



# National Cherry Blossom Festival

THE NATION'S GREATEST SPRINGTIME CELEBRATION™

**Entry #40 – Best Sponsor Partner**



## INTRODUCTION & DESCRIPTION

The National Cherry Blossom Festival strives to produce and promote the nation's greatest springtime celebration in Washington, DC. The Festival welcomes spring with four anchoring weekends and exciting daily events featuring diverse and creative programming promoting traditional and contemporary arts and culture, natural beauty, and community spirit. The 2014 Festival began on the first day of spring, March 20, and continued through April 13, commemorating the 102nd anniversary of the gift of the cherry blossom trees from Tokyo to Washington, DC.

The Festival produces and promotes signature events and programs. It also serves as an umbrella organization, incorporating and promoting events from over 40 organizations. In 2014, signature events and programs included the City in Bloom campaign, which began in 2012 in order to unite the region in celebration of the Festival through pink lighting and projections on iconic buildings. Another initiative designed to unite the DC-metro region was the Petal Pass program.

Throughout the Festival, attendees enjoyed spring savings with the Petal Pass card, a limited edition keepsake available for free, exclusively at neighborhood Capital One Bank® branches. The Pass enabled special offers and discounts at participating businesses, attractions, restaurants, and retailers. The signature National Cherry Blossom Festival Parade® was held Saturday, April 12 along Constitution Avenue, and featured celebrity entertainers, giant helium balloons, floats, marching bands from across the country, specialty units, and more.

Capital One Bank presented both the City in Bloom campaign and Petal Pass program, and was a supporting sponsor of the Parade.



*Tokyo Tower lights in pink for City in Bloom*

## NAME OF SPONSOR

Capital One Bank®



*Capital One Bank/City in Bloom Parade float featuring pop star Aaron Carter*



## DESCRIPTION OF SPONSOR; LEVEL & LENGTH OF SPONSORSHIP; BENEFITS

Capital One Bank, one of the nation's top 10 largest banks based on deposits, serves banking customers through branch locations in markets across the U.S. Capital One Bank has been a Host Sponsor, one of the top sponsorship levels, of the National Cherry Blossom Festival for three years. As a Host Sponsor, Capital One Bank received recognition and exposure across multiple weeks of the Festival as well as presenting or supporting recognition associated with specific events. Capital One Bank was recognized as the exclusive presenting sponsor of the Festival's Petal Pass and City In Bloom programs, and recognized as a supporting sponsor of the National Cherry Blossom Festival Parade® throughout all channels available.

Benefits included, but were not limited to:

### Festival Recognition & Event Collateral

- Logo and/or mentions in all key collateral pieces (Official Guide, Brochure, Commemorative Program)
- Recognition at signature events (signage, electronic presentations, event programs)
- Parade-specific recognition, including a banner, mention in the telecast, mention to live audience, two :10 billboards, sponsorship of City in Bloom float, and more

### Electronic Promotion

- On the Festival's website, including individual events and homepage news posts
- Social media mentions on Facebook and Twitter
- Recognition and links within the free App
- Inclusion in e-blasts

### Advertising & Public Relations

- Inclusion in press materials and interview opportunities as available
- Presenting sponsor recognition in live interviews as available
- Logo in "thank-you" advertisements
- Television advertisements, including :30 spots on CBS affiliate WUSA 9 and logo on a minimum of 400 Comcast :30 spots
- Ads in Commemorative Program and Official Guide
- Inclusion in radio spots on WASH-FM for Petal Pass
- Splash pages via Festival media partners
- Petal Pass Promotion on Festival Airport Diorama Signage at Washington Reagan and Dulles International Airports

### Special Opportunities included:

- Access to VIP hospitality and event tickets
- Opportunity to conduct a sweepstakes/"drive traffic to branch" promotion
- Opportunity to have a tent on the National Mall on Parade day to host Capital One Bank clients, employees, guests, etc.



### QUANTITY AND QUALITY OF SUPPORT TO EVENT BY SPONSOR

The National Cherry Blossom Festival aims to present fresh and innovative programming beyond the cherry trees at the Tidal Basin and throughout the DC-metro region. Through Capital One Bank’s support over the last three years, the National Cherry Blossom Festival has been able to expand its regional efforts. The City in Bloom campaign and Petal Pass program were both started with Capital One Bank’s sponsorship in 2012. Due to the bank’s continued support, resources have gone to expand and grow these programs, making the City in Bloom come to life in Washington, DC, and even in Tokyo, through the lighting of both the world famous Tokyo Tower and esteemed jazz club Blue Note Tokyo.

To support the City In Bloom program and Parade, Capital One Bank:

- Joined iconic venues by lighting up a prominent branch (85 H Street, NW Washington, DC) from March 20 – 27 in pink with blossom projections.
- Decorated 164 branches; Capital One Bank branches were “in bloom” via in-branch collateral and merchandising.
- Showcased a beautiful, intricate City In Bloom float in the National Cherry Blossom Festival Parade®, for approximately 150,000 attendees in person and 76% of U.S. markets through national syndication.
- Cross-promoted involvement in City in Bloom and the Parade via social media channels

Petal Pass provides something all visitors and attendees want: savings. The program continues to engage local businesses and provide exposure to attractions throughout the metro region. To support the Petal Pass program, Capital One Bank:

- Produced 37,800 Petal Passes utilizing Festival-provided artwork, and offered the free Passes to all visitors at 164 bank branches throughout the region
- Designed and produced 37,800 Petal Pass sleeves, featuring Capital One Bank branding, logos, select participants, and a QR code leading to the full list of participants in the app
- Designed and produced in-branch materials for 164 branch locations, including lapel stickers promoting Petal Passes for branch personnel to wear, signage, and entrance door decoration
- Cross-promoted the Petal Pass program via social media platforms, including paid promoted posts



*In-branch posters*

The citywide celebration of spring in Washington, DC, supported in part by Capital One Bank’s programs and involvement, becomes an important economic benefit to the surrounding region.



← Celebrity **Aaron Carter** tweets his experience at the Parade on Capital One Bank’s float to 420,00 followers





## GOALS AND SUCCESS OF RELATIONSHIPS

The relationship between Capital One Bank and the National Cherry Blossom Festival is successful because of shared organizational goals that align. Specifically, the goals of the relationship for Capital One Bank and the National Cherry Blossom Festival were:

- Increase traffic in Capital One Bank branches, and encourage the regional celebration of the Festival throughout DC, Maryland, and Virginia
- Encourage banker interaction with new and existing customers. This was done in part through Petal Pass promotion, and in part by offering sweepstakes opportunity to win one-of-a-kind experience: participation in the National Cherry Blossom Festival Parade®
- Engage Capital One Bank employees via volunteer opportunities with the Festival
- Position Capital One Bank as a key partner of the National Cherry Blossom Festival
- Highlight the relationship by Capital One Bank acting as the exclusive outlet for National Cherry Blossom Festival Petal Pass distribution
- Leverage key assets of the Festival (including tickets to Festival events and Parade Day experience) to engage Capital One Bank clients, prospects, and employees
- Leverage Capital One Bank's internal communication channels to drive awareness of the partnership and foster pride among employees



*Employees hold Paddington Bear*

The relationship has continued for three years due to its success, and the Festival and Capital One Bank both reach hundreds of thousands of people through joint efforts. Specifically:

- Capital One Bank was positioned as a key partner of the Festival and included in more than \$1 million of promotional advertising, marketing, and public relations
- The National Cherry Blossom Festival became a bank customer through the relationship
- Capital One Bank distributed approximately 32,800 Petal Passes, roughly 200 per branch
- Festival TV, radio, and online advertisements for Petal Pass through media partners, including WUSA 9 (CBS), Comcast, and radio station WASH-FM
- Editorial in the Festival's key collateral pieces, including the Commemorative Program (**20,000** distributed at metro-DC hotels and Festival events), Official Guide (**88,000** distributed via *Washington City Paper* and at events), and Calendar Brochure (**100,000** distributed at events, hotels, and in metro-DC Safeway stores)
- Promotion of all Capital One Bank programs on the Festival website, app, e-blasts, and social media platforms
- Inclusion in Festival outreach to media resulting in Capital One Bank mentions in various outlets including *USA Today* (print and online, **valued at \$56,647**) and segment on WTTG Fox 5 television (**valued at \$9,110**)
- Total Festival earned media coverage for Capital One Bank was valued at **\$490,784.28**, with a print circulation of **1,437,742**, and online unique pageviews reaching **19,830,528**
- Increase in traffic to branches with consumers asking for the Petal Pass; increase in interactions with bankers who were able to engage potential customers with the National Cherry Blossom Festival Parade® Experience sweepstakes
- Capital One Bank invited their bankers, employees, prospects, and clients to events throughout the 25-day Festival including the Kick-off Press Conference, Pink Tie Party, Blossoms & Baseball event, and National Cherry Blossom Festival Parade®
- Over 40 Capital One Bank employees volunteered for the Parade, guiding the giant Capital One Bank-sponsored Paddington Bear balloon down the Parade route.



**HOW THE SPONSOR STANDS OUT**

Capital One Bank is a hands-on, involved sponsor. Their efforts – through everything from employee engagement to support of promotional efforts – brings an added value to the Festival and bolsters its marketing efforts. The programs and exposure successfully extend the Festival’s reach throughout DC, Maryland, and Virginia and are key ways the Festival creates a united experience for over 1.5 million attendees each year.

Capital One Bank is creative, and effectively merges the Festival and bank brand throughout in-house collateral materials. They are responsive and involved, with bi-weekly calls to keep all projects on track. The recognized Capital One Bank brand is an asset to the Festival, with name recognition and exposure to consumers.

Capital One Bank has the unique ability to capitalize on a network of branch locations – making the reach of the Festival that much stronger. The in-branch participation and promotion carry the message of the National Cherry Blossom Festival and the celebration of spring through 164 prominent bank branches. Managers learn about the Festival and disseminate information to their employees, who impart information to customers, essentially creating a “street team” of Festival ambassadors.

The financial commitment of Capital One Bank over the years has enabled the City in Bloom, Petal Pass, and Parade to flourish, creating a strong brand for each event and program, and a positive economic and community impact.



*Sweepstakes*



*Branch employee lapel stickers*



*Petal Pass sleeve*





## ACTIVATION OF SPONSORSHIP BY SPONSOR

Capital One Bank produced significant collateral material previously mentioned for the Petal Pass program, including the physical Passes, sleeves, and in-branch collateral. The organization also lit up a prominent branch as part of City in Bloom, and helped design the City in Bloom Parade float.

Capital One Bank was creative with activation, by creating and promoting the National Cherry Blossom Festival Parade® Experience sweepstakes. Consumers who visited a Capital One Bank branch from March 17 – April 4, 2014 could enter to win a National Cherry Blossom Festival Parade® Experience, which included a ride for four on the City In Bloom float during the locally broadcast and nationally syndicated Parade. The sweepstakes also included:

- An overnight stay for four in a Washington, DC hotel
- Tickets for four to a VIP Parade Day breakfast and lunch
- Tickets for four to the Sakura Matsuri – Japanese Street Festival along Pennsylvania Avenue in downtown DC, immediately following the Parade
- A prize pack of Festival merchandise including t-shirts, mugs, caps, and commemorative lapel pins

Capital One Bank brought the City in Bloom brand to life through the float in the Parade, seen on national television through the Parade's syndication. In addition to engaging employees to volunteer in the Parade, they hosted bankers, employees, clients, and prospects to view the Parade and then attend an exclusive tented luncheon on the National Mall following, with views of the Washington Monument and U.S. Capitol building.

