



The award-winning City In Bloom campaign is an opportunity for businesses, organizations, and individuals to join the National Cherry Blossom Festival and welcome spring across the country, bringing the spirit of the Tidal Basin into neighborhoods of Washington, DC. Special lighting and decals will visually unify the region for over 1.5 million people during the Festival, March 20 through April 12, 2020.

Exceptional collaboration is needed to create City In Bloom. Your participation will help showcase the world’s premier springtime celebration and align it with the brand of Washington, DC. Driving downtown, walking through the airport, or arriving at the train station, residents and tourists alike will know the city is in bloom.

OPTIONS FOR INVOLVEMENT:

DECALING	LIGHTING	CUSTOM DECOR
<p>Low tack adhesive decal used on storefronts, walls, vehicles, laptops, windows and more</p>	<p>Pink lighting display throughout the Festival or during designated lighting dates March 30 - April 4, 2020. NCBF will provide Gobo plate for use, if applicable.</p>	<p>Personalized cherry blossom inspired design (i.e. interactive art installation)</p>
BENEFITS	BENEFITS	BENEFITS
<ul style="list-style-type: none"> Featured on NCBF website Inclusion in City in Bloom dedicated email Inclusion in NCBF social media post 	<ul style="list-style-type: none"> Featured on NCBF website Inclusion in City in Bloom dedicated email Inclusion in multiple NCBF social media posts Inclusion in NCBF press release 	<ul style="list-style-type: none"> Featured on NCBF website Inclusion in City in Bloom dedicated email Inclusion in multiple NCBF social media posts Inclusion in NCBF press release Inclusion in Washington Post Official Guide Featured in DC Circulator advertisement <p><i>*Confirmation of involvement must be received by February 14, 2020.</i></p>



Decals and Collectible Pins

Blossom Decals

Small Packages includes
50 small (5"x5"), 5 medium (12"x12")
And 1 large (30"x30") Blossom Decals
\$75

Large Package includes
100 small (5"x5"), 10 medium (12"x12")
and
3 large (30"x30") blossom decals
\$150

Lapel Pins
Perfect for employee uniforms
(Bulk order pricing is available)
\$5.00 each



E-Marketing

FREE with participation. Customizable for use on your digital marketing assets (i.e. website, emails, etc.)
Can be an animated GIF or static image.



To learn more and purchase, please visit: nationalcherryblossomfestival.org/cityinbloom
For more information and to confirm participation, contact Matt Fox at mfox@ncbfdc.org