



2023 Festival of Trees

The 2023 Festival of Trees marks the 39th anniversary of the Embassy Theatre's largest fundraiser!

- **Community Visibility** - The Festival of Trees attracts more than 22,000 each year 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 a highlight of the festival, with over 30+ performances including 20+ regional dance groups on the stage throughout the festival. These young dancers receive the opportunity to perform on the Embassy's iconic 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 2022 festival featured 58 beautifully decorated trees.
- **Regional Impact** - In keeping with its mission to preserve and operate one of Indiana's largest historic theaters, 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 welcomes more than 130,000 visitors annually. The Festival of Trees provides funding that allows the Embassy to remain a thriving theater for northeast Indiana to treasure.





Event Sponsorship Opportunities

Title Sponsor

- *Ambassador Enterprises*

Stage Sponsor

- *Sweetwater Sound*

Theatre Lobby Sponsor

- *Indiana Michigan Power*

Indiana Hotel Lobby & Mezzanine Sponsor

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Breakfast with Santa Sponsor

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Santa's Rockin' Pizza Party Sponsor

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Santa Land Sponsor

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Preview Party Sponsor

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Senior Day Sponsor

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People's Choice Award Sponsor

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Nativity Window Sponsor

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Harrison Street Animated Windows Title Sponsor

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Harrison Street Animated Windows Sponsor

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2022 Festival of Trees event sponsors will have first right of refusal for 2023.



Other Sponsorship Opportunities

Each event sponsorship is tailored to the needs of the sponsor. Please contact Stephanie Carlson at stephanie@fwembassytheatre.org or 260-247-6076 if interested in the sponsorships listed above or additional sponsorship opportunities.



Individual Trees - Sponsorship

Tree Sponsorship

- Cost of trees varies depending on tree size. Trees are subject to availability and offered on a first come first served basis.
- 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.
- All decorators will be contacted directly by Embassy staff to discuss rules and expectations.
- The sponsorship cost includes a pre-lit green 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. Special decorating and delivery arrangements apply for 12-foot trees and will be explained to interested parties.
- Special colors or flocked tree orders may result in an additional charge.

Festival Trees – Tree Sizes

Twelve-Foot Tree - \$2,500 (\$2,600 after 10/20/23)

- Twelve Preview Party tickets
- Sixteen general admission tickets
- Listing in the festival program
- Tree delivery (50-mile radius from the Embassy)

Ten-Foot Tree - \$2,000 (\$2,100 after 10/20/23)

- Ten Preview Party tickets
- Fourteen general admission tickets
- Listing in the festival program
- Tree delivery (50-mile radius from the Embassy)

Seven-Foot Tree - \$1,600 (\$1,700 after 10/20/23)

- Six Preview Party tickets
- Eight general admission tickets
- Listing in the festival program
- Tree delivery (50-mile radius from the Embassy)

Nine-Foot Tree - \$1,800 (\$1,900 after 10/20/23)

- Eight Preview Party tickets
- Twelve general admission tickets
- Listing in the festival program
- Tree delivery (50-mile radius from the Embassy)

Four-Foot Tree - \$900 (\$1,000 after 10/20/23)

- Four Preview Party tickets
- Four general admission tickets
- Listing in the festival program
- Tree delivery (50-mile radius from the Embassy)



Sponsorship Contract

Date: _____

Company/Organization's Name *(as you wish it to be listed in printed materials and on signage)*:

Decision Maker: _____ Contact Person: _____

Contact Person's Email: _____

Billing Address: _____

City/State: _____ Zip Code: _____

Business Phone: _____ Signature: _____

Sponsorship Options:

- 12-foot tree - \$2,500 12-foot flocked tree - \$3,000 10-foot tree - \$2,000 10-foot flocked tree - \$2,300
 9-foot tree - \$1,800 9-foot flocked tree - \$1,950 7-foot tree - \$1,600 7-foot flocked tree - \$1,750
 4-foot tree - \$900 4-foot flocked tree - \$950 Donation in support of Festival: _____

Will you be decorating your own tree or do you want the Embassy to supply a decorator? (choose one)

- Decorate own tree Have the Embassy supply a decorator

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

Decorator's Name: _____ Decorator's Email address: _____

Also, please provide the title and theme of your tree (this will be used on signage at the festival): Due date: 10/20/23

Payment Options: Check enclosed Mail invoice Email invoice to: _____

Tree Delivery: Your sponsorship package includes the delivery of your tree following the festival. The delivery service is limited to a 50-mile radius of Fort Wayne.

Tree Delivery Location and Address: _____

Tree Delivery Location Contact Person and Phone Number: _____

Embassy Representative Signature: _____



2023 Festival of Trees - Important Dates to Remember

- **October 20, 2023** – Sponsorship Deadline
(this includes tree title and correct recognition listing for festival program and marketing materials)
- **November 19-20, 2023** – Decorator Days: 10 a.m.-6 p.m.
- **November 21, 2023** – Preview Party for Sponsors and Decorators (closed to public)
- **November 22, 2023** – Public Grand Opening of the 2023 Festival of Trees
- **November 23-November 29, 2023** – Festival Continues, hours will vary by day
- **November 30-December 1, 2023** – Tree Delivery Dates

Special thanks to our major sponsors and media partners from the 2022 Festival of Trees!

