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, early distribution of postcard for following year’s festival

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
✓ Logo on thank-you page of event program
✓ Sponsor name announced during the Cherry Blossom Festival program

SUISEKI SPONSOR $250
✓ Thank you on our website and stage poster at festival
✓ Logo on thank you page of event program

TOMODACHI (Friend) SPONSOR $100
✓ Thank you on our website and stage poster at festival

For more information on sponsorship opportunities:
Website: www.CupertinoCherryBlossomFestival.org
Organization Website: www.CupertinoToyokawa.org
Email: info @CupertinoToyokawa.org
Address: P.O. Box 742, Cupertino CA 95015