

The background of the entire cover is a close-up photograph of cherry blossom branches. The blossoms are in various stages of bloom, with some showing vibrant pink petals and others as lighter, more delicate flowers. The branches are dark and woody, providing a natural frame for the blossoms. The lighting is soft, creating a warm and inviting atmosphere.

# 2020

# CHERRY BLOSSOM PRINCESS PROGRAM

S P O N S O R S H I P   P A C K E T

72nd  
ANNUAL



NATIONAL CONFERENCE  
*of* STATE SOCIETIES







# 2020 CHERRY BLOSSOM PRINCESS PROGRAM

## SPONSORSHIP PACKET



The National Conference of State Societies (NCSS) is seeking your support in continuing and expanding its Annual National Cherry Blossom Program held each spring in Washington, DC.

NCSS was established by Congress in 1952 as the parent organization of the 50 State and

6 Territorial Societies. For over 70 years, the Program has involved Societies from all 50 States, the District of Columbia and the 5 US Territories: American Samoa, Guam, Puerto Rico, the U.S. Virgin Islands and CNMI. Community, business and government leaders from all National and International participants have taken part in this World renowned event celebrating Japan's cherished gift of cherry trees to the United States.

The Cherry Blossom Princess Program is a weeklong educational, cultural and development program which celebrates the unique and enduring friendship between the United States and Japan. Each State Society selects their representative (Princess) based on their achievements in academics, philanthropy, leadership and professional accomplishments.

During this one week the Princesses frequently visit the First Lady in the White House, meet with their states Congressional representatives at a Congressional Reception, visit various embassies, perform community service and celebrate the friendship between the US and Japan through various events including the Lantern Lighting at the Tidal Basin and a reception at the Ambassador's residence. They also attend a Women's Empowerment conference where we bring a

panel of successful women to discuss their life experiences and address various timely topics such as Sexual Harassment in the Work Place, how to self promote for new position or increase in salary and Work/Life Balance.

In 2020 we will be working with the Japanese Embassy to implement the Kakehashi (Bridge) program where outstanding young ladies are selected to travel to Japan and attend lectures on Japanese culture to promote better understanding of both our cultures. We join with the Japanese Ambassador and countless volunteers to make the 2020 events an even more profound experience for all those involved, particularly the princesses from America, Japan and around the world.

Your support of this exceptional and long standing program will not only give you access to attending various events throughout the week but also provide you with an opportunity to reach hundreds of thousands of people to promote your business. We offer a variety of support opportunities and hope we can count on you to assist us in continuing this amazing program and strengthening the US and Japanese tradition of support.

Sincerely,

A handwritten signature in dark ink that reads "Pete Berlowitz". The signature is fluid and cursive.

*Pete M. Berlowitz  
President, National Conference of State Societies  
(410) 440-6715, [president@statesocieties.org](mailto:president@statesocieties.org)*

*NCSS is a 501(c)4 organization which encompasses the NCSS Education Fund, a 501 (c)3 organization*

# 2020 SPONSORSHIP LEVELS

## ► Crown Sponsor: \$50,000+

- 4 Reserved Seats at all Signature Events (Congressional Reception, Kimono Fashion Show, Stone Lantern Lighting, Parade)
- 22 Tickets to the Grand Ball (2 tables + 2 VIP seats)
- Private audience and Photo Ops with Queens
- Visibility in all NCSS program material for 1 year
- Hyperlinked logo placement on NCSS website for 1 year
- Speaking opportunity at one of NCSS Signature Events/Grand Ball
- Recognition in all Press Releases, Email Outreach and Social Media Marketing
- Full-page inside cover Advertisement in the Cherry Blossom Program
- Logo on Sponsor Page in Cherry Blossom Program

## ► Sakura Sponsor: \$25,000+

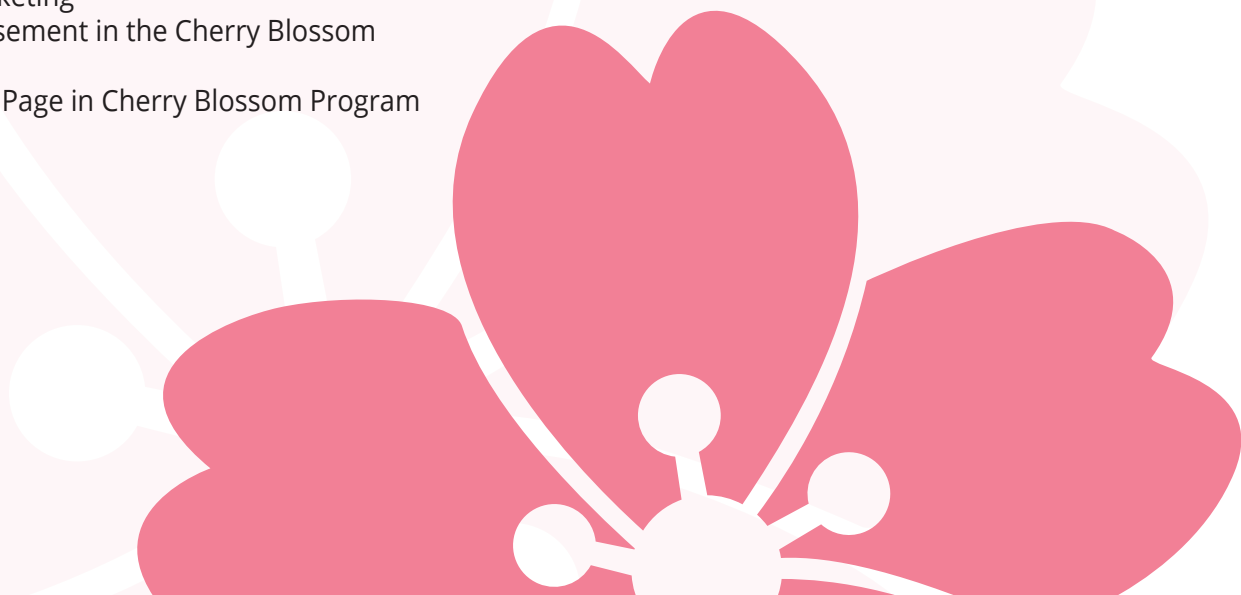
- 4 Tickets to all Signature Events (Congressional Reception, Kimono Fashion Show, Stone Lantern Lighting, Parade)
- 12 Tickets to the Grand Ball (1 table + 2 VIP seats)
- Photo Op with Queens
- Visibility in all NCSS program material for 1 year
- Hyperlinked logo placement on NCSS website for 1 year
- Recognition in all Press Releases, Email Outreach and Social Media Marketing
- Full-page Advertisement in the Cherry Blossom Program
- Logo on Sponsor Page in Cherry Blossom Program

## ► Pearl Sponsor: \$10,000+

- 2 Tickets to all Signature Events (Congressional Reception, Kimono Fashion Show, Stone Lantern Lighting, Parade)
- 10 Tickets to the Grand Ball (1 table)
- Photo Op with Queens
- Visibility in all NCSS program material for 1 year
- Hyperlinked logo placement on NCSS website for 1 year
- Recognition in all Press Releases, Email Outreach and Social Media Marketing
- Half-page Advertisement in the Cherry Blossom Program
- Logo on Sponsor Page in Cherry Blossom Program

## ► Blossom Sponsor: \$5,000+

- 2 Tickets to Stone Lantern Lighting and Parade
- 6 Tickets to the Grand Ball
- Visibility in all NCSS program material for 1 year
- Hyperlinked logo placement on NCSS website for 1 year
- Recognition in Social Media Marketing
- Half-page Advertisement in the Cherry Blossom Program
- Logo on Sponsor Page in Cherry Blossom Program





## ► Sushi Reception Sponsor: \$15,000+

- 2 Reserved Tickets to all Signature Events (Congressional Reception, Kimono Fashion Show, Stone Lantern Lighting, Parade)
- 10 Tickets to the Grand Ball (1 table)
- Private tasting for 10 Attendees before the Sushi Reception
- Signage acknowledging Sponsorship at Sushi Reception
- Photo Op with Queens
- Visibility in all NCSS program material for 1 year
- Hyperlinked logo placement on NCSS website for 1 year
- Recognition in all Press Releases, Email Outreach and Social Media Marketing
- Full-page Advertisement in the Cherry Blossom Program
- Logo on Sponsor Page in the Cherry Blossom Program

## ► Kimono Fashion Show Sponsor: \$15,000

- 10 Reserved Tickets to Kimono Fashion Show
- 10 Tickets to the Grand Ball (1 table)
- Learn to wear/tie Kimonos and participate in modeling Kimonos
- Acknowledge Sponsorship at Kimono Fashion Show
- Photo Op with Queens
- Visibility in all NCSS program materials for 1 year
- Hyperlinked logo placement on NCSS website for 1 year
- Recognition in all Press Releases, Email Outreach and Social Media Marketing
- Full-page Advertisement in the Cherry Blossom Program
- Logo on Sponsor Page in the Cherry Blossom Program

## ► Women's Empowerment Sponsor: \$5,000+

- 2 Reserved Tickets to all Signature Events (Congressional Reception, Kimono Fashion Show, Stone Lantern Lighting, Parade)
- 2 Tickets to the Grand Ball
- Speaking opportunity at Women's Empowerment Conference
- Photo Op with Queens
- Visibility in all NCSS program material for 1 year
- Hyperlinked logo placement on NCSS website for 1 year
- Recognition in all Press Releases, Email Outreach and Social Media Marketing
- Half-page Advertisement in the Cherry Blossom Program

## ► State/Territory Sponsor: \$5000+ (One Per State/Territory)

### State Receives:

- 7 Tickets to the Grand Ball (6 Tickets + Princess Escort)
- 4 Tickets to Haines Award Dinner
- Dues, Softball Tournament and Princess Fees Paid
- \$500 Stipend for Princess

### Sponsor Receives:

- 2 Reserved Tickets to Congressional Reception, Stone Lantern Lighting and Parade
- 2 Tickets for Grand Ball
- Hyperlinked logo placement on NCSS website for 1 year
- Half-page Advertisement in the Cherry Blossom Program

## For more information, contact:

Pete M. Berlowitz, President, NCSS at (410) 440-6715, [president@statesocieties.org](mailto:president@statesocieties.org)  
OR Mary O'Donovan, Vice President, NCSS at (202) 460-2258, [vp\\_external@statesocieties.org](mailto:vp_external@statesocieties.org)

# 2020 ADVERTISING SPECIFICATIONS

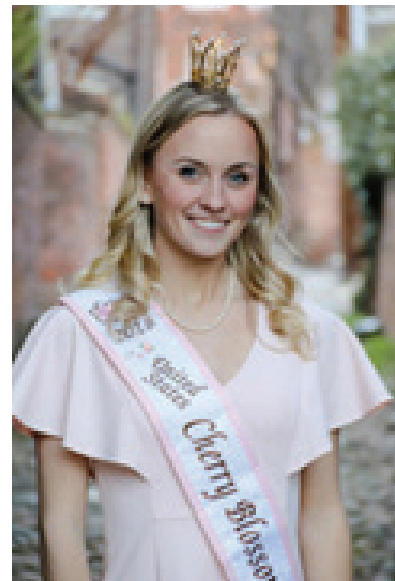
## ► Advertising Specifications

If you are submitting an ad for inclusion in the 2020 Cherry Blossom Princess Commemorative Program, please submit your file as a press-optimized, high-resolution pdf or jpg file.

All fonts and photos should be embedded and all photos used in your ad should be at least 300 dpi at the size they are used in the ad. (See image examples below.) Do not use images obtained from the web, they are only 72 dpi and are not suitable for high-resolution printing.



<---- 300 dpi  
high-resolution  
image



72 dpi  
low-resolution  
image --->

Crop marks and color bars may be submitted in your pdf file if you like, but they are not needed.

Please be sure to keep text and photos at least 1/4" to 1/2" from the trim edge of your ad file.

If you are unable to provide your ad as a pdf or jpg file, you may submit it as a Word document, as long as the images you use in the ad are at least 300 dpi (high-resolution) at the size they are used in the ad. Font substitutions may have to be made in order for your Word document to print properly.



Full Page Ad = 8" wide x 10.5" high

Full Page Ad with Bleed = 8.75" wide x 11.5" high

*Please keep all text and photos at least 1/2" from trim edge.*

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Half Page Ad = 8" wide x 5" high

*Please keep all text and photos at least 1/2" from trim edge.*



## CONTACT US:

Pete M. Berlowitz, President  
National Conference of State Societies  
at [president@statesocieties.org](mailto:president@statesocieties.org)  
(410) 440-6715

OR

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