



## All Corporate Members RECEIVE THE FOLLOWING:

- ★ **NEW!** Name/Logo on display on rotating screens at the Bay Side Music Stage
- ★ National Cherry Festival window cling
- ★ National Cherry Festival email updates and offers
- ★ Corporate Membership flag or 2018 commemorative print
- ★ Company name in the National Cherry Festival official program
- ★ Company name and link on [www.cherryfestival.org](http://www.cherryfestival.org) Corporate Member page
- ★ 20% Discount on Record-Eagle official program ads (certain rules and restrictions apply)
- ★ **NEW!** Social media plugs
- ★ Local cherry products

## Cherry Grand: \$1,000

- Includes all of the benefits outlined above **PLUS** recognition in the following:
- ★ Company name in the August Traverse City Business News
  - ★ Company name in a post-event issue of the Traverse City Record-Eagle
- TICKETS:**
- ★ Four (4) VIP Hosting Area Air Show tickets
  - ★ Six (6) Cherry Dollars for Beer Tent or VIP Hosting Area Air Show
  - ★ Six (6) commemorative pins (Provides access to the beer tent)
- ADDITIONAL BENEFITS:**
- ★ Rights to use National Cherry Festival's logo in your company literature and website through 12/31/18 (with written Festival approval)



## Cherry Royale: \$1,500

- Includes all of the benefits outlined above **PLUS** recognition in the following:
- ★ Company logo in Open Space Park on the "Cherry Royale" banner
- TICKETS:**
- ★ Six (6) VIP Hosting Area Air Show Tickets
  - ★ Eight (8) Cherry Dollars for Beer Tent or VIP Hosting Area Air Show
  - ★ Eight (8) commemorative pins (Provides access to the beer tent)
- ADDITIONAL BENEFITS:**
- ★ Rights to use National Cherry Festival's logo in your company literature and website through 12/31/18 (with written Festival approval)

## Friends of the Airshow: \$2,500

- Includes all of the benefits outlined above **PLUS** recognition in the following:
- ★ Company logo in Open Space Park on the "Friends of the Airshow" banner
- TICKETS:**
- ★ Twelve (12) VIP Hosting Area Air Show tickets
  - ★ Twelve (12) Cherry Dollars for Beer Tent or VIP Hosting Area Air Show
  - ★ Twelve (12) Commemorative Pins (Provides access to the beer tent)
- ADDITIONAL BENEFITS:**
- ★ One-of-a-kind framed image of U.S. Navy Blue Angel
  - ★ Rights to use National Cherry Festival's logo in your company literature and website through 12/31/18 (with written Festival approval)

## Cherry on Top: \$3,000

- Includes all of the benefits outlined above **PLUS** the following:
- TICKETS:**
- ★ 4 tickets to Great American Picnic
  - ★ 4 General Admission concert tickets (First come first served. Let Alex know as soon as possible which tickets you want.)
- ADDITIONAL BENEFITS:**
- ★ One-of-a-kind framed image of U.S. Navy Blue Angels
  - ★ Rights to use National Cherry Festival's logo in your company literature and website through 12/31/18 (with written Festival approval)



## Membership Add On

Business On Tap offers local businesses the opportunity to host business after hours at the Beer Tent during the National Cherry Festival. This unique social event provides countless opportunities to thank customers and employees and demonstrate your company's community stewardship all while having a great time at the summer's most beautiful bay side bar!

### THE DETAILS:

- ★ Your company hosts the beer tent from 5-7pm
- ★ **NEW!** Social media mention prior to Business on Tap
- ★ You invite your clients & associates to join you at the Festival
- ★ **NEW!** 15 Pins (Needed to access Beer Tent)
- ★ You get 50 beverage tokens for your guests (\$300 value)
- ★ Business on Tap host sign with your logo
- ★ You help the National Cherry Festival network your business and thank the people that help your company succeed.
- ★ You work the crowd while we work the tent!

## Pricing: \$1,000 PER NIGHT PACKAGE



JUNE 30<sup>TH</sup>-JULY 7<sup>TH</sup> | VISIT [CHERRYFESTIVAL.ORG](http://CHERRYFESTIVAL.ORG)

## Cherry Blossom: \$300

Includes all of the benefits outlined above.



## Cherry Jubilee: \$500

Includes all of the benefits outlined above **PLUS** the following:

### TICKETS:

- ★ Two (2) VIP Hosting Area Air Show tickets
- ★ **NEW!** Four (4) Cherry Dollars for Beer Tent or VIP Hosting Area Air Show
- ★ Four (4) commemorative pins (Provides access to the beer tent)



Dear Friends,  
Can you believe that we are already preparing for the 92nd annual National Cherry Festival? The 2017 National Cherry Festival was a tremendous success for all and we are looking forward to an even better Festival next year. As a business leader the alignment of your company with the region's premier event demonstrates your commitment and stewardship to our community. Plus, there are fun perks and benefits included in each package!

Corporate Membership is a great way to support the Festival, which in turn helps support the economy of northern Michigan. Becoming a National Cherry Festival Corporate Member has never been easier. Simply register online, email or call me - or if you prefer - complete the brochure and mail it. Register now so you won't worry about it later. Plus, you can elect to have the invoice sent January 1, 2018. Piece of cake, right? (I mean piece of cherry pie!). We have added some new benefits so please take a moment to check it out.

I hope you will join us as we begin planning the 92nd annual National Cherry Festival, scheduled for June 30 through July 7, 2018. Alternatively, if you would like to explore the marketing benefits of a defined event sponsorship, please let me know. We look forward to the return of the U.S. Navy Blue Angels, three amazing parades, a week of Bay Side music and entertainment, and of course lots of delicious cherries! Please let me know if you have any questions, concerns, or interest in Corporate Membership. Thank you and cherry on!



Alex Zelinski  
Director of Corporate Partnerships  
azelinski@cherryfestival.org

250 E Front St. Suite 301 | Traverse City, MI 49684  
P (231) 947.4230 Ext. 104 | C (231) 883.6692 | F (231) 947.7435

## Corporate Membership

### PLEDGE FORM



### FILL OUT THE FORM ONLINE AT

[CHERRYFESTIVAL.ORG/GET-INVOLVED/CORPORATE-MEMBERSHIP-PACKAGE](http://CHERRYFESTIVAL.ORG/GET-INVOLVED/CORPORATE-MEMBERSHIP-PACKAGE)

OR FILL OUT THE FORM BELOW.

#### 1. COMPLETE YOUR INFORMATION

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

*Skip the Form!*

**Renewing a membership?**

Just e-mail Alex to confirm at [azelinski@cherryfestival.org](mailto:azelinski@cherryfestival.org) and he'll take care of it for you!

#### 2. SELECT YOUR MEMBERSHIP PACKAGE

- |   |   |
|---|---|
| <input type="checkbox"/> Cherry On Top - \$3,000          | <input type="checkbox"/> Cherry Grand - \$1,000 |
| <input type="checkbox"/> Friends of the Airshow - \$2,500 | <input type="checkbox"/> Cherry Jubilee - \$500 |
| <input type="checkbox"/> Cherry Royale - \$1,500          | <input type="checkbox"/> Cherry Blossom - \$300 |

#### CHOOSE ONE:

- Corporate Membership Flag OR  Commemorative Print

#### 3. SELECT MEMBERSHIP ADD ON

- Business On Tap - \$1,000

#### 4. PICK YOUR PAYMENT OPTION

- Check or money order (enclosed)  Send Invoice

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

Card No: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Type: MC | Visa | Discover | Amex

CVV: \_\_\_\_\_

#### Please submit payment to:

National Cherry Festival  
250 E. Front St, Suite 301  
Traverse City, MI 49684

#### Please e-mail vector logo to:

[azelinski@cherryfestival.org](mailto:azelinski@cherryfestival.org)

*Would you be interested in learning more about volunteer opportunities during the National Cherry Festival?*

- YES  NO

**Become a Corporate Member Today!**

250 E. Front St., Suite 301  
Traverse City, MI 49684  
[cherryfestival.org](http://cherryfestival.org)

**JUNE 30TH-JULY 7TH, 2018**



2018



**CORPORATE MEMBERSHIP PROGRAM**



*New Offers Inside!*

**JUNE 30<sup>TH</sup>-JULY 7<sup>TH</sup> | VISIT [CHERRYFESTIVAL.ORG](http://CHERRYFESTIVAL.ORG)**