



## 2024 Festival of Trees

The 2024 Festival of Trees marks the 40<sup>th</sup> anniversary of the Embassy Theatre's largest fundraiser!

- **Community Visibility** - The Festival of Trees attracts more than 25,000 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 2023 festival featured 67 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

- *In10sity Dance*

### Theatre Lobby Sponsor

- *AEP Foundation*

### Indiana Hotel Lobby & Mezzanine Sponsor

- *Fort Wayne Metals*

### Breakfast with Santa Sponsor

- *Steel Dynamics*

### Santa Land Sponsor

- *First Merchants Bank*

### 2024 Money Tree Sponsor

- *STAR Financial Bank*

### Preview Party Sponsor

- *PHP*

### Senior Day Sponsor

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### People's Choice Award Sponsor

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### Harrison Street Windows Title Sponsor

- *Parrish Leasing*

### Nativity Window Sponsor & Harrison St. Windows Associate Sponsor

- *Dan's Porch & Patio*

### Harrison Street Animated Windows Title Sponsor

- *NiSource Foundation/NIPSCO*

***2023 Festival of Trees event sponsors will have first right of refusal for 2024.***



## Other Sponsorship Opportunities

Each event sponsorship is tailored to the needs of the sponsor. Please contact Stephanie Carlson at [stephanie@fwembassytheatre.org](mailto: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.
- Trees may NOT include a raffle or giveaway component unless cleared and approved by the Embassy.
- 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's 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 a special base prearranged by the Embassy.
- On-site recognition includes official festival signage with a 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 - \$2,750 (\$2,850 after 10/23/24)**

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

### **Ten-Foot Tree - \$2,100 (\$2,200 after 10/23/24)**

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

### **Seven-Foot Tree - \$1,700 (\$1,800 after 10/23/24)**

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

### **Nine-Foot Tree - \$1,900 (\$2,000 after 10/23/24)**

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

### **Four-Foot Tree - \$1,000 (\$1,100 after 10/23/24)**

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







## 2024 Festival of Trees - Important Dates to Remember

- **October 23, 2024** – Sponsorship Deadline  
(this includes tree title and correct recognition listing for festival program and marketing materials)
- **November 24-25, 2024** – Decorator Days: 10 a.m.-6 p.m.
- **November 26, 2024** – Preview Party for Sponsors and Decorators (closed to public)
- **November 27, 2024** – Public Grand Opening of the 2024 Festival of Trees
- **November 28 - December 4, 2024** – Festival Continues, hours will vary by day
- **December 5 - December 6, 2024** – Tree Delivery Dates

*Special thanks to our major sponsors and media partners from the 2023 Festival of Trees!*

