



Cupertino Cherry Blossom Festival

April 29th and 30th, 2017 Memorial Park, Cupertino

A program of Cupertino Toyokawa Sister Cities Inc. A CA 501(3)c non-profit organization.

Purpose: To celebrate Cupertino's sister city relationship with Toyokawa, Japan, sharing Japanese arts and culture with the community, and promoting local non-profit organizations. Proceeds partially fund an annual middle school student exchange program held between Cupertino and Toyokawa.

Target audiences- (Cupertino population 60,000+)

- Families in the West Valley area: Cupertino Union School District (16,000+ students), Fremont Union High school District (10,600+ students).
- Japanese cultural events and exhibits draw audiences and participants from neighboring cities as far away as San Francisco and Watsonville.
- On-site law enforcement estimates of festival attendance 20,000+

International Food and beverages – Local non-profits and some for-profit businesses

Promotional plan- The event will be promoted through traditional media, such as newspapers, radio, community posters, and the internet, but will also be promoted through our key partner organizations: the City of Cupertino and the Cupertino Union School District.

SPONSORSHIP LEVELS

DIAMOND SPONSOR \$2500+

All the benefits of Bronze, Silver, and Gold sponsors with additional benefits:

- ✓ Additional sponsor name announcements during the Cherry Blossom Festival program
- ✓ Sponsor name in print ads

GOLD SPONSOR \$2,000

All the benefits of Bronze and Silver sponsors with additional benefits:

- ✓ 10 x 10 booth space at festival available at no charge

SILVER SPONSOR \$1,000

All the benefits of Bronze sponsors with additional benefits:

- ✓ Logo included on event poster
- ✓ Sponsor name used in social media advertising campaign

BRONZE SPONSOR \$500

- ✓ Thank you on our website and stage poster at festival
- ✓ Sponsor name on Thank-you page of the event program
- ✓ Sponsor name announced during the Cherry Blossom Festival program

TOMODACHI (Friend) SPONSOR \$100

- ✓ Thank you on our website and stage poster at festival

For more information on sponsorship opportunities:

Website: www.CupertinoToyokawa.org

Email: info@CupertinoToyokawa.org

Address: P.O. Box 742, Cupertino CA 95015