The National Cherry Blossom Festival, one of the world’s greatest springtime celebrations, engages and entertains more than 1.6 million people each year. In the midst of thousands of beautiful cherry blossom trees, the four week, city-wide event schedule is anchored by four weekends of signature programming, and garners widespread media attention. Most events are family-friendly, free, and open to the public.

The National Cherry Blossom Festival organization advances the content, quality, and creativity of the nation’s greatest and most vibrant springtime celebration. It is equally committed to delivering real economic, cultural, and social benefits to the local, national, and international communities and stakeholders it serves. The 2020 Festival will be held from March 20 – April 12.
OUR BRAND IMPACT & REACH

1.6M VISITORS IN 2019

1M WEBSITE VISITS + 705K UNIQUE VISITORS

STRONG TIES WITH JAPAN AND ATTENDEES FROM AROUND THE WORLD

2B+ MEDIA IMPRESSIONS + $57M MEDIA VALUE

PROGRAMMING IN ALL 8 WARDS OF WASHINGTON, DC
FESTIVAL MEDIA PARTNERS

abc WJLA 24 NEWS

COMCAST

The Washington Post

The Washington Informer

WASHINGTONIAN

blade

WASHINGTON Parent

OUTFRONT

CAPITAL COMMUNITY NEWS

visitorfun.com

iHeartRadio

ORANGE BARREL MEDIA

Culture Capital
FESTIVAL ASSETS

We customize sponsorship packages in order to meet your goals. Based on investment level, benefits can include:

PUBLIC RELATIONS
- Inclusion in Official Festival Guide in the Washington Post
- Sponsor-dedicated advertisements
- Event-specific invitations, programs, & e-blasts
- Media interviews & press events
- Event, program, & sponsor-dedicated press releases & media outreach

ON-SITE
- Custom displays & activations with turn-key execution
- VIP hospitality & entertaining
- Festival use of “official” products & services
- Speaking opportunities
- Festival, event-specific, & sponsor banners/signage
- Distribution of sponsor collateral
- Live/recorded audio recognition
- Sampling & couponing
- Video & digital displays
- Branded premiums/apparel
- Employee participation
- Third-party vendor opportunities

MARKETING & PROMOTION
- Category exclusivity
- Product endorsement with promotion/brand association
- Use of Festival properties
- Billboard advertising campaigns
- Comcast cable campaign
- TV on-air, online, & social media campaigns
- Radio on-air, streaming, & online campaigns
- Print & accompanying online campaigns
- Sponsor-dedicated traditional & non-traditional media campaigns
- Local telecast and national syndication of the National Cherry Blossom Festival Parade®
- Festival website
- Festival social media
- Tie-in with retail partner(s)
- Calendar brochure
SIGNATURE FESTIVAL EVENTS

Pink Tie Party | Opening Ceremony | Blossom Kite Festival | National Cherry Blossom Parade® | Petalpalooza®
PINK TIE PARTY
ATTENDANCE 900+

Known as the official kick-off to spring in Washington, the Pink Tie Party fundraiser brings together the “who’s who” in the DC metro area, highlighting delicious food and drink from the local culinary scene, unique entertainment, and fantastic decor. Interactive event activations such as high-tech photo booths and unique party games get guests in the mood for springtime in Washington!

OPENING CEREMONY
ATTENDANCE 2,000

An annual anniversary celebration of the gift of trees from Tokyo to Washington, the Opening Ceremony allows sponsors the opportunity to be in front of a diverse audience as the event showcases US-Japan relations through extraordinary Japanese traditional and contemporary performances.

BLOSSOM KITE FESTIVAL
ATTENDANCE 30,000+

A time-honored DC tradition that brings thousands of colorful kites to the iconic National Mall for a day of family fun.

The Blossom Kite Festival features hands-on activities, music, unique competitions, and expert kite flying demonstrations. Sponsors and partners have the opportunity to have face-to-face interaction with residents and visitors alike!
One of DC’s largest spectator events, the energy-filled Parade is a springtime tradition set to the backdrop of iconic monuments and landmarks along Constitution Avenue. Some sponsorable assets include giant colorful balloons, elaborate floats, and top-notch performance units.

The National Cherry Blossom Parade is broadcast locally and syndicated in 90% of US television markets.

This day-long all-ages celebration brings art, music, and play to The Yards, an exciting new location in DC’s fastest growing neighborhood, the Capitol Riverfront along the Anacostia River.

Petalpalooza features music on multiple outdoor stages, interactive art installations, a beer garden, family-friendly hands-on activities, and more. Sponsors have the opportunity for activation and brand promotion throughout the day.

The Festival also partners with a number of area organizations to produce an additional 40+ unique and engaging programs for our attendees.

Examples include an annual student art contest, tree plantings, a “Pink-nic” for the local community, and much more!
LET’S WORK TOGETHER!

For more information or to join our Festival family as a sponsor, please contact our Business Development & Sponsorship Managers:

**Erica Conover**  
Business Development & Sponsorship Manager  
202-638-8363

**Dan Presser-Kroll**  
Business Development & Sponsorship Manager  
202-638-8364

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