



## 2018 Festival of Trees at the Embassy Theatre

November 20-28

Join us for the 2018 Festival of Trees as the Embassy celebrates the theater's 90<sup>th</sup> anniversary!

Last year the Embassy welcomed nearly **22,000 guests** and raised more than \$217,000 to support the theater. We hope that you will join us as the Festival of Trees at the Embassy returns for its 34<sup>th</sup> year this November, which will also serve as the culminating event of the Embassy's 90<sup>th</sup> anniversary season presented by Chuck & Lisa Surack and Sweetwater.

The 2018 Festival of Trees will take place **November 20-November 28** this year, and will continue to be a popular stop of Downtown Fort Wayne's Night of Lights ceremony. Also returning this year is our screening of the holiday-classic "**White Christmas.**"

Founded in 1984, the Festival of Trees serves as the Embassy Theatre Foundation's most prominent fundraiser with revenue supporting the operations, programming and historic preservation of the theater. 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**, creating memories that span generations.

The festival continues to draw strong crowds with more than 20,000 guests each year and is an integral part of making Fort Wayne northeast Indiana's holiday destination. Last year, the Festival of Trees featured **57 trees**, all sponsored by businesses and organizations from throughout the region. The festival also featured more than **35 local youth performances** on the historic Embassy stage, providing the opportunity for these young and talented dancers, singers and musicians to perform where legends have stood before them.

We are pleased to announce this year's theme is White Christmas and we hope that you will consider joining us as a sponsor for the **34<sup>th</sup> 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  
President & CEO

Lucas Weick  
Philanthropy Director



## 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

#### **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

#### **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

#### **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

#### **Four-Foot Tree - \$800**

- Four Preview Party tickets
- Four 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 [lucas@fwembassytheatre.org](mailto:lucas@fwembassytheatre.org).

### **Bright Star Donation**

If you would like to simply make a donation to the Embassy Theatre instead of sponsoring a tree that can be done by making a Bright Star donation. Bright Star donors are recognized in the Festival program and in the Indiana Hotel Lobby during the festival.



## 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:**

\_\_\_\_\_  
\_\_\_\_\_