



26th annual
MONTEREY PARK
**CHERRY
BLOSSOM
FESTIVAL**
April 11-12, 2026

SPONSORSHIP OPPORTUNITIES



THE FESTIVAL

April 11-12, 2026

BARNES PARK

350 S. MCPHERRIN AVENUE, MONTEREY PARK, CA 91754

The 26th annual Monterey Park Cherry Blossom Festival and the City of Monterey Park will once again showcase a wide array of traditional and contemporary Japanese entertainment, arts, handcrafts and cuisine. More than 10,000 people from throughout Southern California and beyond attend the festival.

Coordinated by community volunteers, the Cherry Blossom Festival has grown in patronage and activities, including promoting local Asian artists through art exhibitions and 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 generously support its fundraising efforts.

For more information, call the City of Monterey Park Recreation and Community Services Department at (626) 307-1476, email Recreation@montereypark.ca.gov or visit the Festival website at www.montereypark.ca.gov/CherryBlossom



FUNDRAISING ACTIVITIES

Each year, the Monterey Park 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 gain exposure in the community. Donations made to the Cherry Blossom Festival go directly toward funding cultural performances, exhibits, demonstrations, children's crafts and special programs.

LEVELS OF SPONSORSHIP

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

Platinum Sponsorship includes Stage Banner and Full Page Advertisement in digital Festival Program

All levels include the following benefits:

- 🌸 Recognition in the Monterey Park Cascades newspaper
- 🌸 Recognition on the Cherry Blossom Festival website
- 🌸 Recognition on the Sponsorship Banner to be displayed at the Festival
- 🌸 Recognition in the digital Festival Program

ADDITIONAL OPPORTUNITIES

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

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

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

The Committee welcomes product donations, raffle prizes, in-kind donations and all monetary assistance. All donations will be recognized in the digital Festival Program and on the Sponsorship Banner.



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SPONSORSHIP OR DONATION FORM

I would like to be a sponsor of the 2025 Monterey Park Cherry Blossom Festival:

- \$2,500 Platinum Sponsor
 - \$1,000 Gold Sponsor
 - \$500 Silver Sponsor
 - \$250 Bronze Sponsor
 - \$100 Friends of Cherry Blossom
 - \$1,000 Stage Banner
 - \$1,000 Full Page Advertisement *
 - \$250 Quarter Page Business Advertisement *
- * Staff will contract you re specifications

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

City of Monterey Park
Attn: Cherry Blossom Festival
320 W. 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 or digital material as:

Company/Business: -----

Contact Person: -----

Address: -----

City, State, Zip Code: -----

E-mail Address: -----

Telephone number with area code: -----

Your check or donation must be received by March 20, 2026 to ensure recognition in the digital Festival Program and on the Sponsorship Banner.