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HOTEL CALL FOR PARTICIPATION

2024 National Cherry Blossom Festival Hotel Program
March 20 - April 14, 2024

DESCRIPTION: The National Cherry Blossom Festival are inviting with area hotels to participate in its 2024 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 on March 20 - April 14, 2024.

PROMOTION DETAILS:

- ✿ Package travel dates available: March 1 - April 30, 2024
- ✿ Promotion dates: NCBF to start promoting spring packages on January 12, 2024
- ✿ Hotel bookings will be available through: NationalCherryBlossomFestival.org

PARTICIPATION AND BENEFITS:

HOTEL WEBSITE LISTING

- a. **PARTICIPATION REQUIREMENTS:** A gift certificate from each property for the NCBF-sanctioned events. Requirements are:
 - i. **Gift Certificate Requirements** (to be used for NCBF promos/auction items)
 - ✿ Two 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 prizes and promotions and other marketing prize giveaways related to promoting the NCBF
 - ✿ Blackout dates and other requirements can apply
- b. **NCBF PARTICIPATION BENEFITS:**
 - ✿ Inclusion with property booking link on the [Hotels Page](#) of the NCBF official website
 - ✿ Listed as an auction donor in the Pink Tie Party program
 - ✿ Recognized on the auction platform
 - ✿ One complimentary City in Bloom small retail package for display at Hotel. Valued at \$80, the package includes 50 small (5"x5"), 5 medium (12"x12"), and 1 large (30"x30") Blossom Decals
 - ✿ **OPT-IN:** 2024 Commemorative Festival Pin Purchase for \$5.00 each **OR** other years Commemorative Festival Pins for \$3.00 each. Properties purchasing lapel pins can outfit hotel staff and align with the National Cherry Blossom Festival throughout spring. The pins can also be purchased to allow hotel guests 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, ensuring the cherry trees are sustained for future generations.

DEADLINE: Thursday, January 11, 2024

CONTACT: For details regarding participation requirements, please get in touch with TaKeyia Dickens, tdickens@ncbfdc.org

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