



fort wayne
ballet



20²³ SEASON 67
20²⁴

An Arts Campus Holiday Tradition

Fort Wayne Ballet is excited to launch our 3rd annual Kris Kringle Village as the central holiday activity on Arts Campus Fort Wayne. The village takes its cue from the German Christmas Markets including food, entertainment, seasonal ornaments, gifts and fare. Building off the holiday magic of Fort Wayne Ballet's annual production of *The Nutcracker*, Kris Kringle Village is free and open to the public to gather and shop for the season.

Dates: Opens on Night of Lights: Wed Nov 22nd, 5-9 PM

Sat Dec 2nd, 10 AM - 7:30 PM Sun Dec 3rd, Noon - 5 PM

Sat Dec 9th, 10 AM - 7:30 PM Sun Dec 10th, Noon - 5 PM

Reach and Media:

- 5 days expected to draw 2,500 plus Nutcracker audiences of over 5,600
- Radio and television ads reach 50,000+ homes
- Social Media marketing reaches 10,000+ direct accounts (6,600 Facebook & 4,700 Instagram)

Demographics and Audience:

- Family friendly activities, with evening gatherings for adults on Saturdays
- Patrons travel from 30 Indiana counties and 13 states with an average household income of \$90,000
- Over 50% of our patrons reside in the following ZIP codes: 46802, 46804, 46814, 46825, 46835, and 46845.

2023 Kris Kringle Village Sponsorship Options

☐ **OPTION 1: 2023 Kris Kringle Village Presenting Sponsor – \$5000:**

- Recognized as Presenting Sponsor of Kringle Village for Season Announcements/Advertising
- Banners and signage within the Village and in the Arts District
- Social Media recognition on all messaging related to the Village
- Corporate logo and recognition on all season, performance, ads, print pieces, mailings and other promos tied to the Village and your position as Presenting Sponsor
- Mentioned on all media spots for the marketing of Kringle Village
- Full Page Playbill Advertisement (both virtual & print) in *The Nutcracker*
- Invitation to the Night of Lights event and evening events such as music, Santa, etc...with a chance to speak at the welcome (TBD)
- 10 Tickets to *The Nutcracker*

☐ **OPTION 2: 2023 Kris Kringle Village Chalet Sponsor – \$1000:**

- All of the benefits from below, plus:
- Name/Corporate Logo on sponsored chalet plaque
- Logo included on 2 social media recognition posts Facebook and Instagram during *The Nutcracker* promotion
- Listed as Chalet sponsor on Banners and signage within the Village and in the Arts District
- Invitation to the Night of Lights event and evening events such as music, Santa, etc...with a chance to speak at the welcome (TBD)

☐ **OPTION 3: 2023 Kris Kringle Village Supporting Sponsor – \$500:**

- All of the benefits from below, plus:
- 2 social media recognition posts Facebook and Instagram during *The Nutcracker* promotion (name listing only)
- Quarter Page Playbill Advertisement (both virtual & print) in *The Nutcracker*

☐ **OPTION 4: Santa's Nice List: – \$250:**

- Name on Santa's Nice List listings at the Village
- Recognition and on Kris Kringle website
- High visibility at both the Marketplace and its association with *The Nutcracker*
- Name listed on Santa's Nice List, printed in *The Nutcracker* playbill



Amount Due: _____

Payment Options:

- ☐ Invoice company directly.
- ☐ Check enclosed: Mail payment to:
Fort Wayne Ballet, Inc.
300 E. Main Street Fort
Wayne, IN 46802

Name/Company: _____

Attention To: _____

Address: _____

Phone: _____ Email: _____

Signature of Sponsor: _____ Date: _____

Signature of FWB Director: _____ Date: _____