



2025 Sponsor Catalog

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About

2025 marks the 41st anniversary of Festival of Trees, the Embassy Theatre's largest fundraiser! This event is a hallmark attraction in Northeast Indiana during the holiday season and is a long-standing, beloved treasure. The Embassy is a featured stop in Downtown Fort Wayne's Night of Lights ceremony, with the Festival's opening night and the unveiling of the Harrison Street holiday windows happening in unison. This event gives Fort Wayne and surrounding communities the opportunity to participate as patrons, musical performers, event volunteers, sponsors, and/or tree decorators.



Visibility & Demographics

Visibility

- Festival of Trees attracts **more than 25,000 visitors** each year.
- **30+** performances including 20+ regional dance groups were on the stage throughout the festival in 2024.
- The Embassy welcomes more than 140,000 visitors annually.
- Qualifying sponsors are listed on the Embassy Marquee, visible to **~450,000 vehicles per month**

Demographics

The Festival of Trees draws a diverse audience from across Northeast Indiana and beyond. Attendees include families, school groups, seniors, and young professionals, with a strong representation from Allen County and surrounding counties. Most visitors are multi-generational family groups, with a notable percentage of repeat attendees who consider the festival a holiday tradition. The event is especially popular with households that have children under the age of 12, and it sees a significant turnout from community organizations and local schools. The festival also attracts a wide range of socioeconomic backgrounds, thanks in part to its accessible pricing and central location in downtown Fort Wayne. Sponsors gain valuable exposure and goodwill by aligning with an event that celebrates creativity, community, and holiday spirit. Your partnership helps light up downtown Fort Wayne and makes a lasting impact on families, visitors, and the local economy.

Event Sponsorship

2024 Festival of Trees event sponsors will have first right of refusal for 2025.

Each event sponsorship is tailored. Please contact Katie Price, Chief Philanthropy Officer, at katie@fwembassytheatre.org to discuss sponsorship opportunities.

■ Title Sponsor
Holiday Maestro Sponsor
Stage Sponsor
Theatre Lobby Sponsor
Indiana Hotel Lobby & Mezzanine Sponsor
Mezzanine Overlook Sponsor

■ Breakfast With Santa Sponsor
Sensory Friendly Breakfast with Santa Sponsor
Santa Land Sponsor

■ Harrison Street Windows Title Sponsor
Harrison Street Animated Windows Title Sponsor
Nativity Window Sponsor

■ Preview Party Sponsor
Senior Day Sponsor
Money Tree Sponsor

Tree Sponsorship

Important details

- 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 who has a pre-determined 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.



Availability

Trees are subject to availability and offered on a first come, first served basis.

Tree Sponsorship

	12-foot trees 12 Preview Party tickets 16 general admission tickets Listing in the festival program Tree delivery (50-mile radius from the Embassy)	\$3,000
	10-foot trees 10 Preview Party tickets 14 general admission tickets Listing in the festival program Tree delivery (50-mile radius from the Embassy)	\$2,500
	9-foot trees 8 Preview Party tickets 12 general admission tickets Listing in the festival program Tree delivery (50-mile radius from the Embassy)	\$2,250
	7-foot trees 6 Preview Party tickets 8 general admission tickets Listing in the festival program Tree delivery (50-mile radius from the Embassy)	\$1,750
	4-foot trees 4 Preview Party tickets 4 general admission tickets Listing in the festival program Tree delivery (50-mile radius from the Embassy)	\$1,000

Important Dates

- **October 31, 2025:** Event & Tree Sponsorship Deadline
- **November 23-24, 2025:** Decorator Days, 10:00 a.m.-6:00 p.m.
- **November 25, 2025:** Preview Party for Sponsors and Decorators (closed to public)
- **November 26, 2025:** Public Grand Opening of the 2025 Festival of Trees
- **November 27-December 3, 2025:** Festival continues, hours vary by day
- **December 4-5, 2025:** Tree Delivery Days



Thank you, 2024 Sponsors!



2025 Tree Sponsorship Contract

Company/Organization's Name (as it should appear on printed materials and signage): _____

Decision Maker: _____ Contact Person: _____

Contact Person's Email: _____

Billing Address: _____

City/State/Zip: _____

Business Phone: _____

Sponsorship Options

Make your selection(s) below. Payment must be made before November 21, 2025.

12-foot trees

___ Unflocked: \$3,000

___ Flocked: \$3,450

10-foot trees

___ Unflocked: \$2,500

___ Flocked: \$2,875

9-foot trees

___ Unflocked: \$2,250

___ Flocked: \$2,600

7-foot trees

___ Unflocked: \$1,750

___ Flocked: \$2,000

4-foot trees

___ Unflocked: \$1,000

___ Flocked: \$1,150

Optional Donation

___ I wish to make a donation
of \$_____ to support
the Festival of Trees.

Decoration Details

Select one of the options below.

___ I want the Embassy to supply a decorator for me.

___ I will decorate my own tree.

Decorators Name _____ Email address _____

Title & Theme of tree (as it should appear on festival signage) _____

Tree Delivery Details

Sponsorship packages include the delivery of your tree after the festival, within a 50-mile radius of the Embassy.

Tree delivery address _____

Residential or Corporate address? (circle one)

Tree delivery contact person & phone number: _____

Tree Sponsor Signature _____

Date _____

Embassy Theatre Representative _____



Submit completed form to katie@fwembassytheatre.org
Or complete the form digitally here: