

99th SHENANDOAH APPLE BLOSSOM FESTIVAL®

April 24 - May 3, 2026
Winchester, Virginia



WWW.THEBLOOM.COM



VIRGINIA
IS FOR
LOVERS



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FESTIVAL ANALYTICS



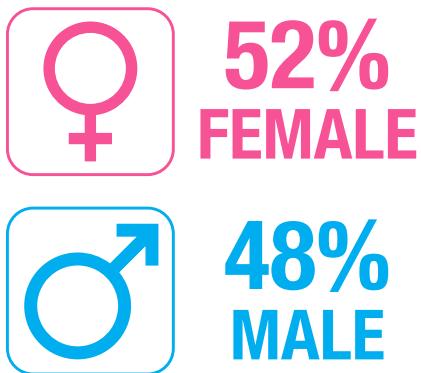
APPROXIMATELY
250,000
VISITORS



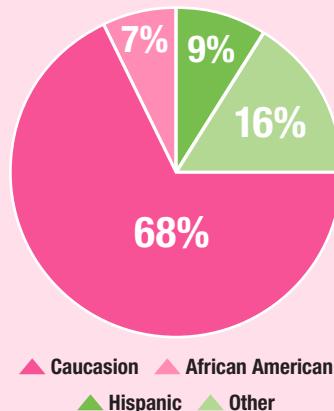
22% 21-34
YEARS OLD

41% 35-54
YEARS OLD

24% 55-64
YEARS OLD



99TH ANNIVERSARY
50 EVENTS
SOMETHING FOR EVERYONE



76% say they are more likely to do business with Festival sponsors

66% of visitors have previously visited

89% of visitors plan to return next year



VIRGINIA 70% **MARYLAND** 6% **WEST VIRGINIA** 9% **PENNSYLVANIA** 5% **WASHINGTON DC** 6% **OTHER** 4%

AVERAGE HOUSEHOLD INCOME **\$83,500**

SOCIAL MEDIA **48,470** 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.

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	DIGITAL	RADIO	SIGNAGE	TV & PR	SOCIAL
 <p>Customized ad in official Apple Blossom program Customized ad in 16-page tabloid circulation 250,000 Inclusion in event stories, sponsor listing, event programs Inclusion on tickets Inclusion in community maps Event stories in newspapers</p>	 <p>Website ads Logo placement on website sponsor page Inclusion in event pages Email blasts Social media inclusion Social media Facebook, Instagram</p>	 <p>10 separate radio station partners 525 radio spots 675 live liners 350 promos On air and online campaign Specific events cross promoted on station websites Radio interview mentions</p>	 <p>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</p>	 <p>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</p>	 <p>Facebook posts Instagram posts Live reports via Facebook Sponsor shared posts Social media stories</p>

TOTAL IMPRESSIONS
710,000

TOTAL IMPRESSIONS
1,325,000

TOTAL IMPRESSIONS
520,000

TOTAL IMPRESSIONS
125,900

TOTAL IMPRESSIONS
250,000

TOTAL IMPRESSIONS
425,000

Total Media and PR impressions equal **3,355,000**
Total Media and PR value of **\$225,000 +**



TENTATIVE SCHEDULE OF EVENTS

(DETAILS SUBJECT TO CHANGE, THIS IS A PRELIMINARY SCHEDULE, VISIT WWW.THEBLOOM.COM FOR UPDATED INFORMATION)

SATURDAY, SEPTEMBER 27, 2025

5 p.m. **Harvest Hoedown** (Dinner & Dance Party)

SATURDAY, OCTOBER 25, 2025

7 p.m. **Miss Apple Blossom Competition**
presented by FNB Bank

WEDNESDAY, NOVEMBER 12, 2025

6 p.m. **Theme Announcement Party for the 99th Shenandoah Apple Blossom Festival®** presented by Shenandoah Valley Westminster Canterbury

WEDNESDAY, DECEMBER 31, 2025

5 p.m. **New Year's Eve Celebration**

SATURDAY, MARCH 14

7 p.m. **Miss Honorary Fire & Rescue Chief Contest**
presented by Trex

SATURDAY, MARCH 21

5 p.m. **The Floor Shop Apple Blossom Cash Party**

FRIDAY, APRIL 3

10 a.m. **The Bloom Store - General Public Grand Opening**
presented by Claudio's Pizzeria

SATURDAY, APRIL 18

11 a.m. **Cider Tastings and Orchard Tours**
presented by First Citizens Bank

TUESDAY, APRIL 21

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

FRIDAY, APRIL 24 - SUNDAY MAY 3

5 p.m. **Apple Blossom Carnival – Powers & Thomas Midway Entertainment**

FRIDAY, APRIL 24

12 noon **HoneyWay Golf Classic** presented by Bank of Clarke
Stonebrook Club Tennis Tournament
presented by Partlow Insurance
2 p.m. **WVU Medicine Pickleball Tournament**
3 p.m. **United Bank Bloomin' Wine Fest**
3 p.m. **Artisan Market in Old Town**

SATURDAY, APRIL 25

8 a.m. **Stonebrook Club Tennis Tournament**
8 a.m. **WVU Medicine Pickleball Tournament**
11 a.m. **Artisan Market in Old Town**
10 a.m. **McDonalds Apple Blossom Gaming Festival**
11 a.m. **United Bank Bloomin' Wine Fest**

SUNDAY, APRIL 26

8 a.m. **Stonebrook Club Tennis Tournament**
presented by Partlow Insurance
8 a.m. **WVU Medicine Pickleball Tournament**
11 a.m. **Blossom Artisan & Faire**
11 a.m. **Fiesta Latina** presented by Rubbermaid Commercial Products, Schenk Foods, Pallet Recycling, and Paco's Market
2:30 p.m. **Rise Orthodontic Studio Blossoms & Bubbles with Miss Apple Blossom**

MONDAY, APRIL 27

5 p.m. **Apple Growers Dinner** presented by F&M Bank
(private invitation event)
6:30 p.m. **Ballerina Nail & Spa Pumps & Pearls Ladies Party**
presented by Atlantic Union Bank

TUESDAY, APRIL 28

5 p.m. **Valley Pediatric Dentistry Family Fun Party**
presented by City National Bank

WEDNESDAY, APRIL 29

11 a.m. **Valley Health Business at the Bloom** presented by Top of Virginia Regional Chamber
6 p.m. **Navy Federal Credit Union Veterans Dinner Show**
presented by Ombs Funeral Home

THURSDAY, APRIL 30

8 a.m. **Blue Ridge Care Breakfast Walk**
9 a.m. **Apple Pie Baking Contest** presented by Bowman Andros
11 a.m. **Willows at Meadow Branch Young at Heart Dance**
3 p.m. **CNB Bank Ladies' Commonwealth Social**
5 p.m. **The Village at Orchard Ridge Queen's Dinner**
presented by F&M Bank
5 p.m. **Carter Myers Automotive Jimmy Buffett Tribute Show**

FRIDAY, MAY 1

9 a.m. **Trex Firetruck Rodeo, Antique Show & Kids' Activities**
10 a.m. **Old Town Midway**
10:30 a.m. **Ladies' Horticultural Luncheon**
10:45 a.m. **Massage Envy Bloomers' Luncheon**
11 a.m. **Prayer Brunch** Presented by Knouse Foods/Musselman's
11 a.m. **First Bank Men's Commonwealth Luncheon**
11 a.m. **Valley Cycle Center Stag Luncheon**
1:30 p.m. **Coronation of Queen Shenandoah**
4 p.m. **Shenandoah Valley Orthodontics Kids' Bloomin' Mile Race** presented by Stephanie Feltner/Realty ONE Group Old Towne

5:30 p.m. **Hang 10 Car and Dog Wash Firefighters' Parade**
6 p.m. **White House Foods First Responders Recognition Banquet** (uniformed personnel & invited guests)

7:30 p.m. **Trex Music Fest**
8 p.m. **Claudio's Pizzeria Friday Night Fever Disco Dance Party**
8:30 p.m. **Queen's Ball and Dance Party** presented by the Insurance Center of Winchester
9 p.m. **American Woodmark Fireworks Show**

SATURDAY, MAY 2

8:30 a.m. **Valley Health 10-K Race**
9 a.m. **Partlow Insurance Sports Breakfast**
10 a.m. **Old Town Midway**
1:30 p.m. **GloFiber Grand Feature Parade**
8 p.m. **Malloy Toyota Country Music Party**
8:30 p.m. **Bloom Boom (Teen Party)**

SUNDAY, MAY 3

2 p.m. **Contemporary Christian Concert** presented by Clean Water of Virginia

SATURDAY, MAY 23

12 noon **Winchester Police Department Car Show**

SPONSOR PERKS



Invitation to Theme Announcement
Unveiling and Sponsors' Reception

Tickets for Employee Reward
& Client Entertainment

Priority Ticket Options

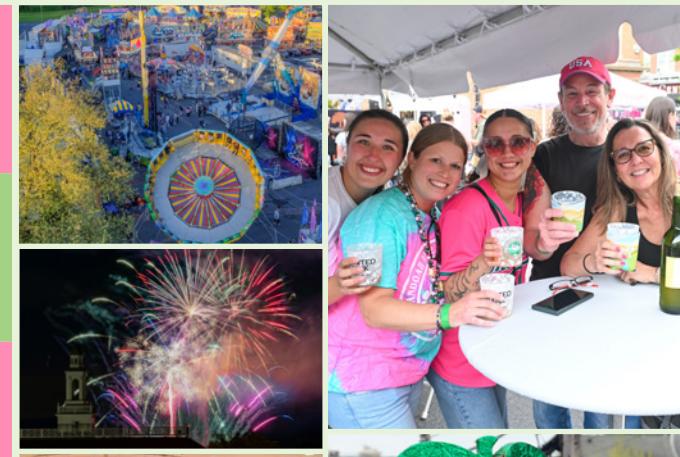
Category Exclusivity
Within Specific Events

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 px 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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