Wayne's *Night of Lights* and is one of the favorite stops in the annual downtown lighting ceremony.

We take great pride in partnering with the community and downtown area in order to make Fort Wayne northeast Indiana's holiday destination. Last year's *Festival of Trees* featured more than 65 trees, all sponsored by businesses and organizations from the community.

We are pleased to announce this year's theme is *Silver Bells* and we hope that you will consider joining us as a sponsor for the 33rd annual *Festival of Trees* to help us continue to share the magic of the Embassy Theatre as the home of holiday splendor.

Sincerely,

Kelly Updike
Executive Director

Josh Blythe
Programming Manager

Nancy Louraine
Philanthropy Director

33rd Annual Festival of Trees at the Embassy Theatre
November 22-November 29, 2017



Festival of Trees Highlights and Schedule

The Embassy Theatre's *Festival of Trees* offers organizations a unique opportunity to participate in an annual community event and the Embassy Theatre Foundation's largest fundraiser:

- **Community Visibility** -- The Festival of Trees attracts more than 20,000 visitors annually to the Embassy Theatre. Beginning with *Night of Lights*, the Embassy is a featured stop in the city's annual downtown lighting ceremony, offering the opening of the Harrison Street holiday windows and the opening night for *Festival of Trees*.
- **Youth Performance Opportunity** -- Youth entertainment on the Embassy stage is the highlight of the festival, with over 50 performances including 22 regional dance groups on the stage during the weekend festival hours. These young dancers receive an opportunity to experience performing on the Embassy's Broadway-scaled stage, where legends have stood before them.
- **Community Involvement** -- This event opens the doors to Fort Wayne and surrounding communities and gives the public the opportunity to participate as patrons, musical performers, event volunteers, sponsors and/or tree decorators. The *Night of Lights* is
- **Regional Impact** -- In keeping with its mission to preserve and operate one of Indiana's largest historic theatres, the Embassy manages ongoing restoration and maintenance efforts, all with the primary goal of improving and securing the theater for future generations. Overall, the Embassy welcomed nearly 150,000 visitors including 14,000 students in 2016. The *Festival of Trees* provides funding that allows the Embassy to remain a thriving theater.

Festival of Trees Schedule - November 2017

Sun.	Mon.	Tues.	Weds.	Thur.	Fri.	Sat.
19 Decorator Day 10 a.m.-8 p.m. *Decorators and Sponsors only	20 Decorator Day 10 a.m.-8 p.m. *Decorators and Sponsors only	21 Preview Party 5-8 p.m. *Exclusive event for sponsors and donors	22 Night of Lights 6-9 p.m. Open to Public	23 Thanksgiving 4-8 p.m. Open to Public	24 Breakfast with Santa 9:30-11 a.m. *Separate Ticket Public Hours: 12-8 p.m.	25 Breakfast with Santa 9:30-11 a.m. *Separate Ticket Public Hours: 12-8 p.m.
26 Breakfast with Santa 9:30-11 a.m. *Separate Ticket Public Hours: 12-8 p.m.	27 Kids Day 9 a.m.-1 p.m. Fort Wayne Children's Choir Concert 5-9 p.m.	28 Public Hours: 9 a.m.-1 p.m.	29 Public Hours: 9 a.m.-1 p.m. <u>Last day of the Festival of Trees</u>	30 Hoover the Mover will begin load-out of trees and delivery to sponsors. Expect to receive trees by 12/4	1	2

Dates to Remember:

- **August 1** – Early-bird deadline to have contract returned to the Embassy.
- **October 13** – Final deadline to have all contract details finalized and returned to the Embassy.
- **November 19, 20** – Decorator days



Festival of Trees Sponsorship Opportunities

Tree Sponsorship

Cost: varies depending on tree size (subject to availability)

- Each sponsored tree is the property of the sponsor at the conclusion of the festival.
- Sponsors may choose to decorate their own tree with their own theme or request to be matched with a tree decorator with a predetermined theme from the Embassy list of preferred designers.
- The sponsorship cost includes a pre-lit tree and special base prearranged by the Embassy.
- On-site recognition includes official festival signage with sponsored tree.
- Sponsorship includes delivery within a 50-mile radius of the Embassy Theatre for all trees except for 12-foot trees. Special decorating and delivery arrangements apply for 12-foot trees and will be explained to interested parties.
- Special colors or orders may result in an additional charge.
- If contract is fully completed and returned by Aug. 1, sponsor will be acknowledged on Festival of Trees webpage on Embassy Theatre's website.

Twelve-Foot Tree - \$1,850 (only 4 available)

- Twelve Preview Party tickets
- Sixteen general admission tickets
- Listing in pre-event promotional publication
- Listing in the festival program book

Seven-Foot Tree - \$1,250

- Six Preview Party tickets
- Eight general admission tickets
- Listing in pre-event promotional publication
- Listing in the festival program book

Ten-Foot Tree - \$1,650 (only 8 available)

- Ten Preview Party tickets
- Fourteen general admission tickets
- Listing in pre-event promotional publication
- Listing in the festival program book

Four-Foot Tree - \$800

- Four Preview Party tickets
- Four general admission tickets
- Listing in pre-event promotional publication
- Listing in the festival program book

Nine-Foot Tree - \$1,450

- Eight Preview Party tickets
- Twelve general admission tickets
- Listing in pre-event promotional publication
- Listing in the festival program book

Additional Sponsorships

There are other opportunities during the Festival of Trees, including presenting sponsor for the entire festival, day sponsors, sponsors for specific areas of the festival and the Bright Star donor program explained below. If you would like further information on available sponsorship packages, please contact us via email at FOT@fwembassytheatre.org.

Bright Star Donor

This is an option for those who want to support with a cash donation. All Bright Star donors receive general admission tickets and are recognized at the festival in a special display in the hotel lobby and in the program. Bright Star levels range from \$50 to \$1,000. There is an area on the sponsorship contract page for making a Bright Star donation.



Sponsorship Contract

Please complete the following information and return it to the Embassy Theatre.

Name (as you wish it to be listed in printed materials)

Decision Maker _____ Contact Person _____

Contact person email: _____

Billing Address _____

City/State _____ ZIP _____

Business Phone _____ Signature _____

Sponsorship Options:

12-foot tree - \$1,850 10-foot tree - \$1,650 9-foot tree - \$1,450

7-foot tree - \$1,250 4-foot tree - \$800 Bright Star \$ _____

Will you be decorating your own tree or do you want us to supply a decorator? (circle one)

-Decorate own tree-

-Have Embassy supply a decorator-

If you are decorating your own tree, please supply decorator's email address to send information:

Also, please provide the title and theme of your tree:

Payment Options

Check enclosed Please invoice Email invoice to: _____

Tree Delivery

Your sponsorship package includes the delivery of your tree following the festival, courtesy of the Embassy and Hoover the Mover. The delivery service is limited to a 50-mile radius of Fort Wayne.

Tree Delivery Address:

Return a copy of the contract by Aug. 1 to:

Embassy Theatre Foundation, Inc.
Attn: Festival of Trees
125 W. Jefferson Blvd. Fort Wayne, IN 46802
Phone 260.424.6287 - Fax 260.424.4806
or email to: FOT@fwembassytheatre.org