

SPONSORSHIP

PROSPECTUS



NATIONAL
Cherry Blossom
FESTIVAL



MARCH 20 - APRIL 16, 2023

FESTIVAL OVERVIEW



The National Cherry Blossom Festival is the Nation's Greatest Springtime Celebration

engaging over **1.5 million people** each year. The Festival is pleased to offer most events free of charge and open to the public thanks to our community partners and sponsors. In the midst of thousands of breathtaking cherry blossom trees, this **four week, city-wide celebration** is anchored by four weekends of award-winning signature programming, and garners wide-spread media attention.

The Festival has been a Washington, DC institution for over 96 years, striving to enrich the lives of those it touches by coordinating, producing, and supporting creative and diverse activities that promote:

- ✿ **Natural Beauty and The Environment**
- ✿ **Community Spirit and Youth Education**
- ✿ **Traditional and Contemporary Arts and Culture**
- ✿ **US and Japan Friendship**

More than one hundred years ago, Mayor Yukio Ozaki of Tokyo bestowed Washington, DC with over 3,000 cherry trees in 1912. This gesture of goodwill was honored in a simple ceremony on March 27, 1912, when the First Lady Taft and Viscountess Chinda, wife of the Japanese Ambassador, planted the first two trees at the Tidal Basin. Today, the trees are a national treasure enjoyed by millions, and, as First Lady Taft envisioned, a wonderful backdrop for cultural and community events of all kinds.

As we celebrate the 111th anniversary of the gift of trees in 2023, we continue to pay tribute to Japan and the Festival's history showcased by world-class events and programs. The National Cherry Blossom Festival is a nonprofit organization equally committed to delivering real economic, cultural, environmental, and social benefits to the local, regional, national, and international communities and stakeholders it serves.

FESTIVAL FACTS

DATE	March 20 – April 16, 2023
LOCATION	Events in all eight wards of Washington, DC and the surrounding areas in Maryland and Virginia. Signature Event locations include the Tidal Basin, National Mall, Capitol Riverfront and more!
WHAT	Today's Festival spans four weeks and welcomes more than 1.5 million people to the city of Washington, DC. Through our signature events and community programs, the Festival offers a host of in-person and digital experiences where attendees can enjoy diverse and creative programming promoting traditional and contemporary arts and culture, natural beauty, and community spirit.
ADMISSION	Most events are free to attend and open to the public, thanks to you!
AUDIENCE	60% female, 40% male; 62% Washington Metro area, 28% Other/International, 10% Mid-Atlantic (DE, PA, WV)
ATTENDANCE	1.5M expected
VOLUNTEERS	1,000+ amazing volunteers

WHY SPONSOR?

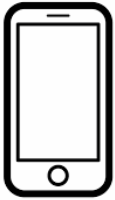
- ✿ Engage with one of the most diverse markets on the East Coast and tap into multiple consumer demographics.
- ✿ Be an active contributor in all eight wards of Washington, DC and the surrounding area's vibrant culture, art, and food scene.
- ✿ Align your brand with one of the nation's greatest springtime celebrations reaching audiences nationally and internationally.
- ✿ Reach desired audiences through multiple marketing and promotional opportunities.
- ✿ Ensure the Festival can continue to provide quality programming at little to no cost to residents and visitors.



2022 BRAND IMPACT & REACH



1.1M VISITORS IN 2022



SOCIAL MEDIA FOLLOWERS

123K FACEBOOK **17.5K** TWITTER **26K** INSTAGRAM



STRONG TIES WITH **JAPAN** AND ATTENDEES FROM AROUND THE WORLD



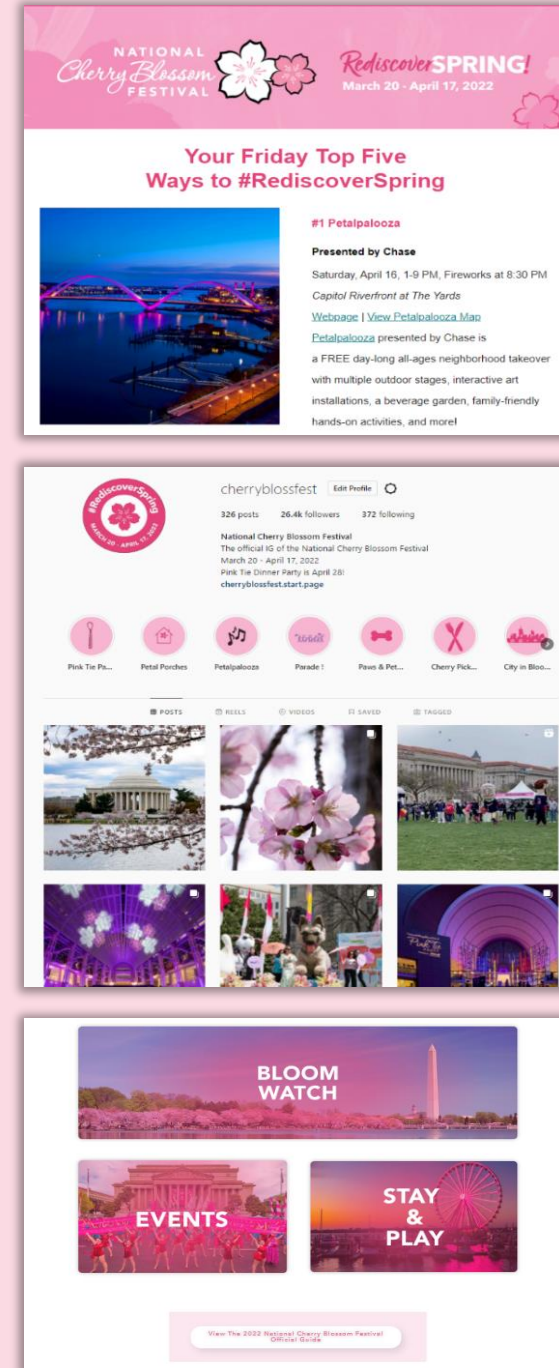
PROGRAMMING IN **DC, MD & VA** WITH DIGITAL EXPERIENCES EXPANDING REACH **NATIONALLY AND INTERNATIONALLY.**

\$1.5M IN 2022 ADVERTISING VALUE

\$300M IN 2022 MEDIA VALUE

7+ BILLION IMPRESSIONS THROUGH 2022 EARNED LOCAL & NATIONAL MEDIA

1.3M WEBSITE VISITS WITH **929K** UNIQUE SITE VISITS IN 2022





MEDIA PARTNERS

The Washington Post

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RADIO**

FESTIVAL IN THE NEWS



The New York Times: [Will There Be Mardi Gras?](#) by Debra Kamin (January 28, 2022)



AP News: [Cherry Blossom Festival marks DC's pandemic comeback](#) by Ashraf Khalil (March 11, 2022)



Reuters: [Thousands gather as cherry blossoms in Washington D.C. hit peak bloom](#) by Mark Porter (March 22, 2022)



WJLA via MSN: [National Cherry Blossom Festival opens in person for first time since 2019](#) by Tim Roussey (March 21, 2022)



Yahoo!life: [7 places around the world for the most beautiful cherry blossoms — besides Japan](#) by Jocelyn Tan (March 22, 2022)

FESTIVAL ASSETS

At the **National Cherry Blossom Festival**, we believe in customizing a sponsorship package that works for you & achieves your brand's goals and objectives. We have a broad selection of opportunities to connect you with our one-of-a-kind consumer base. Together, we will create lasting brand awareness and magical springtime experiences.

PUBLIC RELATIONS

- Inclusion in Official Festival Guide inserted 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 Engagement
- Third-party vendor opportunities

MARKETING & PROMOTION

- Category exclusivity
- Product endorsement with promotion/brand association
- Billboard advertising campaigns
- TV on-air, online, & social media campaigns
- Print & online campaigns
- Radio on-air, streaming, & online campaigns
- Sponsor-dedicated traditional & nontraditional media campaigns
- Local telecast and national syndication of the National Cherry Blossom Festival Parade®
- Festival website
- Festival social media



SIGNATURE EVENTS

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 45,000+

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!

NATIONAL CHERRY BLOSSOM FESTIVAL PARADE®

ATTENDANCE 120,000+

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.



SIGNATURE EVENTS

PETALPALOOZA®

ATTENDANCE 23,000+

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.

PINK TIE PARTY

ATTENDANCE 500+

The Pink Tie Party fundraiser stylishly marks the end of winter and the official beginning of blossom season. The "who's who" of Washington join together to be delighted by delicious food highlighting DC's culinary scene, an open bar, unique entertainment, fantastic decor, and the friendly competition of the silent auction. Proceeds from the Party benefit the National Cherry Blossom Festival, allowing its springtime programming to remain free and open to the public.

OTHER COMMUNITY EVENTS

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!





SAMPLE SPONSOR ACTIVATION



COMMUNITY PROGRAMS

ART IN BLOOM

Art in Bloom is a unique and exciting project to reveal the whimsical and imaginative sides of the Festival and our Nation's Capital. The National Cherry Blossom Festival "cultivated" 26 cherry blossom sculptures and sourced local and national artists who decorated each piece reflecting their own unique style. The Sculptures are installed at various indoor and outdoor sites throughout the Washington, DC area during the 4-week Festival with some being permanent locations to be enjoyed 365 days out of the year.

CITY IN BLOOM

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 the Washington, DC metropolitan area. Special lighting, custom installations, and decals will visually unify the region - making it known that DC "owns" spring.

CHERRY PICKS

The National Cherry Blossom Festival, in conjunction with RAMW, proudly showcases the District and surrounding regions vibrant and diverse restaurant scene to residents and visitors during the Festival through Cherry Picks. Each spring local restaurants celebrate spring's arrival by showcasing their best spring menu items. **Cherry Night** is a spin-off of Cherry Picks that connects the National Cherry Blossom Festival with the DC and surrounding areas' nightlife. This exclusive, one-night only event is a way to celebrate the restaurants, bars, social clubs, and lounges that participate in Cherry Picks and are looking to take bring the springtime celebration to their nightlife activities.



COMMUNITY PROGRAMS

PETAL PORCHES

Petal Porches is a community based program that brings the blossoms from the Tidal Basin to DMV residents front door. The home decor program and competition allows DC, Maryland, and Virginia Residents celebrate the National Cherry Blossom Festival from their Homes. Participants were encouraged to decorate their homes in all things pink & spring.

STUDENT ART SHOWCASE

The National Cherry Blossom Festival, with support from DC Collaborative, invited DC students in grades K-12 to participate in the National Cherry Blossom Festival Student Art Showcase! Students submitted their artwork entry that depicts the year's theme with a special focus on friendship. The Student Art Showcase Gallery is displayed virtually with some pieces chosen to be showcased in-person for the community to enjoy!

HOTEL PROGRAM

As millions of visitors pour into DC to visit the Tidal Basin and the Cherry Blossoms. The Hotel Program aims to provide area hotels with the opportunity to gain affiliation and exposure with the Festival to promote travel to the Nation's Capital during springtime. After the New Year, the Festival's STAY & PLAY website page becomes one of the highly trafficked page on the Festival's website as visitors begin to prepare for spring travel! The Festival will encourage leisure travelers locally, nationally, and internationally to stay and enjoy what Washington, DC and surrounding areas has to offer while staying at local hotels.





LET'S WORK TOGETHER!

For more information or to join the Blossom Team as a sponsor, please contact:

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Sponsorship & Development Manager

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NationalCherryBlossomFestival.org | **Email: Sponsorship@ncbfdc.org**



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