



# The Cherry Festival Association

951-663-0601 [www.beaumontcherryfestival.org](http://www.beaumontcherryfestival.org)

1310 Oak Valley Pkwy. Beaumont, CA 92223

[info@beaumontcherryfestival.org](mailto: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 Geronio 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](mailto: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 APPLICATION FORM

### BUSINESS & CONTACT INFORMATION

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Business/Organization Name:

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Address

City

State

Zip

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Mailing Address (if different)

City

State

Zip

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Contact Person:

Email Address:

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Phone Number:

Secondary Number:

### SPONSORSHIP INFORMATION

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Date:

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Cherry Festival Year

#### PLEASE SELECT YOUR SPONSOR TIER

- Bing - \$5,000       Tartarian - \$2,000       Stella - \$1,000  
 Jubilee - \$500       Lambert - \$200       In-Kind

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Description of In-Kind Donation (if applicable)

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In-Kind Value

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.*