

2025



NATIONAL  
*Cherry Blossom*  
FESTIVAL



# SPONSORSHIP PROSPECTUS

# OVERVIEW

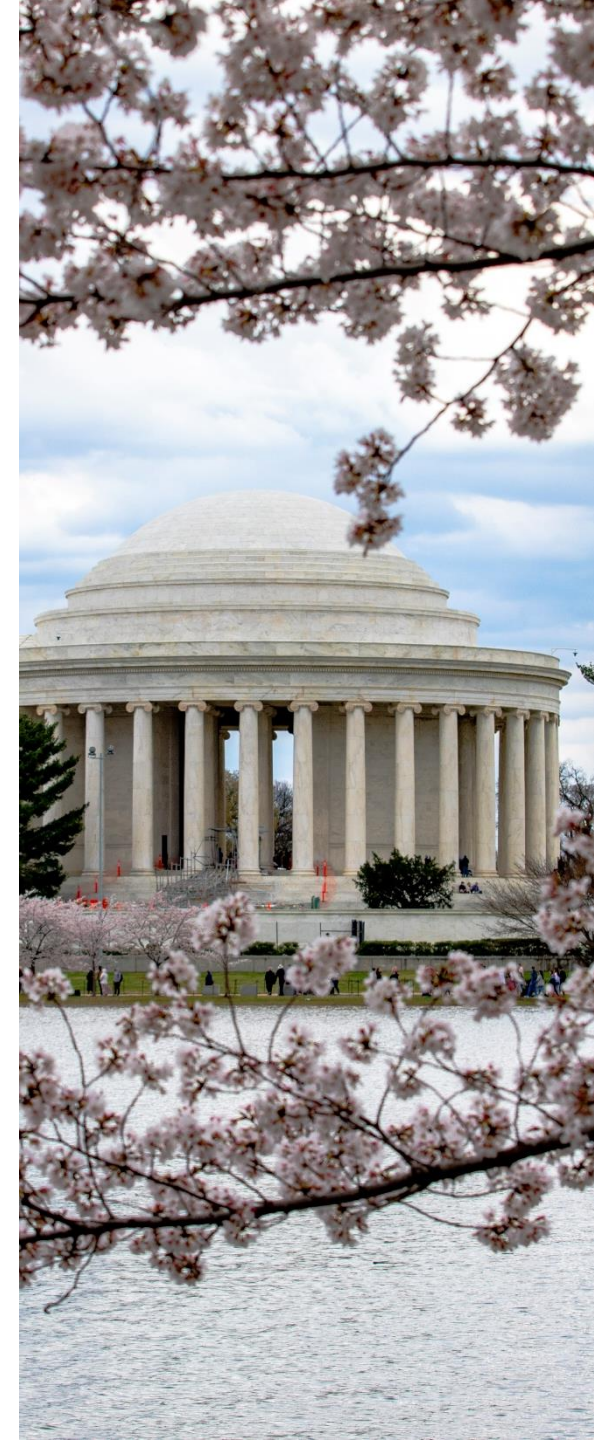
The National Cherry Blossom Festival, one of the world's great celebrations of spring, engages more than **1.6 million attendees each year throughout four weeks of food, fun, culture, and entertainment** celebrating the famous DC cherry blossoms. During the months of March and April, Washington, DC is showered in pink showcasing a city in bloom, garnering local, national and global engagement and widespread media attention as residents and visitors alike enjoy award-winning programming celebrating the season.

Thanks to generous sponsorship support and robust partnerships, Festival events remain primarily free and open to the public.

For more than 97 years, **the Festival has been an iconic centerpiece of Washington, DC influencing tourism and spreading the joy of spring** through engaging initiatives focused on:

- Natural beauty and the environment
- Community spirit and youth education
- Traditional and contemporary arts & culture
- US – Japan friendship

The Festival continues to honor its roots and history in 2025, commemorating the gift of trees from Tokyo to Washington, DC through world-class events and programs. The National Cherry Blossom Festival is a nonprofit organization committed to delivering sustained economic, cultural, environmental, and social benefits to the local, regional, national, and international communities and stakeholders it serves.



*One of the world's great celebrations of spring!*

# FESTIVAL AT-A-GLANCE

The National Cherry Blossom Festival spans four weeks. Across signature events and community programs, the **Festival offers innovative and enriching experiences for all ages where attendees can enjoy diverse and creative programming** promoting traditional and contemporary arts and culture, natural beauty, and community spirit.



Four weeks of food, fun, culture, and world-class entertainment showcasing a city in bloom



Peak bloom occurs when 70% of Yoshino blossoms open at the Tidal Basin. The highly-anticipated dates are predicted by the National Park Service at our Kick-Off Press Conference.



Events are held in Washington, DC and surrounding areas in Maryland and Virginia



Most events are **free and open to the public**, thanks to generous support from sponsors and community partners

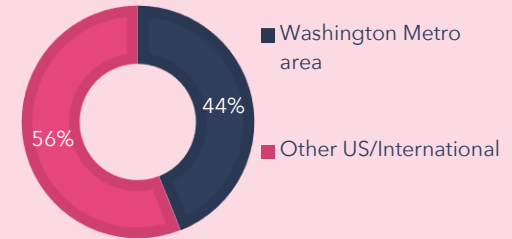


**Strong ties with Japan and attendees** from around the world



**1,000+ amazing volunteers** make Festival events possible

## DEMOGRAPHICS



64% Female



36% Male



(50% Caucasian/White, 16% African American/Black, 14% Hispanic or Latino, 19% Asian, 6% Other)

### Additional Information

- Average Household Income: 139K+
- Average Age: 42
- 44% Residents and 56% Visitors
- Interests: Entertainment, Shopping, Dining, Travel, Décor, Real Estate

Source: Alexander | Babbage 2024 Intercept Survey



# MEDIA PARTNERS

The Washington Post

ORANGE  
BARREL  
MEDIA

abc 7 NEWS  
ON YOUR SIDE

WASHINGTONIAN

OUTFRONT/

THE WASHINGTON  
*Informer*

WASHINGTON  
**blade**  
America's LGBTQ News Source

  
COMCAST  
NBCUNIVERSAL

visitorfun.com

 **iHeart**  
RADIO

  
El Tiempo Latino

 **Audacy**



# 2024 BRAND IMPACT & REACH

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



**1.6M+**  
RESIDENTS &  
VISITORS

## EARNED MEDIA BLOOMS



**11B+**  
IMPRESSIONS



**246M+**  
VALUE



**70K+**  
E-MAIL  
SUBSCRIBERS  
**33.5% OPEN RATE**



## 195K+ TOTAL SOCIAL MEDIA FOLLOWERS

**130K+** FACEBOOK **18K+** X **41K+** INSTAGRAM **6K+** YOUTUBE  
**7.9M** ORGANIC SOCIAL MEDIA IMPRESSIONS IN 100+ COUNTRIES



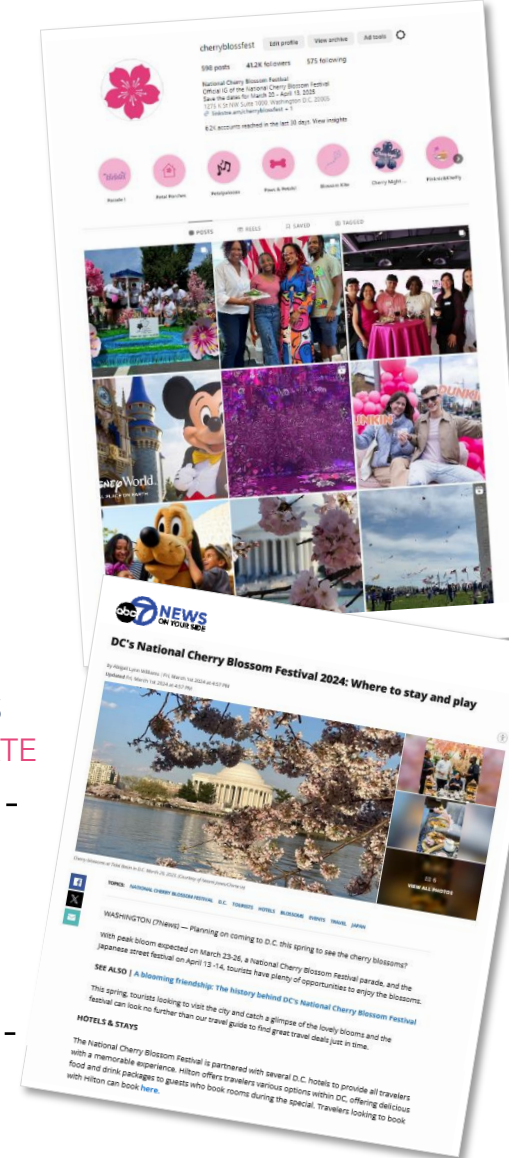
**1.8M**  
WEBSITE VISITS  
ACROSS 200+  
COUNTRIES

## AWARD WINNING FESTIVAL

Pinnacle Awards bestowed by the International Festival and Events Association



**Voted #1 Best Cultural Festival for 2023 on USA TODAY's 10Best**, further strengthening its position as one of the world's great celebrations of spring.



# AS A SPONSOR, YOU WILL...



## ENGAGE WITH FESTIVAL STAKEHOLDERS & FELLOW SPONSORS

Connect with leaders at organizations united in supporting the Festival's mission at key stakeholder events



## SUPPORT THE COMMUNITY

Engage with local residents and businesses to celebrate the region's vibrant diversity in all eight wards of Washington, DC and surrounding areas in Maryland and Virginia



## EXPAND YOUR REACH

Tap into multiple demographics and reach desired audiences through multiple marketing and promotional opportunities



## INCREASE VISIBILITY

Align your brand and messaging with a world-renowned tradition through dynamic on-site activations and face-to-face interaction with Festival audiences



## PROVIDE QUALITY PROGRAMMING

Ensure the Festival continues to provide quality programming at little to no cost to residents and visitors



## CELEBRATE JAPANESE CULTURE

Support the continuation of a rich tradition rooted in international friendship and intercultural understanding

# FESTIVAL IN THE NEWS

## The Associated Press

February 29, 2024

[A sure sign of spring: The iconic cherry trees in the nation's capital will soon begin to bloom](#)

by Ashraf Khalil

## 7News

March 1, 2024

[DC's National Cherry Blossom Festival 2024: Where to stay and play](#)

by Abigail Lynn Williams

## The Washington Informer

March 4, 2024

[Cherry Blossom Peak Bloom Predicted: March 23-26](#)

by Kayla Benjamin

## Northern Virginia Magazine

March 11, 2024

[Here's What to Expect from the 2024 Cherry Blossom Festival](#)

by Maggie Roth

## CNN

March 17, 2024

['Peak bloom!': Cherry blossoms open early in DC, park service announces](#)

by Aileen Graef

## El Tiempo Latino

March 18, 2024

[¡Celebremos juntos la primavera! Llega el 2024 National Cherry Blossom Festival a DC](#)

## BIZBASH

April 1, 2024

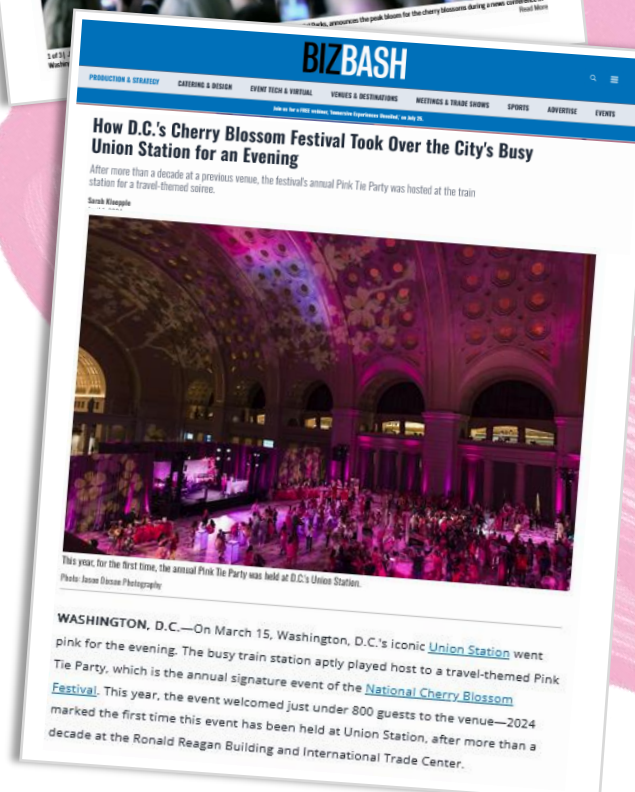
[How D.C.'s Cherry Blossom Festival Took Over the City's Busy Union Station for an Evening](#)

by Sarah Kloepple

## ABC News

April 13, 2024

[Preview of DC's national cherry blossom festival parade](#)





**FESTIVAL**

*Assets*



# PUBLIC RELATIONS



The National Cherry Blossom Festival believes in **customizing a sponsorship package that works for you**. With our public relation opportunities, we can achieve your brand's goals and objectives.

## OFFERINGS

- Inclusion in Official Festival Guide inserted in *The Washington Post*
- Sponsor-dedicated advertisements
- Event-specific invitations, programs, and e-blasts
- Media interviews & press events
- Event, program, & sponsor-dedicated press releases and media outreach



# ON-SITE OPPORTUNITIES



As we welcome 1.6M+ residents and visitors to Washington, DC and surrounding areas, together we will **create lasting brand awareness and magical springtime experiences** with our broad selection of on-site collateral.

## OFFERINGS

- Custom displays and activations with turn-key execution
- VIP hospitality and experiences
- Festival use of “official” products and services
- Speaking opportunities
- Festival, event-specific, and sponsor banners/signage
- Distribution of sponsor collateral
- Live/recorded audio recognition
- Sampling opportunities
- Video and digital displays
- Employment Engagement
- Third-party vendor opportunities



# MARKETING & PROMOTION



The Festival will **connect you with our one-of-a-kind consumer base** through various marketing and promotion opportunities that are unique and informative.

## OFFERINGS

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



A vibrant parade scene with confetti, flags, and performers in front of a classical building. The image is overlaid with a semi-transparent pink filter. The text "SIGNATURE" is in a bold, white, sans-serif font, and "Events" is in a white, cursive script font. The background shows a parade with people in colorful outfits, flags, and a large floral platform. A classical building with columns is visible in the background.

**SIGNATURE**

*Events*

## PINK TIE PARTY



**700 - 800 attendees**

The Pink Tie Party fundraiser stylishly marks the end of winter and celebrates the start of the cherry blossom spring season. The “who’s who” of Washington gather to show off their signature springtime looks and be delighted by delicious food highlighting DC’s culinary scene, open bar and creative cocktails, unique entertainment, fantastic décor, and the friendly competition of a silent auction all held in the historic halls of Union Station Washington D.C.



## OPENING CEREMONY



**2K+ attendees**

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



**50 - 75K attendees**

A time honored DC tradition that brings thousands of colorful kites to the iconic National Mall for a day of free 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®

 **85 - 100K+ attendees**

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 88% - 92% of US television markets.



# TIDAL BASIN WELCOME AREA & ANA STAGE

Hosted with the National Park Service, the Tidal Basin Welcome Area & ANA Stage is situated among more than 3,700 flowering cherry trees that adorn the Tidal Basin each spring.

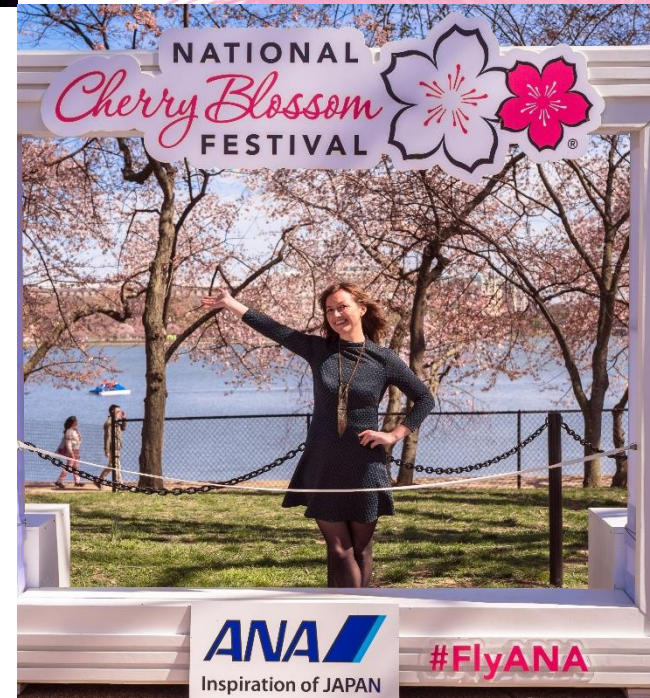
Enjoy more than 100 free performances among the blossoms and support the Festival's mission through refreshment sales and commemorative Festival merchandise pop up store.



# PETALPALOOZA®

 **25 - 35K attendees**

The all-day springtime celebration for all ages brings art, music, and play to the Capitol Riverfront neighborhood and Yards Park for more than 25,000 residents and attendees to enjoy. Petalpalooza® features live music on multiple stages, a beverage garden, numerous activities, branded activations, giveaways, programming for all ages, and roaming entertainment all culminating in a dazzling Official National Cherry Blossom Festival Fireworks show synchronized to music.





**SAMPLE**

*Sponsor Activations*

DC LOTTERY

CELEBRATE  
PALOOZA  
WITH DC LOTTERY





# COMMUNITY

# Programs

NATIONAL  
Cherry Blossom  
FESTIVAL  
STUDENT ART SHOWCASE



# COMMUNITY PROGRAMS

The Festival partners with various organizations in Washington, DC and surrounding areas to produce 40+ unique and engaging programs. Community events include tree plantings, a local "Pink-nic", annual student art contests, and so much more!



## CITY IN BLOOM

The award-winning City in Bloom visual campaign is an **opportunity for residents, businesses, and organizations 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 and beyond. With special lighting, custom installations, and our official Signature Cherry Blossom Decals, the Festival visually unifies the region, making it known that DC "owns" spring.



## STUDENT ART SHOWCASE

The Festival invites students in grades K-12 from Washington, DC public, public charter, and Japanese schools to participate in the annual National Cherry Blossom Festival Student Art Showcase! Students in selected schools collaborate on a community piece of artwork that depicts a special theme, which **celebrates the spirit of friendship, community, the blossoming trees, and springtime spirit!**



## HOTEL PROGRAM

As hundreds of thousands of visitors pour into DC to visit the cherry blossoms at the Tidal Basin, and to enjoy the Festival, the Hotel Program provides **distinguished hotels with the opportunity to gain affiliation and exposure from the Festival to promote travel to the Nation's Capital** during springtime.

The Festival encourages leisure travelers locally, nationally, and internationally to stay and enjoy what Washington, DC and surrounding areas have to offer.



## CHERRY PICKS

The National Cherry Blossom Festival, in conjunction with Restaurant Association Metropolitan Washington, is proud to showcase the Washington, DC area's vibrant restaurant scene.

Restaurants showcase their **spring-themed menu and cocktail items that are featured on Festival channels**, encouraging Washington, DC area residents and visitors to experience flavors of this iconic DC season with friends and family.

*Experience the celebration of Spring throughout DC and the region!*



## KITES IN THE CLASSROOM

The award-winning City in Bloom campaign engages local 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 DC's downtown and neighborhoods of the Washington, DC metropolitan area. **Special lighting, custom installations, and Signature Cherry Blossom Decals visually unify the region - making it known that DC "owns" spring.**



## OXON RUN PINKNIC & KITE FLY

Continuing the beloved tradition of kite flying, the National Cherry Blossom Festival hosts a free community event at Oxon Run Park, home of the second largest grove of cherry blossom trees in Washington, DC. This is a great opportunity to bring together neighbors and friends to celebrate spring in the surrounding community of Southeast DC's Ward 8. **Oxon Run Pinknic & Kite Fly offers food, entertainment, games, face-painting, and more family-friendly activities.**



## TREE PLANTING

The National Cherry Blossom Festival has been committed to further enhancing the natural beauty of Washington, DC by planting new cherry trees in neighborhoods across the city and surrounding region.

Annually, the Tree Planting Program **collaborates with schools, civic and community groups throughout DC and the region** in partnership with Casey Trees to plant new trees and educate on tree care and maintenance.



## VOLUNTEER PROGRAM

The Festival relies on dedicated, talented, and energetic volunteers to help us welcome visitors to the Washington, DC area and our events during the 4-week long Festival. The **Festival has a robust cohort of more than 1,000 volunteers** with a variety of backgrounds, skills, and abilities.

The program attracts locals looking to support the community, aspiring event professionals, and to those who see the Festival as a unique way to experience Washington, DC. Whether they are helping to prepare for an event or on-site, our volunteers truly enhance the attendee experience across all signature events.

# LET'S BLOOM TOGETHER



Thank you for considering a partnership with the National Cherry Blossom Festival. We look forward to working with you and your team for the 2025 Festival and beyond. For any questions or more information, contact us!

## CONNECT WITH US

[sponsorship@ncbfdc.org](mailto:sponsorship@ncbfdc.org)



Scan the QR code or visit [NationalCherryBlossomFestival.org](https://NationalCherryBlossomFestival.org) to discover more Festival programming!

## STAY CONNECTED

 [@CherryBlossomFestival](https://www.facebook.com/CherryBlossomFestival)

    [@CherryBlossFest](https://www.youtube.com/CherryBlossFest)

