



**JOIN THE DCBF FAMILY AND
BECOME A SPONSOR TODAY!**

JUNE 22 & 23, 2024

5TH ANNUAL
Denver Cherry Blossom Festival
@ SAKURA SQUARE

**TOGETHER WE'RE BUILDING CULTURAL
BRIDGES IN OUR COMMUNITY**



Voted the **Best Long Running Event**
of **2023** by Asian Avenue Magazine!

CherryBlossomDenver.org

Join Us in Celebrating Japanese and

Japanese American Culture in Downtown Denver!

Sakura Foundation and Tri-State/Denver Buddhist Temple are proud to present the milestone **50th Annual Denver Cherry Blossom Festival at Sakura Square on June 22 and 23, 2024!** This exciting festival highlights Japanese and Japanese American (JA) culture through music, dance, exhibits, arts and crafts and food.



About the Festival

Over the years, attendance at this popular festival has attracted upwards of 35,000 visitors over the weekend. Festival goers are of all ages! Young families come to teach their children about a new culture... older kids come to watch the judo, aikido and dance performances... young adults come to buy anime and chow down on sushi... adults come for the marketplace arts and crafts and delicious handmade food... seniors come to watch the children of the Temple dance and sing....and there is so much MORE!

The Denver Cherry Blossom Festival (DCBF) is the only outdoor Japanese/JA cultural festival in the region. People who flock to this festival appreciate the history and culture of Japanese and the contributions of the JA community in Denver. **Admission to the festival is FREE and open the public.** Each year, the marketplace features 30 to 40 vendors selling wares and culinary treats. Other booths share information about JA organizations in the region.



Highlights!

- 🌸 Outdoor **performance stage** featuring Japanese dancing, singing, instrumental music including Taiko drum ensemble performances, judo, karate and aikido demonstrations
- 🌸 **Japanese-themed marketplace** featuring jewelry, artwork, pottery, clothing, incense, plants, totes and much more!
- 🌸 A **feast of Japanese cuisine** including teriyaki chicken bentos (plate lunches), sushi, manju (sweet pastry), spam musubi, beef bowls, gyoza (dumplings), and tofu bowls
- 🌸 **Sake** and cold, refreshing **local craft beer**



About the Festival Co-Presenters

Sakura Foundation (sakurafoundation.org) is a Colorado nonprofit whose mission is to celebrate and share Japanese/JA culture and heritage in order to promote a more compassionate, resilient, and equitable society. The Foundation supports a scholarship program, community grants, the Mirai Generations Leadership Program, Chibi no Gakkō (1st-8th grade cultural education), Yo! Camp, Torchbearers, and other cultural events.



Tri-State/Denver Buddhist Temple (tsdbt.org) celebrated its 100th anniversary in 2016. Although the surrounding Lawrence Street landscape has changed drastically over the years, the Temple remains an important part of the JA and downtown communities. The Denver Cherry Blossom Festival is the Temple's largest fundraiser of the year.

Sustainability

The co-presenters have identified festival sustainability components and goals in the spirit of “mottainai,” a Japanese word meaning “a sense of regret over wastefulness.” Areas of focus include educating stakeholders, volunteers, and attendees; recycling; providing information on bicycling, carpooling, walking, and using mass transit; and monitoring use of lighting and water at the festival.



Denver Cherry Blossom Festival Publicity



We are pleased that **9News** will once again be our Media Sponsor, supporting the Denver Cherry Blossom Festival with online and social media promotions.

Web Presence: The official festival website, **CherryBlossomDenver.org**, features information on the entertainment, marketplace vendors, culinary fare, directions, and parking. Links to the festival website will be posted on **SakuraFoundation.org**, **SakuraSquare.com** and **TSDBT.org**, the latter being the website for Tri-State/Denver Buddhist Temple.

Social Media: The festival utilizes the **Facebook** pages of the **Denver Cherry Blossom Festival**, **Sakura Foundation**, **Tri-State/Denver Buddhist Temple** and **Sakura Square LLC** to promote various aspects of the festival, including sponsor participation. A Facebook event will be created to get the public pumped up for the festival! We also post widely on Instagram.

Print Material: Festival posters are distributed throughout Denver. Sponsor logos and names will appear on the print material, provided a commitment is received before **May 10, 2023**. In



addition, information about the festival is promoted in **Asian Avenue Magazine**, whose circulation is 10,000 copies per month to more than 400 Denver locations. The magazine recognized the Denver Cherry Blossom Festival as the best long running Asian festival of 2023! The festival is also highlighted in various publications throughout the state and Rocky Mountain region.

2024 Sponsorship Opportunities for YOU!

We are excited to include your company/organization as a **Denver Cherry Blossom Festival sponsor!** This is a great opportunity for you to reach a diverse, energetic market in the heart of downtown Denver. Our sponsorship levels provide flexibility and exposure on many levels to meet a variety of needs.

Sponsorship Benefits	Platinum Sponsor \$5,000	Gold Sponsor \$2,500	Silver Sponsor \$1,000	Community Donor \$100-\$999
Featured sponsor credit	X			
Marketplace Booth - includes 10x10 tent, table, 2 chairs, electricity, fan	X	optional for an additional \$500		
Banner placement near stage (banner supplied by sponsor)	X			
Verbal recognition from the stage throughout the weekend by the Cherry Blossom Festival Emcees	X	X	X	
Featured post on DCBF Facebook Page	1 post			
*Inclusion on DCBF Poster	Logo	Name	Name	
Rights to use DCBF name/artwork on your promo materials	X	X	X	X
Inclusion on DCBF Website at cherryblossomdenver.org	Logo and link	Name and link	Name	Name
Inclusion on directional and stage schedule signage	Logo	Name	Name	
Facebook Post featuring full sponsor list	X	X	X	X
Food tickets worth \$10 each (applies to DCBF-run booths only)	5 tickets	4 tickets	2 tickets	

*If commitment received by May 10, 2024

In-kind Sponsorships: In-kind sponsorships are welcome! Each sponsorship will be evaluated on a case-by-case basis. Benefits will be assigned based on the market value of the donated product or service.

Customizable Sponsorship Packages: We realize that some companies/organizations have special requests and/or needs. The DCBF organizers are happy to customize a mutually beneficial sponsorship package upon request.

We will monitor health and safety conditions leading up to the festival and will make any necessary adjustments.

To become a Denver Cherry Blossom Festival Sponsor, please complete the Sponsorship Form. We will then send a sponsorship agreement to you. Questions? Contact Stacey Shigaya, Sakura Foundation Executive Director at staceys@sakurafoundation.org.

We look forward to partnering with you!





Sponsorship Form

Sponsorship Levels:

- Platinum Sponsor @ \$5,000**
 - I would like to opt out of the booth space
- Gold Sponsor @ \$2,500**
 - Optional 10 x 10 booth space @ an additional \$500
- Silver Sponsor @ \$1,000**

Community Donor:

- @ \$500
- @ \$400
- @ \$300
- @ \$200
- @ \$100
- Other: _____

In-kind contribution description and market value:



Name/Title: _____ Phone: _____

Company: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Please make checks payable to SAKURA FOUNDATION and mail payment and this form to:

**Sakura Foundation
1255 19th Street, Suite 103
Denver, CO 80202
ATTN: DCBF Sponsorship**

A receipt for your generous sponsorship and a DCBF agreement will be emailed to you.
Sakura Foundation is a 501(c)(3) nonprofit charitable organization, Tax ID #84-0633140.
Your contribution is tax deductible to the extent allowed by law.

Thank you for supporting Japanese and JA culture, community, and heritage!