



Beaumont Cherry Festival

951-663-0601 www.beaumontcherryfestival.org

1310 Oak Valley Pkwy. Beaumont, CA 92223

info@beaumontcherryfestival.org

Dear Sponsor,

The Cherry Festival Association, "The CFA", is a not-for-profit and volunteer organization. All proceeds, donations, endorsements, and other financial assets collected throughout the CFA's events help cover operating expenses. These investments include, but are not limited to, payments to local service clubs in exchange for their assistance during CFA events, scholarship donations to appointed Beaumont Unified School District recipients, and payouts to independent contractors in exchange for services provided to the CFA.

For over 100 years the CFA has organized The Beaumont Cherry Festival, a 4-day event which recognizes and commemorates the history of the community's cherry orchards. The people celebrate with live entertainment, delicious food, arts and crafts vendors from near and far, and a carnival.

The CFA and its members would like to show its gratitude and welcome you as a sponsor to this year's festival by offering advertising opportunities as well as enticing incentives. These incentives may include, but are not limited to, VIP admission on the festival grounds, website, social media and, festival grounds advertisements, a 10 x 10 booth space, and much more!

In this packet you will find the sponsorship tiers with incentive descriptions as well as the sponsorship form. Please fill out the form in its entirety so that you may receive proper recognition.

If you have questions regarding sponsorship information, the CFA, or the Cherry Festival, you may reach out to the Cherry Festival Office at 951-663-0601 or via email at info@beaumontcherryfestival.org.

Again, the CFA thanks you for your continued support. We look forward to working with you.

Cherry Festival Association
Board of Directors & Members

BEAUMONT CHERRY FESTIVAL SPONSORSHIP TIERS

BING \$5,000

20 VIP four-day entry wristbands, 45 VIP admission passes & VIP Swag Bag
Appreciation plaque & trophy presented at the Cherry Festival Parade
Complimentary 10 x 10 festival booth space to promote your business
Business name and/or logo printed on Cherry Festival merchandise

Advertisement in festival program	Social media and website advertisement
Stage advertisement announced by the Emcee	Self-provided banners (limit 10) posted on grounds

TARTARIAN \$2,000

6 VIP four-day entry wristbands, 16 VIP admission passes & VIP Swag Bag
Appreciation plaque & trophy presented at the Cherry Festival Parade
Complimentary 10 x 10 festival booth space to promote your business
Business name and/or logo printed on Cherry Festival merchandise

Advertisement in festival program	Social media and website advertisement
Stage advertisement announced by the Emcee	Self-provided banners (limit 8) posted on grounds

STELLA \$1,000

4 VIP four-day entry wristbands, 8 VIP admission passes & VIP Swag Bag
Appreciation plaque & trophy presented at the Cherry Festival Parade
Business name and/or logo printed on Cherry Festival merchandise

Advertisement in festival program	Social media and website advertisement
Stage advertisement announced by the Emcee	Self-provided banners (limit 5) posted on grounds

JUBILEE \$500

8 VIP admission passes & VIP Swag Bag	Appreciation Plaque
Self-provided banners (limit 3) posted on grounds	Website, Emcee and Program Shout-Outs
Business name and/or logo printed on Cherry Festival merchandise	

LAMBERT \$200

4 VIP admission passes & VIP Swag Bag	Appreciation Certificate
Self-provided banners (limit 2) posted on grounds	Website, Emcee and Program Shout-Outs
Business name printed on Cherry Festival merchandise	

Note: Sponsorships received after May 1st may not be featured in some advertisements or merch due to publishing deadlines.

Note: Banners are provided by the sponsor and must be submitted to the CFA office no later than ten (10) days before the event. Banner size may range from, but not exceed, 2'x3', 2'x4', 2'x6', 3'x5', or 4'x6'. Banner content is subject to CFA approval and location of banners are at the CFA's discretion only. NO banners will be displayed around the entertainment stage. If the CFA denies the display of your banner for any reason, an alternate incentive will be offered.

BEAUMONT CHERRY FESTIVAL SPONSORSHIP APPLICATION FORM

BUSINESS & CONTACT INFORMATION

Business/Organization Name:

Address

City

State

Zip

Mailing Address (if different)

City

State

Zip

Contact Person:

Email Address:

Phone Number:

Secondary Number:

SPONSORSHIP INFORMATION

Date:

Cherry Festival Year

PLEASE SELECT YOUR SPONSOR TIER

Bing - \$5,000

Tartarian - \$2,000

Stella - \$1,000

Jubilee - \$500

Lambert - \$200

In-Kind

Description of In-Kind Donation (if applicable)

In-Kind Value

Please make checks out to: **CHERRY FESTIVAL ASSOCIATION**

Please return this form and check to:

CHERRY FESTIVAL ASSOCIATION

1310 Oak Valley Pkwy

Beaumont, CA 92223

Thank you for your support! Please keep a copy of this form for you records.