

The Cherry Festival Association

951-663-0601 www.beaumontcherryfestival.org 1310 Oak Valley Pkwy. Beaumont, CA 92223 info@beaumontcherryfestival.org

Dear Sponsor,

The Cherry Festival Association (The CFA), a Non - Profit and Volunteer Organization, has established a reputation for bringing our community together at a lively and enjoyable 4 - Day event every year for over 100 years! Friends and families flock from all over the pass area to celebrate the beginning of summer with carnival rides, delicious food, arts & crafts, and live entertainment.

The CFA has been fortunate enough to witness the growth & development of the Pass Area and all its residents. All proceeds, donations, endorsements, and other financial assets collected throughout the CFA's events help cover operating expenses. Apart from operating cost, The CFA makes investments thru payments to local service clubs in exchange for their assistance during CFA events, scholarship donations to Pass Area Students, and payouts to independent contractors in exchange for services provided to the CFA.

It is thru generous sponsorships that The CFA is able to host this annual event and continue our mission to give back to the San Gorgonio Pass community. The CFA and it's 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, free admission on 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 and return no later than April 25th, 2025

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 Marketing@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

THE CHERRY FESTIVAL ASSOCIATION SPONSORSHIP TIERS

BING \$5,000

60 One (1) - Day Admission Passes & Swag Bags

Complimentary 10 x 10 festival booth space to promote your business

Sponsor name and/or logo printed on Cherry Festival merchandise

Festival Program & Emcee Shout-Outs Appreciation Plaque

Social Media & Website Advertisement Sponsor-provided banners (limit 8) posted on grounds

TARTARIAN \$2,000

25 One (1) - Day Admission Passes & Swag Bags

Complimentary 10 x 10 festival booth space to promote your business

Sponsor name and/or logo printed on Cherry Festival merchandise

Festival Program & Emcee Shout-Outs Appreciation Plaque

Social Media & Website Advertisement Sponsor-provided banners (limit 5) posted on grounds

STELLA \$1,000

15 One (1) - Day Admission Passes & Swag Bags

Business name and/or logo printed on Cherry Festival merchandise

Festival Program & Emcee Shout-Outs Appreciation plaque

Social Media & Website Advertisement Sponsor-provided banners (limit 3) posted on grounds

JUBILEE \$500

8 One (1) - Day Admission Passes & 1 Swag Bag

Appreciation Plaque

Website, Emcee and Program Shout-Outs

Sponsor-provided banners (limit 2) posted on grounds

Sponsor name and/or logo printed on Cherry Festival merchandise

LAMBERT \$200

4 One (1) - Day Admission Passes

Appreciation Certificate

Website, Emcee and Program Shout-Outs

Sponsor-provided banners (limit 1) posted on grounds

Sponsor name and/or logo printed on Cherry Festival merchandise

Note: Business / Organizations wishing to Sponsor above Bing Tier can contact marketing@beaumontcherryfestival.org for specialized incentives and expanded marketing opportunities.

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.

THE CHERRY FESTIVAL ASSOCIATION SPONSORSHIP APPLICATION FORM

BUSINESS & CONTACT INFORMATION

Business/Organization Name:				
Businessy organization Hume.				
Address	С	ity	State	Zip
Mailing Address (if different)	C	ity	State	Zip
Contact Person:	Email Address:			
Phone Number:	Secondary Number:			
<u>SF</u>	PONSORSHIP INFORM	<u>ATION</u>		
Date:		herry Festival Year		_
PLEASE SELECT YOUR SPONSOR TIER				
☐ Bing - \$5,000	☐ Tartarian - \$2,000	□Stella - \$1,0	00	
☐ Jubilee - \$500	☐ Lambert - \$200	☐ In-Kind		
Description of In-Kind Donation (if applicable	le)		In-Kind V	alue

Please make checks payable 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 your records.