HOTEL CALL FOR PARTICIPATION

2027 National Cherry Blossom Festival Hotel Program

March 20–April 11, 2027

DESCRIPTION: The National Cherry Blossom Festival invites area hotels to participate in its 2027 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 as part of the Festival celebrations on March 20–April 11, 2027.

PROMOTION DETAILS

- Package travel dates available: March 1–April 30, 2027
- Promotion dates: NCBF to start promoting spring packages on the website in December 2026, continuing through the Festival time.
- Hotel participation will be available through: 2027 Hotel Program Registration Form

HOTEL WEBSITE LISTING PARTICIPATION AND BENEFITS

a. **PARTICIPATION REQUIREMENTS**: Provide two gift certificates for the property for use in connection to NCBF-sanctioned events. These include use for NCBF promos or auction items.
Requirements include:
   - Two 2-night stay certificates for each property
   - Valid for **one year** from the date of issuance, available for any day of the week, including weekends (based on space available)
   - Blackout dates and other requirements can apply
   - Festival Exclusive Use of Certificates
     - Certificates may be used by NCBF for prizes and promotions and other marketing prize giveaways related to promoting the NCBF
     - Flexible Use of Certificates for Festival Guests
       If the Festival wishes to host special guests and only requires one night per guest, the Hotel agrees that each 2-night stay certificate may either: (a) be split into two rooms for one night on the same date, or (b) be used for one room for one night, with the unused night either honored on a future date within the validity period or reissued as a separate one night stay certificate. All other certificate terms, including one-year validity from the date of issuance and availability on any day of the week (including weekends), remain in effect.

b. **NCBF PARTICIPATION BENEFITS**

   - Inclusion with property booking link on the Hotels Page of the NCBF official website
   - Recognition on the NCBF auction platform
   - One complimentary City in Bloom small retail package for display at the Hotel. Valued at $80, the package includes 50 small (5"x5"), 5 medium (12"x12"), and 1 large (30"x30") Blossom Decals

The National Cherry Blossom Festival is one of the world's great celebrations of spring. The 2027 Festival, March 20 – April 12, includes four weeks of events featuring diverse and creative programming promoting traditional and contemporary arts and culture, natural beauty, and community spirit.

    - NOTE: City in Bloom decals must be removed from public display after April 30, 2027, and cannot be used in the future unless relationship with NCBF is renewed
- **OPT-IN:** 2027 Commemorative Festival Pin Purchase for $10.00 each **OR** other years' Commemorative Festival Pins for $5.00 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 towards the Trust for the National Mall's Cherry Tree Endowment, ensuring the cherry trees are sustained for future generations.

DEADLINE: Friday, January 22, 2027

REGISTER: Complete the online form and send the gift certificates to the Festival. (See details below.)

CONTACT: For details regarding participation requirements, please contact Ayat Ruby: ARuby@ncbfdc.org

***IMPORTANT**: All gift cards should be dated one (1) year or more from the date of issuance; no purchasing restrictions. Email gifts cards to aruby@ncbfdc.org or mail to: National Cherry Blossom Festival, 1275 K Street, NW, Suite 1000, Washington, DC 20005