

## Greetings from the National Cherry Festival!

The National Cherry Festival will be celebrating its 100th year in 2026! We want to extend a heartfelt thank you to our returning Corporate Members and invite new businesses to join our Corporate Membership Program. By becoming a member, you'll enjoy exclusive benefits, networking opportunities, and the chance to support this iconic event.

Your participation helps strengthen our local business, restaurant, and lodging communities. The National Cherry Festival contributes over \$43 million in economic impact to the region and donates more than \$80,000 to local organizations. By joining as a Corporate Member at any level, you'll be supporting this cherished community tradition and making a lasting difference.



Show your community support and display a red corporate member flag for the 100th anniversary!

**Jody Brown**

Sponsorship Director ★ [jbrown@cherryfestival.org](mailto:jbrown@cherryfestival.org)

## All National Cherry Festival Corporate Members

### RECEIVE THE FOLLOWING:

- ★ National Cherry Festival window cling
- ★ National Cherry Festival email updates and offers
- ★ Corporate Membership flag or commemorative print
- ★ Company name in the National Cherry Festival official program
- ★ Company name in the August issue of the Traverse City Business News
- ★ Company name rotating (at random) on homepage of [www.cherryfestival.org](http://www.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 of 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 [www.cherryfestival.org](http://www.cherryfestival.org) Corporate Member page

### Cherry Jubilee: \$500

Includes all of the benefits outlined for "all corporate members". **PLUS** the following:

- ★ Two (2) Air Show Center tickets
- ★ Four (4) Tickets to our exclusive Corporate Member Cocktail Hour + Networking event
- ★ Two (2) Tickets to Cherry Royale Parade Hosting
- ★ Five (5) Cherry Dollars (for purchase of alcoholic beverages)
- ★ Five (5) Commemorative Pins (Provides access to the Beer & Cocktail tent)
- ★ Company name and link on [www.cherryfestival.org](http://www.cherryfestival.org) Corporate Member page



JULY 4 - JULY 11 | VISIT [CHERRYFESTIVAL.ORG](http://CHERRYFESTIVAL.ORG)

### Cherry Grand: \$1,000

Includes all of 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
- ★ Four (4) Tickets to our exclusive Corporate Member Cocktail Hour + Networking event
- ★ Two (2) Tickets to Cherry Royale Parade Hosting
- ★ Eight (8) Cherry Dollars (for purchase of alcoholic beverages)
- ★ Eight (8) Commemorative Pins (Provides access to the Beer & Cocktail Tent)
- ★ Rights to use National Cherry Festival's logo in your company literature and website through 12/31/2026 (with written Festival approval)
- ★ Company Logo in addition to link on [www.cherryfestival.org](http://www.cherryfestival.org) Corporate Member page

### Cherry Royale: \$1,500

Includes all of 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
- ★ Six (6) Tickets to our exclusive Corporate Member Cocktail Hour + Networking event
- ★ Four (4) Tickets to Cherry Royale Parade Hosting
- ★ Ten (10) Cherry Dollars (for purchase of alcoholic beverages)
- ★ Ten (10) Commemorative Pins (Provides access to the Beer & Cocktail Tent)
- ★ Rights to use National Cherry Festival's logo in your company literature and website through 12/31/2026 (with written Festival approval)
- ★ Company Logo in addition to link on [www.cherryfestival.org](http://www.cherryfestival.org) Corporate Member page
- ★ Social Media Mention

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

Includes all of the benefits outlined for "all corporate members". **PLUS** the following:

- ★ Name/Logo on display on rotating screens at the Beer & Cocktail Tent
- ★ Six (6) 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 (for purchase of alcoholic beverages)
- ★ Fourteen (14) Commemorative Pins (Provides access to the Beer & Cocktail Tent)
- ★ Rights to use National Cherry Festival's logo in your company literature and website through 12/31/2026 (with written Festival approval)
- ★ Company Logo in addition to link on [www.cherryfestival.org](http://www.cherryfestival.org) Corporate Member page
- ★ Social Media Mention



Don't Forget...CUT OFF FOR PARTICIPATION IS MAY 15<sup>TH</sup>, 2026!

### Cherry on Top: \$3,000

Includes all of 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
- ★ Eight (8) Air Show Center tickets
- ★ Ten (10) Tickets to our exclusive Corporate Member Cocktail Hour + Networking event
- ★ Six (6) Tickets to Cherry Royale Parade Hosting
- ★ Twenty (20) Cherry Dollars (for purchase of alcoholic beverages)
- ★ Twenty (20) Commemorative Pins (Provides access to the Beer & Cocktail Tent)
- ★ Rights to use National Cherry Festival's logo in your company literature and website through 12/31/2026 (with written Festival approval)
- ★ Company Logo in addition to link on [www.cherryfestival.org](http://www.cherryfestival.org) Corporate Member page
- ★ Social Media Mention

## Membership Add On

Business On Tap offers local businesses the opportunity to host business after hours at the Beer & Cocktail Tent during the National Cherry Festival. This unique social event provides countless opportunities to thank customers & 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 Business on Tap Tent from 5 - 7pm (Weekdays of festival.)
- ★ You invite your clients & associates to join you at the Festival
- ★ 15 Pins (Needed to access the Beer & Cocktail Tent. A \$75 Value.)
- ★ You get 50 beverage tokens for your guests (\$400 value)
- ★ Business on Tap host sign with your logo on tent
- ★ Social media mention
- ★ You work the crowd while we work the tent!

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

# Corporate Membership

## PLEDGE FORM

FILL OUT THE FORM ONLINE AT [WWW.CHERRYFESTIVAL.ORG/CMP](http://WWW.CHERRYFESTIVAL.ORG/CMP)

OR FILL OUT THE FORM BELOW.

### 1. COMPLETE YOUR INFORMATION

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

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

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

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

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

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

### 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  Credit Card

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

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

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

Exp. Date: \_\_\_\_\_

Type: MC | Visa | Discover | Amex

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

Please submit payment to:  
The Festival Foundation  
521 S. Union St,  
Traverse City, MI 49684

Please upload vector logo to:  
<https://l.ead.me/CMSLogo>

Or scan this QR code  
to access our dropbox  
folder for logo upload:



Would you be interested  
in learning more about  
volunteer opportunities  
during Festival Foundation  
events?

- YES  NO

### Skip the Form!

#### Renewing a membership?

Just email  
[sales@cherryfestival.org](mailto: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!



521 S. Union St,  
Traverse City, MI 49684  
[cherryfestival.org](http://cherryfestival.org)



July 4 - July 11

*Become a Corporate Member Today!*



2026  
Corporate  
Membership

Program Presented By:

