



2024 CHERRY PICKS RESTAURANT PROGRAM
PARTICIPATION DETAILS

DEADLINE: Friday, February 16, 2024

CHERRY PICKS: [The National Cherry Blossom Festival](#), in conjunction with [Restaurant Association of Metropolitan Washington](#), is proud to showcase the Washington, DC area’s vibrant restaurant scene during the 2024 Festival, from March 20 – April 14. Restaurants who enroll in the program offer custom spring-themed menu items that are featured on Festival channels, encouraging Washington, DC area residents and visitors to experience flavors of this iconic DC season with friends and family. To provide the most value to participating restaurants, the Festival is offering multiple engagement opportunities in 2024:

	Spotlight Restaurant <i>Participation is limited and <u>must be approved by the Festival</u></i>	Cherry Night <i>Participation is limited and <u>must be approved by the Festival</u></i>	Cherry Picks
Participant Benefits			
Website	Cherry Picks webpage feature	Listing on Cherry Night website event page	Neighborhood Guide Listing on the website
Official Festival Guide	Listing in the Cherry Picks Article; select menu item photos will be featured	Listing in the Cherry Picks Article	Link to Cherry Picks webpage in the Festival Guide
Social Media	Featured and tagged on Festival social media	Featured and tagged on Festival social media, including live coverage of Cherry Night events	Select restaurants with high-quality photos featured with links back to the Cherry Picks page
E-mail	Featured in Spotlight Restaurant dedicated e-blast	Inclusion in Cherry Night dedicated e-blast the week of March 26-31 Cherry Night will be on Friday, March 29, 2024	Select restaurants with high-quality menu item photos will be featured in the following themed e-blasts: <ul style="list-style-type: none">March 26-30 – Delightful Drinks Festive libations, cocktails and mocktailsMarch 31-April 6 – Fresh Foodie Appetizers and main coursesApril 7-14 – Decadent Desserts Festive delicacies
Public Relations	Inclusion in the 2024 Festival press kit and in Festival media outreach	Inclusion in 2024 Festival press kit and Cherry Night media outreach	Inclusion in the 2024 Festival press kit
Restaurant Commitments			
Application	Complete the online application for Cherry Picks on or before March 1, 2024		
Gift Card Obligation	Provide in-kind lunch or dinner for NCBF Staff during the Festival OPTIONAL: Six (6) \$50 gift cards* for the Festival to use for the Pink Tie Party Silent Auction on or before March 1, 2024	Offer free entertainment, custom menu items, and promote a pink dress code the night of March 29, 2024	Four (4) \$50 gift cards* for the Festival to use for fundraising, promotional, or publicity purposes.
Menu Requirements	Complete customized spring-themed menu. <u>Must</u> include: <ul style="list-style-type: none">Beverage (alcoholic/non-alcoholic)AppetizerEntréeDessert	At least one spring-themed menu item. <u>May</u> include: <ul style="list-style-type: none">Beverage (may be alcoholic or non-alcoholic)AppetizerEntréeDessert	At least one spring-themed menu item. <u>May</u> include: <ul style="list-style-type: none">Beverage (may be alcoholic or non-alcoholic)AppetizerEntréeDessert
Pink Tie Party	Opportunity to serve samples at Pink Tie Party (March 2024)		
Logo	Provide logo for use in promotional marketing (145 x 145 pixels, PNG format) due by March 1, 2024		
Language	Menu description	Event description	N/A
Photos	Photos of all springtime menu items by March 1, 2024 (300 dpi)	Venue photo for promotional purposes by March 1, 2024	Photo of custom springtime menu item by March 1, 2024 (300 dpi)

**All gift cards should be dated one (1) year or more from the date of issuance; no purchasing restrictions. Gift cards can be emailed to tdickens@ncbfdc.org or mailed to: National Cherry Blossom Festival, 1275 K Street, NW, Suite 1000, Washington, DC 20005 ATTN: Cherry Picks.*