

## Fundraising Activities

Each year, the Cherry Blossom Festival Committee endeavors to raise funds to ensure that Festival programs remain free to the public, while at the same time allowing low cost entry fees to businesses, vendors, and organizations that wish to receive exposure in the community. Donations made to the Cherry Blossom Festival go directly toward the funding of cultural performances, exhibits, demonstrations, children's crafts, and special programs.

## The Festival

April 15 and 16 at Barnes Park  
(350 South McPherrin Avenue)

Making a triumphant return following the pandemic, the Cherry Blossom Festival and the City of Monterey Park will be showcasing a wide array of traditional and contemporary Japanese arts, influences, and issues. Over 8,000 people from throughout Southern California attend each year.

Coordinated by local volunteers, the Festival has grown in patronage and in activities, including promoting local Asian artists through art exhibitions, theatrical performances and musical performances, and spotlighting issues such as anti-racism, social justice, and community wellness.

Entry to the Festival is free, made possible by the many businesses, individuals, and organizations that have taken an interest in this community event and generously contributed and supported the many fundraising activities.

For more information  
call the City of Monterey Park  
Recreation and Community Services  
(626) 307-1476,  
email [Recreation@montereypark.ca.gov](mailto:Recreation@montereypark.ca.gov), or  
visit [www.monterey-park.ca.gov](http://www.monterey-park.ca.gov)



23rd Annual  
**CHERRY  
BLOSSOM  
FESTIVAL**

APRIL 15 - 16, 2023

Barnes Park  
350 South McPherrin Avenue  
Monterey Park

Community Sponsorship Opportunities  
to Promote the Cultural Arts



City of Monterey Park  
Cherry Blossom Festival  
320 West Newmark Avenue  
Monterey Park, CA 91754

## Levels of Sponsorship

- Platinum \$2,500
- Gold Sponsor \$1,000
- Silver Sponsor \$500
- Bronze Sponsor \$250
- Friends of Cherry Blossom \$100

Platinum Sponsorship includes Stage Banner and Full Page Advertisement in Program

All levels include the following benefits:

- Recognition in the Monterey Park Cascades Newspaper
- Recognition on Cherry Blossom Website
- Recognition on the Sponsorship Banner to be displayed at the Festival
- Recognition in the digital Festival Brochure

## Additional Opportunities

Stage Banner (8' wide by 3' tall displayed on Main Stage) \$1,000

Full Page Advertisement in digital Festival Program 8 1/2" x 11" front inside cover, back inside cover or back cover) \$1,000

Business Advertisement in Festival Program (1/4 page) \$250

The Committee is also appreciative of product donations, raffle prizes, in-kind donations, and all monetary assistance — no donation is too small, and everyone will be recognized in the digital Festival Brochure and on the Sponsorship Banner.



## Cherry Blossom Festival April 15 - 16, 2023 Sponsorship or Donation Form

I would like to be a sponsor of the City of Monterey Park Cherry Blossom Festival.

- |  |  |
|--|--|
| <input type="checkbox"/> \$2,500 Platinum Sponsor        | <input type="checkbox"/> \$1,000 Stage Banner *            |
| <input type="checkbox"/> \$1,000 Gold Sponsor            | <input type="checkbox"/> \$1,000 Full Page Advertisement * |
| <input type="checkbox"/> \$500 Silver Sponsor            | <input type="checkbox"/> \$250 Business Advertisement *    |
| <input type="checkbox"/> \$250 Bronze Sponsor            |  |
| <input type="checkbox"/> \$100 Friends of Cherry Blossom | * Staff will contact you re: specifications                |

Please make your check payable to "City of Monterey Park - Cherry Blossom" and mail it along with this form to:

City of Monterey Park  
Attn: Cherry Blossom Festival  
320 West Newmark Avenue  
Monterey Park, CA 91754-2896

I would like to donate a raffle prize or in-kind donation:

\_\_\_\_\_

This sponsorship or donation should be recognized in print material as:

\_\_\_\_\_

Company/Business \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City, State \_\_\_\_\_ Zip Code \_\_\_\_\_

E-mail Address \_\_\_\_\_ Phone # \_\_\_\_\_

Your check or donation must be received by March 17, 2023 to ensure recognition in the digital Festival Brochure and on the Sponsorship Banner.