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## HOTEL CALL FOR PARTICIPATION

2021 National Cherry Blossom Festival Hotel Program

March 20 - April 11, 2021

**DESCRIPTION:** The National Cherry Blossom Festival (NCBF) is seeking area hotels to participate in its 2021 National Cherry Blossom Festival Hotel Program. The springtime hotel packages will be promoted on the National Cherry Blossom Festival website starting January 15, featured to visitors and residents following the Festival celebrations taking place on March 20 - April 11, 2021.

### **TO PARTICIPATE PLEASE COMPLETE THESE STEPS:**

- STEP 1: Review the full program details in this document

STEP 2: Complete this online registration form:

<https://forms.monday.com/forms/d329ed098237034947b30a69d6359b48?r=use1>

### **PROMOTION DETAILS:**

- Package travel dates available: March 1 - April 30, 2021
- Promotion dates: target to start promoting spring packages: January 15, 2021
- Hotel bookings available through:
  - [nationalcherryblossomfestival.org](http://nationalcherryblossomfestival.org)

### **NCBF PARTICIPATION BENEFITS:**

- Exclusive inclusion in Washington, DC Springtime/National Cherry Blossom Festival hotel packages. These packages will be promoted in all marketing and communication programs for our spring campaign.
- Inclusion with property photo or logo with booking link on the [Where to Stay page](#) of [nationalcherryblossomfestival.org](http://nationalcherryblossomfestival.org): NCBF official website
- Exposure through National Cherry Blossom Festival's digital marketing outreach that promote hotel packages, including:
  - Inclusion in two Facebook post to 100K+ followers\*
  - Program to be promoted on Instagram story and Twitter
- Inclusion in two Hotel Program - dedicated emails reaching 21K+ subscribers\*
- Inclusion in National Cherry Blossom Festival Hotel Program Press Release, distributed to local media during the Kick-Off Press Conference
- **OPT-IN:** Properties that choose "YES" on commitment form will receive one complimentary City in Bloom small retail package for display at Hotel. Valued at \$75, package includes 50 small (5"x5"), 5 medium (12"x12") and 1 large (30"x30") Blossom Decals
- **OPT-IN:** 2020 Commemorative Festival Pin Purchase for \$5.00 each. Properties that purchase lapel pins can outfit hotel staff and align with the National Cherry Blossom Festival throughout the spring

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season. The pins can also be purchased to provide hotel guests with an opportunity to take home an authentic souvenir which connects them with city of Washington, DC.

- **About the Program:** The National Cherry Blossom Festival collectible lapel pin program donates \$1 from each sale contributing directly towards the Trust for the National Mall's Cherry Tree Endowment, which ensures the cherry trees are sustained for future generations to enjoy.

*\*Guaranteed only to properties that complete the application by February 8, 2021.*

**PARTICIPATION OPPORTUNITIES (Optional):** In-kind/comp room two night stay or a gift certificate from property to be used for the NCBF sanctioned events. Requirements are:

- Gift certificate requirements: To be used for NCBF promos/auction item
- One two-night stay certificate from participating property
- Valid for one year, from the date of issuance through April 2022

*\*Certificates will be used only by the NCBF for prize and promotions such as the Pink Tie Party auction and other marketing prize giveaways related to promoting the NCBF*

**DEADLINE:** Monday, February 22, 2021

**CONTACT:** For details regarding participation requirements, please contact Sara Vogel at [svogel@ncbfdc.org](mailto:svogel@ncbfdc.org)

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The National Cherry Blossom Festival is one of the world's great celebrations of spring. The 2021 Festival, March 20 – April 11, includes four weeks of events featuring diverse and creative programming promoting traditional and contemporary arts and culture, natural beauty, and community spirit.