

97th SHENANDOAH APPLE BLOSSOM FESTIVAL®

100TH
ANNIVERSARY
1924-2024

April 26th – May 5th, 2024 • Winchester, Virginia

WWW.THEBLOOM.COM



VIRGINIA
IS FOR
LOVERS

WHAT'S INSIDE

FESTIVAL ANALYTICS

DID YOU KNOW

MEDIA OVERVIEW

SCHEDULE OF EVENTS

SPONSOR PERKS

SPONSORSHIP LEVEL BENEFITS
AND ELEMENTS

CONTACT INFORMATION

FESTIVAL ANALYTICS

APPROXIMATELY
250,000
VISITORS



54%
FEMALE



46%
MALE

97 YEARS HISTORY

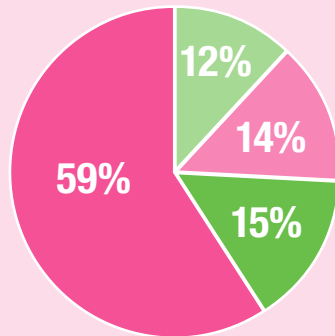
50 EVENTS

WEEKLY REACH 510,271

22% 21-34
YEARS OLD

41% 35-54
YEARS OLD

24% 55-64
YEARS OLD



▲ Caucasian ▲ African American
▲ Hispanic ▲ Other

74% say they are more likely to do business with Festival sponsors

68% of visitors have previously visited

91% of visitors plan to return next year

44% Winchester
Frederick County

10% Loudoun County

3% Fauquier County

5% Fairfax County

5% Culpeper County

10% Clarke County

8% Prince William
County

3% Shenandoah County

6% Warren County

6% Other

VIRGINIA **70%** MARYLAND **9%** WEST VIRGINIA **9%** PENNSYLVANIA **6%** WASHINGTON DC **4%** OTHER **2%**

AVERAGE HOUSEHOLD INCOME **\$73,210**

SOCIAL MEDIA **45,910** SUBSCRIBERS

WEBSITE **1,750,900** WEBSITE VIEWS

DID YOU KNOW

ABOUT SABF

The Shenandoah Apple Blossom Festival®, Inc is a 501 (c) (3) not for-profit organization dedicated to promoting the beauty of springtime and the apple blossoms in Virginia's Shenandoah Valley through events and initiatives that enhance community spirit and showcases our local agricultural heritage, all while benefiting local charities.

97 YEARS IN THE MAKING

The Shenandoah Apple Blossom Festival® was first held Saturday, May 3rd, 1924, and was originally celebrated as a one-day event to create tourism in the valley. Over the years, the Festival has grown into a 10-day celebration with more than 40 events. The "Springtime Extravaganza" draws 200,000 plus guests and provides something for everyone. The Festival is one of the oldest civic organizations in the Old Dominion. It has enjoyed tremendous growth and prestige and has become an anticipated homecoming to residents and visitors alike.



The Shenandoah Apple Blossom Festival® is as American as apple pie. Each year a Queen is selected and crowned on Friday afternoon and join nationally recognized celebrities in the celebration. A few of the many Queens have included; Luci Baines Johnson, Maria Ferrer, Catherine Short, Ali Astin, Ahna Cameron, and Cissie Graham, and many more outstanding Women. Nationally recognized celebrities included: Jim Belushi, Wayne Brady, Kevin Jonas, Sean Astin,



Debbie Reynolds, and Mario Lopez. National sports figures included: Terry Bradshaw, Jerry West, Dan Marino, Mickey Mantle, Tony Dorsett, John Riggins, Bobby Labonte, Hines Ward, Barry Sanders, Nadia Komenich, and Gale Sayers.

EVENTS FOR EVERYONE TO PARTICIPATE

The Festival has always prided itself on providing a variety of experiences that all will enjoy. The Festival features two parades; the Firefighters Parade on Friday, and a Grand Feature Parade on Saturday. In addition to the parades, there is a carnival, a midway, luncheons, races, walks, dances, concerts, and sporting events.



CHARITABLE BENEFICIARIES

The Shenandoah Apple Blossom Festival®, Inc. is dedicated to supporting the community by hosting a regional event that draws people from hundreds of miles. The economic impact the Festival provides to the community is well over \$10 million.

The charitable impact reaches and supports over 50 different charitable organizations, both directly and indirectly. Organizations included are: Lions Club, Rotary Club, five different Girl Scout Groups, six different churches along the parade route, twelve Boy Scout troops, the Top of Virginia Chamber of Commerce, Concerned Hotline, Special Olympics, numerous high school band boosters, and CYO.

MEDIA OVERVIEW

PRINT



Customized ad in official Apple Blossom program

Customized ad in 12-page tabloid circulation 250,000

Inclusion in event stories, sponsor listing, event programs

Inclusion on tickets

Inclusion in community maps

Event stories in newspapers

TOTAL IMPRESSIONS
570,550

DIGITAL



Website ads

Logo placement on website sponsor page

Inclusion in event pages

Email blasts

Social media inclusion

Social media Facebook, Instagram

TOTAL IMPRESSIONS
680,470

RADIO



8 separate radio station partners

425 plus radio spots

575 plus live liners

300 plus promos

On air and online campaign

Specific events cross promoted on station websites

Radio interview mentions

TOTAL IMPRESSIONS
870,150

SIGNAGE



Event banners

Event power points on TVs at events

Parade route signage

Easel signs

In business signage cross-promoting partnership

Parade float, car, and band signage

TOTAL IMPRESSIONS
325,900

TV & PR



Inclusion in video/social media promos

Inclusion in 30 minute TV show

Inclusion in Parade broadcast on live stream

Press releases

Email blast release

Announcements on social media

TOTAL IMPRESSIONS
650,350

SOCIAL



Facebook posts

Instagram posts

Live reports via Facebook

Sponsor shared posts

Social media stories

TOTAL IMPRESSIONS
458,650

Total Media and PR impressions equal **3,556,070**

Total Media and PR value of **\$650,000 +**

SCHEDULE OF EVENTS

TIMES, LOCATIONS, SPONSORS, AND EVENTS SUBJECT TO CHANGE

FRIDAY, OCTOBER 7, 2023

6 p.m. **Harvest Hoe Down (Dinner & Dance Party)**
Landfall Lodge, 350 Chestnut Grove Road

WEDNESDAY, NOVEMBER 8, 2023

6 p.m. **Theme Announcement Party for the 97th Shenandoah Apple Blossom Festival®** Presented by Shenandoah Valley Westminster Canterbury
The George Washington A Wyndham Grand Hotel

SATURDAY, JANUARY 20TH, 2024

5 p.m. **Casino & Cash Party**
Millwood Station Banquet Hall, 252 Costello Drive

SATURDAY, JANUARY 27

7:00 p.m. **Miss Apple Blossom Pageant** presented by FNB Bank
Daniel Morgan Middle School 48 S. Purcell Ave.

SATURDAY, MARCH 9

7:00 p.m. **Miss Honorary Fire & Rescue Chief Contest presented by Rubbermaid Commercial Products**
Daniel Morgan Middle School 48 S. Purcell Ave.

GRAND OPENING - WEDNESDAY, APRIL 3

10 a.m. **Store Opening** presented by Claudio's Pizzeria
Apple Blossom Mall 1850 Apple Blossom Dr.

SATURDAY, APRIL 20

8 a.m. **Disc Golf Tournament**
Jim Barnett Park/Sherando Parl

SUNDAY, APRIL 21

8 a.m. **Disc Golf Tournament**
Jim Barnett Park/Sherando Parl

THURSDAY, APRIL 23

6 p.m. **Sponsor's Reception** (private invitation event)
Presented by: First Bank, Blue Ridge Hospice, The George Washington A Wyndham Grand Hotel
The George Washington A Wyndham Grand Hotel

FRIDAY, APRIL 26

12 p.m. **HoneyWay Golf Classic**
Rock Harbor Golf Course, 365 Rock Harbor Dr.

2 p.m. **Stonebrook Club Tennis Tournament**
Stonebrook Club 2342 Jones Rd.

2 p.m. **WVU Medicine Pickleball Tournament**
Winchester Country Club

3 p.m. **United Bank Bloomin' Wine Fest**
Old Town Winchester

3 p.m. **Artisan & Crafter Show**
Old Town Winchester

FRIDAY, APRIL 26 - SUNDAY MAY 5

5 p.m. **Apple Blossom Carnival – Powers Great American Midways**
Apple Blossom Mall, 1850 Apple Blossom Dr.

SATURDAY, APRIL 27

8 a.m. **Stonebrook Club Tennis Tournament**
Stonebrook Club 2342 Jones Rd.

8 a.m. **WVU Medicine Pickleball Tournament**
Winchester Country Club

9 a.m. **Coventry Group Community Management Breakfast with Miss Apple Blossom**

West Oaks Farm Market, 4305 Middle Rd.

11 a.m. **United Bank Bloomin' Wine Fest**

Old Town Winchester

11 a.m. **Artisan & Crafter Show**

Old Town Winchester

11 a.m. **McDonald's Esports Tournament**

Bright Box, 15 North Loudoun Street, Old Town Winchester

SUNDAY, APRIL 28

8 a.m. **Stonebrook Club Tennis Tournament**

Stonebrook Club, 2342 Jones Rd.

8 a.m. **WVU Medicine Pickleball Tournament**

Winchester Country Club

10 a.m. **McDonald's Esports Tournament**

Shenandoah University, Esports Arena

11 a.m. **Fiesta Latina** presented by Rubbermaid Commercial Products
Sportsplex, 221 Commonwealth Ct.

11 a.m. **Capon Valley Bank Cider Tastings and Orchard Tours**
6410 Middle Rd, Middletown, VA

MONDAY, APRIL 29

7 p.m. **Blossom Medical Pumps & Pearls Ladies Party**
George Washington a Wyndham Grand Hotel

TUESDAY, APRIL 30

6 p.m. **100th Birthday Party 1924-2024**
Tolley Dental Zone - Athletics & Events Center SU

WEDNESDAY, MAY 1

11 a.m. **Valley Health Business at the Bloom**
Tolley Dental Zone - Athletics & Events Center SU

5 p.m. **Navy Federal Credit Union Veterans Dinner Show**
Tolley Dental Zone - Athletics & Events Center SU

7 p.m. **Advanced Implant & Periodontal Specialist Rockin' Remix**
Millwood Station Events Center, 252 Costello Drive

THURSDAY, MAY 2

8 a.m. **Breakfast Walk**
Museum of the Shenandoah Valley, 901 Amherst Street

9 a.m. **Apple Pie Baking Contest presented by Bowman Andros Products**

Marker-Miller Orchards, 3035 Cedar Creek Grade

11 a.m. **Willows at Meadow Branch Young at Heart Dance**
Millwood Station Events Center, 252 Costello Drive

5 p.m. **The Village at Orchard Ridge Queen's Dinner**
Millwood Station Events Center, 252 Costello Drive

8 p.m. **Carter Myers Automotive Ultimate Dance Club Party**
Tolley Dental Zone - Athletics & Events Center SU

FRIDAY, MAY 3

9 a.m. **Firetruck Rodeo & New Horizon Kids' Activities**
Millbrook High School, 251 First Woods Drive

10 a.m. **Old Town Midway**
Old Town Winchester, Loudoun & Piccadilly Streets

10:30 a.m. **Ladies' Horticultural Luncheon presented by Spring Arbor Assisted Living**
Millwood Station Events Center, 252 Costello Drive

11 a.m. **Prayer Brunch presented by Knouse Foods**
Winchester Church of God, 2080 N Frederick Pike

10:45 a.m. **Massage Envy Bloomers' Luncheon**
Tolley Dental Zone - Athletics & Events Center SU

11 a.m. **Ladies' Commonwealth**
The George Washington A Wyndham Grand Hotel

11 a.m. **First Bank Men's Commonwealth Luncheon**
Piccadilly's Public House, 125 E. Piccadilly Street

11:45 a.m. **Highway Motors-International Stag Luncheon**
Winchester Cold Storage, 605 North Loudoun Street

1:30 p.m. **Coronation of Queen Shenandoah** Presented by
Dr. Morgan Orthodontics

4 p.m. **Shenandoah Valley Orthodontics Kids' Bloomin' Mile Race presented by Rubbermaid**

John Handley High School, Handley Blvd.

5:30 p.m. **Hang 10 Car Wash Firefighters' Parade**
Starts at Cork and Cameron St. and ends on Handley Blvd.

6 p.m. **P&G First Responders Recognition Banquet**
Millwood Station Banquet Hall, 252 Costello Drive

7:30 p.m. **TREX Music Fest**
John Handley High School, Handley Blvd.

8 p.m. **American Woodmark Fireworks Show**
John Handley High School, Handley Blvd.

8 p.m. **Claudio's Pizzeria 80's Dance Party**
Tolley Dental Zone - Athletics & Events Center SU

8 p.m. **Queen's Ball presented by Insurance Center of Winchester**
The George Washington a Wyndham Grand Hotel

SATURDAY, MAY 4

8 a.m. **Partlow Insurance Sports Breakfast**
Tolley Dental Zone - Athletics & Events Center SU

8:30 a.m. **Valley Health 10-K Race**
John Handley High School, Handley Blvd.

10 a.m. **Old Town Midway**
Old Town Winchester, Loudoun & Piccadilly Streets

1:30 p.m. **GloFiber Grand Feature Parade**
Starts at Cork and Cameron St. and ends on Handley Blvd.

7 p.m. **Valley Pediatric Dentistry Bloom Boom (Teen Night)**
Apple Blossom Mall, 1850 Apple Blossom Dr.

8 p.m. **Apple Blossom Square Dance**
Virginia Avenue Charlotte DeHart Elementary School, 550 Virginia Ave.

8 p.m. **Malloy Toyota Country Music Party**
Tolley Dental Zone - Athletics & Events Center SU

SUNDAY, MAY 5

12 p.m. **Contemporary Christian Concert presented by Clean Water of Virginia**
Tolley Dental Zone - Athletics & Events Center SU

SATURDAY, MAY 25
10 a.m. **Winchester Police Department Car Show presented by Anthony's Pizza**

Old Town Winchester, Piccadilly and Loudoun Streets

SPONSOR PERKS

Invitation to Sponsors' Reception

Invitation to Theme Announcement Unveiling

Priority Ticket Options

Category Exclusivity Within Specific Events

Branding & Advertising Exposure

Use of SABF Logo

Co-Association with Historic Community Event

Pre and Post Marketing Materials for Cross Promotion



SPONSORSHIP LEVEL, BENEFITS AND ELEMENTS

Depending on what event and level in which a business decides to participate, the sponsor would receive some or all of the following elements. Festival prefers to customize the sponsorship to meet businesses marketing goals.

LEVELS

TITLE BRANDING SPONSORSHIP

Corporate name becomes part of the Festival event name

PRESENTING SPONSORSHIP

Corporate name included as *Event name* presented by...

EVENT SPONSORSHIP

Associated with a specific event, generally including up to 4 sponsors

CORPORATE SUITE

Private suite to watch both parades (employee & clients)

PARADE SPONSORSHIP

Float, division, band sponsor opportunities

MEDIA SPONSORSHIP

Inclusion in Festival media campaign and sponsors message

NAMING RIGHTS

Certain events and elements have naming right opportunities

TICKETS & INVITATIONS

- Ticket Allotment
- Priority Ticketing
- Invitation to Theme Announcement Party
- Invitation to Official Sponsors' Reception

SOCIAL MEDIA LIVE & TV SHOW

- Sponsor's logo included in event Festival Preview TV show
- Sponsor can receive spot in Festival Preview TV Show
- Festival Network includes quad-state coverage: VA, MD, Washington D.C., WV, PA
- The Festival will broadcast on Facebook Live & Stories

ON-SITE ACTIVATION

- Festival has the opportunity to provide experiential exhibit space from 10' x 10' up to 30' x 80'.
- Priority high traffic placement at events. (100,000 plus attendees)

SPONSORSHIP LEVEL, BENEFITS AND ELEMENTS

RADIO

- Sponsor name and event included in the Festival promotional radio spots (title & official sponsors)

PRINT

- Sponsor's logo/name included in newspaper tabloid distributed to 225,000 households regionally, reaching upwards of 500,000 readers
- Sponsor color ad in the Festival program
- Sponsor included in Festival program, event story, sponsors listing, event program

WEBSITE

- Sponsor logo included in Festival website event page (275,000 unique visits)
- Sponsor to receive 200 x 200 pixel web ad on the event page and hot link

SIGNAGE

- Sponsor logo or banner on display
- Sponsor logo included in PowerPoint rotation on jumbo/TV screens at events

SOCIAL MEDIA

- Sponsor included in Facebook and Instagram campaign
- Festival will cross promote the event through email blasts
- Postings to over 42,000 friends/fans

SPONSORSHIP INVESTMENT


- Title Sponsorships have the option of three, one-year agreements
- Presenting Sponsorships have the option of one-to-three-year agreements
- Event Sponsorships have the option of a one-year agreement
- Sponsorship investments range from \$1,500 to \$50,000, depending on the event and level of support
- Some sponsorships provide three one-year agreements
- Sponsor has the right not to renew after one or two years in a three-year contract IF the festival is notified in writing between May 5th and June 30th of that year
- Sponsor has right of refusal after third year by June 30th

CONTACT INFORMATION



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