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HOTEL CALL FOR PARTICIPATION
2023 National Cherry Blossom Festival Hotel Program
March 20 - April 16, 2023

DESCRIPTION: The National Cherry Blossom Festival are partnering with area hotels to participate in its 2023 National Cherry Blossom Festival Hotel Program. The springtime hotel participants will be promoted on the National Cherry Blossom Festival website and other platforms to visitors and residents following the Festival celebrations taking place on March 20 - April 16, 2023.

PROMOTION DETAILS:

- ✿ Package travel dates available: March 1 - April 30, 2023
- ✿ Promotion dates: target to start promoting spring packages on January 13, 2023
- ✿ Hotel bookings will be available through: NationalCherryBlossomFestival.org

NCBF PARTICIPATION BENEFITS:

- ✿ Inclusion with property photo or logo with booking link on the [Hotels Page](#) of the NCBF official website
- ✿ Exposure through National Cherry Blossom Festival's digital marketing outreach that promotes hotel packages
 - Inclusion in 2 Hotel Program dedicated emails reaching 26K+ subscribers
 - Inclusion in social media as NCBF determines
- ✿ Inclusion in National Cherry Blossom Festival Hotel Program Press Release
- ✿ OPT-IN: Properties that choose "YES" on the commitment form will receive one complimentary City in Bloom small retail package for display at Hotel. Valued at \$75, the package includes 50 small (5"x5"), 5 medium (12"x12"), and 1 large (30"x30") Blossom Decals
- ✿ OPT-IN: 2022 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 season. The pins can also be purchased to provide hotel guests with an opportunity to take home an authentic souvenir that connects them with the 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.

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1275 K STREET NW, SUITE 1000, WASHINGTON, DC 20005 // NationalCherryBlossomFestival.org

PARTICIPATION REQUIREMENTS: In-kind/comp room night requirement AND a gift certificate from each property to be used for the NCBF sanctioned events. Requirements are:

Hotel # of Rooms	"Subject to availability" Room Nights	"Guaranteed" Room Nights
Rooms: 500 +	5	15
Rooms: 300 -499	6	10
Rooms: Under 299	6	6

1) Comp Room Night Structure:

- ✿ Rooms to be used during the springtime promotion only
- ✿ Must be valid March 1- April 30, 2023
- ✿ Rooms are based on room nights and are required to meet the quota listed above
- ✿ "Subject to availability" room nights - run of the house, based on hotel availability during requested dates
- ✿ "Guaranteed" room nights - must provide guaranteed rooms on requested nights
 - Room requests will be provided to hotel 20 days in advance
 - After 20 days, rooms go to a "subject to availability" status
- ✿ Will be used and managed by the National Cherry Blossom Festival
- ✿ All rooms will be requested through NCBF contact only

2) Gift Certificate Requirements (to be used for NCBF promos/auction item)

- ✿ One 2-night stay certificate for each property
- ✿ Valid for one year from the date of issuance, and based on space available
- ✿ Certificates will be used only by the NCBF for prize and promotions and other marketing prize giveaways related to promoting the NCBF
- ✿ Blackout dates and other requirements can apply

DEADLINE: Monday, February 24, 2023

CONTACT: For details regarding participation requirements, please contact TaKeyia Dickens, tdickens@ncbfdc.org

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