



Embassy Festival of Trees *November 22 –30, 2011*

The Festival of Trees at the historic Embassy Theatre and Indiana Hotel is a highly anticipated tradition during the holiday season. For the eight days around Thanksgiving, the lobbies of the Embassy Theatre and Indiana Hotel are transformed into a beautifully decorated wonderland of Christmas trees. Founded in 1984, the Festival of Trees is a fundraising and community goodwill event. Revenue supports ongoing operational and restoration efforts for the Embassy Theatre Foundation, Inc.

2011 Event Dates/Times

Preview Party, Tues. Nov. 22, 5:30-8 p.m. (private event for sponsors and festival volunteers)

Night of Lights, Wed., Nov. 23, 6-9 p.m.

Festival of Trees, Thurs., Nov. 24, 4-8 p.m. (featuring Grande Page Organ music)

Festival of Trees, Fri.-Sun., Nov. 25-27, 12-8 p.m. (youth entertainment on the Embassy stage)

Senior Day, Mon. Nov. 28, 9 a.m.-1 p.m.

Festival of Trees, Tues., Nov. 29, 9 a.m.-1 p.m.

Festival of Trees, Wed., Nov. 30, time to be determined

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

- **Youth Performance Education Opportunity** – Youth entertainment on the Embassy stage is the highlight of the festival, with regional dance groups filling 22 performance slots on the stage during the weekend festival hours. The youth performances provide an entertainment backdrop for the festival and young dancers receive an opportunity to experience performing on the Embassy's Broadway-scaled stage.
- **Community Visibility** - The Festival of Trees attracts more than 15,000 visitors annually to the Embassy Theatre. Beginning with the 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.
- **Community Collaboration** - The 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 Festival of Trees is proud to partner with other downtown holiday festivals to make downtown the finest holiday destination in northeast Indiana.
- **Economic Development** – In keeping with its mission to “preserve and operate Indiana's largest historic theatre,” the Embassy Theatre Foundation manages ongoing restoration and maintenance efforts, all with the primary goal of improving and securing the theater for future generations. These efforts are accomplished by offering diverse programming and events and welcoming more than 110,000 patrons and performers each year.



Starlight Major Sponsorship

Cost: \$5,100 (Three available)

Starlight Major Sponsor Tree

- Ten-foot tree located in the Embassy Theatre lobby
- On-site recognition to include official festival signage with sponsored tree
- Complimentary delivery within a 50-mile radius of the Embassy Theatre

Media

- All purchased print media to include starlight major sponsor logo and/or company name
 - Fort Wayne Newspapers Holiday Fest tab with two full pages dedicated to Embassy Festival of Trees (Distribution: 130,000)
 - Regional Newspapers to include: the Angola Herald-Republican, Auburn Evening Star, Kendallville, News Sun, Columbia City Post & Mail, Huntington Herald Press, Bluffton News Banner, Decatur Daily Democrat and Van Wert Times Bulletin (Distribution: 146,500)
 - Times Publishing Group to include: Dupont Valley Times, Georgetown Times, Aboite & About and East Allen County Times (Distribution: 82,000)

Embassy Grand Marquee

- Company name or logo on the Embassy marquee during the month of November in association with the Festival of Trees.

Embassy Event Programs

- Full Page ad in the 27th Annual Embassy Festival of Trees Commemorative Program
- Full Page ad in the 2011-12 Broadway at the Embassy inserts
 - Printed distribution to more than 17,000 Embassy patrons

Hospitality

- 25 Preview Party tickets
- 40 general admission tickets

Corporate membership to the Embassy Theatre at the Sustainer level

- Advance notice for on sale dates
- Purchase tickets in advance of public on sale
- Charge-By-Phone at the Embassy and save on handling fees
- 10 free tickets to each Embassy Pops on Pipes Grande Page Organ concert
- Recognition on donor board in Embassy Theatre Lobby



Starlight Minor Sponsorship

Cost: \$2,600 (Six available)

Starlight Minor Sponsor Tree

- Nine-foot tree located in the Embassy Theatre lobby
- Listing in pre-event promotional publication
- Listing in the program book distributed at the festival
- On-site recognition to include official festival signage with sponsored tree
- Sponsorship includes delivery within a 50-mile radius of the Embassy Theatre

Embassy Grand Marquee

- Company name or logo on the Embassy marquee in rotation from Nov. 1-30 in association with the Festival of Trees

Embassy Event Programs

- Half page ad in the 27th Annual Embassy Festival of Trees Commemorative Program

Hospitality

- 20 Preview Party tickets
- 25 general admission tickets

Corporate membership to the Embassy Theatre at the Advocate level

- Advance notice for on sale dates
- Purchase tickets in advance of public on sale
- Charge-By-Phone at the Embassy and save on handling fees



Tree Sponsorship

Cost: varies depending on tree size (60 available)

Ten-Foot Tree - \$1,500

- Ten Preview Party tickets
- Fourteen general admission tickets
- Listing in pre-event promotional publication
- Listing in the program book distributed at the festival
- On-site recognition to include official festival signage with sponsored tree
- Sponsorship includes delivery within a 50-mile radius of the Embassy Theatre

Nine-Foot Tree - \$1,300

- Eight Preview Party tickets
- Twelve general admission tickets
- Listing in pre-event promotional publication
- Listing in the program book distributed at the festival
- On-site recognition to include official festival signage with sponsored tree
- Sponsorship includes delivery within a 50-mile radius of the Embassy Theatre

Seven-Foot Tree - \$1,100

- Six Preview Party tickets
- Eight general admission tickets
- Listing in pre-event promotional publication
- Listing in the program book distributed at the festival
- On-site recognition to include official festival signage with sponsored tree
- Sponsorship includes delivery within a 50-mile radius of the Embassy Theatre

Four-Foot Tree - \$700

- Four Preview Party tickets
- Four general admission tickets
- Listing in pre-event promotional publication
- Listing in the program book distributed at the festival
- On-site recognition to include official festival signage with sponsored tree
- Sponsorship fee includes delivery within a 50 mile radius of the Embassy Theatre



Sponsorship Contract

Please complete the following information and return it to the Embassy Theatre by September 15, 2011.

Name (as you wish it to be listed in printed materials, please exclude descriptor lines) _____

Decision Maker _____ Contact Person _____

Billing Address _____

City/State _____ ZIP _____

Business Phone _____ Business Fax _____

E-mail Address _____ Signature _____

Sponsorship Options

- Starlight Major - \$5,100 Starlight Minor - \$2,600

Tree Sponsorship Options

- 10-foot tree - \$1,500 9-foot tree - \$1,300
 7-foot tree - \$1,100 4-foot tree - \$700

Payment Options

- Check enclosed Please invoice

Star Bright Donor

- I wish to make a cash donation of \$ _____ to support the 27th Annual Embassy Festival of Trees.

Tree Delivery Address & Special Requests

Please make a copy and return original to:
Embassy Theatre Foundation, Inc.
Attn: Festival of Trees Sponsorship
125 W. Jefferson Blvd. - Fort Wayne, IN 46802
Phone 260.424.6287 - Fax 260.424.4806