Greetings from the National Cherry Festival!

Thank you to our returning Corporate Members, and welcome to the businesses joining us in 2027! Your support helps keep the National Cherry Festival a beloved Northern Michigan tradition while supporting the local businesses, restaurants and lodging partners that help make our community special.

With an economic impact of more than $43 million to our region and over $80,000 donated to local organizations, the Festival makes a lasting difference in our community. Corporate Membership is a great way to show your support, connect with fellow businesses and be part of a tradition that brings our community together.

Join us in 2027 and show your community support as a National Cherry Festival Corporate Member.

Jody Brown
Sponsorship Director
jbrown@cherryfestival.org

Connor Miller
Community Partnership Manager
cmiller@cherryfestival.org

All National Cherry Festival Corporate Members

RECEIVE THE FOLLOWING

- National Cherry Festival window cling
- Corporate Membership flag or commemorative print
- Company name in the National Cherry Festival Official Program
- Company name in the August issue of Traverse City Business News
- Company name rotating (at random) on homepage of cherryfestival.org
- 20% discount on Record-Eagle official program ads *(certain rules & restrictions apply)*
- Local cherry products and other goodies!

Cherry Blossom: $300

Includes all the benefits outlined for “All Corporate Members,” plus the following:

- Two (2) tickets to our exclusive Corporate Member Cocktail Hour & Networking Event
- Company name and link on the National Cherry Festival Corporate Member page at cherryfestival.org

Cherry Jubilee: $500

Includes all the benefits outlined for “All Corporate Members,” plus the following:

- Four (4) tickets to our exclusive Corporate Member Cocktail Hour & Networking Event
- Five (5) Cherry Dollars
- Five (5) Commemorative Pins
- Company name and link on the National Cherry Festival Corporate Member page at cherryfestival.org

Cherry Grand: $1,000

Includes all the benefits outlined for “All Corporate Members,” plus the following:

- Name/logo displayed on rotating screens at the Beer & Cocktail Tent
- Four (4) tickets to our exclusive Corporate Member Cocktail Hour & Networking Event
- Two (2) tickets to Cherry Royale Parade Hosting
- Eight (8) Cherry Dollars
- Eight (8) Commemorative Pins
- Company logo and link on the National Cherry Festival Corporate Member page at cherryfestival.org

Cherry Royale: $1,500

Includes all the benefits outlined for “All Corporate Members,” plus the following:

- Name/Logo on display on rotating screens at the Beer & Cocktail Tent
- Two (2) Air Show Center Tickets
- Six (6) tickets to our exclusive Corporate Member Cocktail Hour & Networking event
- Four (4) Tickets to Cherry Royale Parade Hosting
- Ten (10) Cherry Dollars
- Ten (10) Commemorative Pins
- Company logo and link on the National Cherry Festival Corporate Member page at cherryfestival.org

Friends of the Festival: $2,500

Includes all the benefits outlined for “All Corporate Members,” plus the following:

- Name/Logo on display on rotating screens at the Beer & Cocktail Tent
- Four (4) Air Show Center Tickets
- Eight (8) tickets to our exclusive Corporate Member Cocktail Hour & Networking event
- Six (6) Tickets to Cherry Royale Parade Hosting
- Fourteen (14) Cherry Dollars
- Fourteen (14) Commemorative Pins
- Rights to use National Cherry Festival’s logo in your company literature and website through 12/2027
- Social Media mention
- Company logo and link on the National Cherry Festival Corporate Member page at cherryfestival.org

Cherry On Top: $3,000

Includes all the benefits outlined for “All Corporate Members,” plus the following:

- Name/Logo on display on rotating screens at the Beer & Cocktail Tent
- Company logo in Open Space Park on the “Cherry On Top” banner
- Six (6) Air Show Center Tickets
- Ten (10) tickets to our exclusive Corporate Member Cocktail Hour & Networking event
- Six (6) Tickets to Cherry Royale Parade Hosting
- Sixteen (16) Cherry Dollars
- Sixteen (16) Commemorative Pins
- Rights to use National Cherry Festival’s logo in your company literature and website through 12/2027
- Social Media mention
- Company logo and link on the National Cherry Festival Corporate Member page at cherryfestival.org

Membership Add On

Business On Tap: $1,250

Business On Tap offers local businesses the opportunity to host a business-after-hours event at the Beer & Cocktail Tent during the National Cherry Festival. It’s a unique way to thank customers and employees, showcase your company’s commitment to the community, and enjoy an evening at one of the summer’s most beautiful bayside bars!

BUSINESS ON TAP

- Your company hosts Business On Tap Tent from 5 - 7 PM (Weekdays of Festival)
- Invite your clients & associates to join you at the Festival
- 20 Commemorative Pins for access to the Beer & Cocktail Tent
- 50 Cherry Dollars for your guests
- Business On Tap host sign featuring your logo displayed on the tent
- Social Media mention
- You work the crowd while we work the tent!

2027

Corporate Membership

Program Presented By: HONOR BANK

521 S Union Street
Traverse City, MI 49684

www.cherryfestival.org

July 3-10, 2027

Become a Corporate Member Today!

Corporate Membership

PLEDGE FORM

FILL OUT THE FORM ONLINE AT WWW.CHERRYFESTIVAL.ORG/CMP
OR FILL OUT THE FORM BELOW

1. COMPLETE YOUR INFORMATION

Business Name: _____

Contact Name: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

Website: _____

2. SELECT YOUR MEMBERSHIP PACKAGE

- ☐ Cherry On Top - $3,000
- ☐ Friends of the Festival - $2,500
- ☐ Cherry Royale - $1,500
- ☐ Cherry Grand - $1,000
- ☐ Cherry Jubilee - $500
- ☐ Cherry Blossom - $300

Skip the Form!

Renewing a membership?

Just email sales@cherryfestival.org & we'll take care of it for you!

Interested in signing up online?

Just scan the QR code below and fill out the form!

3. SELECT MEMBERSHIP ADD ON

- ☐ Business On Tap - $1,250

4. PICK YOUR PAYMENT OPTION

☐ Check or money order (enclosed) ☐ Send Invoice ☐ Credit Card

Name on Card: _____

Signature: _____

Card Number: _____

Exp. Date _____ CVV: _____

Please submit payment to:

The Festival Foundation
521 S. Union Street
Traverse City, MI 49684

Scan this QR code to access our Dropbox folder for logo upload:

Would you like to learn more about volunteer opportunities at Festival Foundation events?

☐ Yes ☐ No