

100th Shenandoah Apple Blossom Festival®

April 23 - May 2, 2027
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

MARKETING REACH

CONTACT INFORMATION

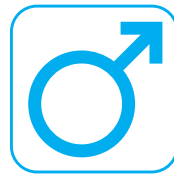
FESTIVAL ANALYTICS



APPROXIMATELY
250,000
VISITORS



52%
FEMALE



48%
MALE

100TH ANNIVERSARY

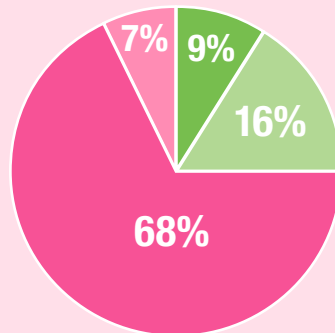
50 EVENTS

SOMETHING FOR EVERYONE

22% 21-34
YEARS OLD

41% 35-54
YEARS OLD

24% 55-64
YEARS OLD



▲ Caucasian ▲ African American
▲ Hispanic ▲ Other

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

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 **77%** MARYLAND **3%** WEST VIRGINIA **9%** PENNSYLVANIA **2%** WASHINGTON DC **4%** OTHER **4%**

AVERAGE HOUSEHOLD INCOME **\$95,000**

SOCIAL MEDIA **55,000** 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



SOCIAL



Facebook posts
Instagram posts
Live reports
via Facebook
Sponsor shared posts
Social media stories
Facebook followers
50,000+
Instagram followers
6,000+

TOTAL IMPRESSIONS
1,495,000

PRINT



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

TOTAL IMPRESSIONS
500,000

DIGITAL



Website ads
Logo placement on
website sponsor page
Inclusion in
event pages
Email blasts
Social media inclusion
Social media
Facebook, Instagram

TOTAL IMPRESSIONS
1,650,000

RADIO



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

TOTAL IMPRESSIONS
520,000

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
125,900

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
250,000

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 12, 2026

6 p.m. **Pink Tie Gala**

SATURDAY, NOVEMBER 7, 2026

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

WEDNESDAY, NOVEMBER 10, 2026

6 p.m. **Theme Announcement Party for the 100th Shenandoah Apple Blossom Festival®** presented by Shenandoah Valley Westminster Canterbury

SATURDAY, JANUARY 23

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

SATURDAY, MARCH 13

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

FRIDAY, APRIL 2

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

TUESDAY, APRIL 20

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 23 - SUNDAY, MAY 2

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

FRIDAY, APRIL 23

11 a.m. **HoneyWay Golf Classic** presented by Bank of Clarke

2 p.m. **Stonebrook Club Tennis Tournament**
presented by Partlow Insurance

2 p.m. **WVU Medicine Pickleball Tournament**

3 p.m. **United Bank Bloomin' Wine Fest** presented by Blue Ridge Agents Insurance

3 p.m. **Artisan Market in Old Town**

SATURDAY, APRIL 24

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

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

10 a.m. **McDonalds Apple Blossom Gaming Festival**

11 a.m. **Omps Funeral Home Air Show**

11 a.m. **United Bank Bloomin' Wine Fest** presented by Blue Ridge Agents Insurance

11 a.m. **Artisan Market in Old Town**

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

SUNDAY, APRIL 25

8 a.m. **Stonebrook Club Tennis Tournament**
presented by Partlow Insurance

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

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

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 26

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

WEDNESDAY, APRIL 28

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 Omps Funeral Home

THURSDAY, APRIL 29

8 a.m. **Blue Ridge Care Breakfast Walk**
presented by Westminster Canterbury

9 a.m. **Apple Pie Baking Contest**

11 a.m. **Willows at Meadow Branch Young at Heart Dance**
3 p.m. **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, APRIL 30

9 a.m. **Trex Firetruck Rodeo & Kids' Activities**

10 a.m. **Old Town Midway**

10:30 a.m. **Ladies' Horticultural Luncheon** presented by Hiltop

10:45 a.m. **Massage Envy Bloomers' Luncheon**
presented by Stanley Steemer

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 Rock the Bloom Dance Party**

8:30 p.m. **Queen's Ball and Dance Party** presented by the Insurance Center of Winchester

9 p.m. **MasterBrand Fireworks Show**

SATURDAY, MAY 1

8 a.m. **Partlow Insurance Sports Breakfast - VIP 7:45 a.m.**

8:30 a.m. **Valley Health 10-K Race**

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 2

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

SATURDAY, MAY 22

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 200,000 households regionally, reaching upwards of 250,000 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 (500,000 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 55,000 followers

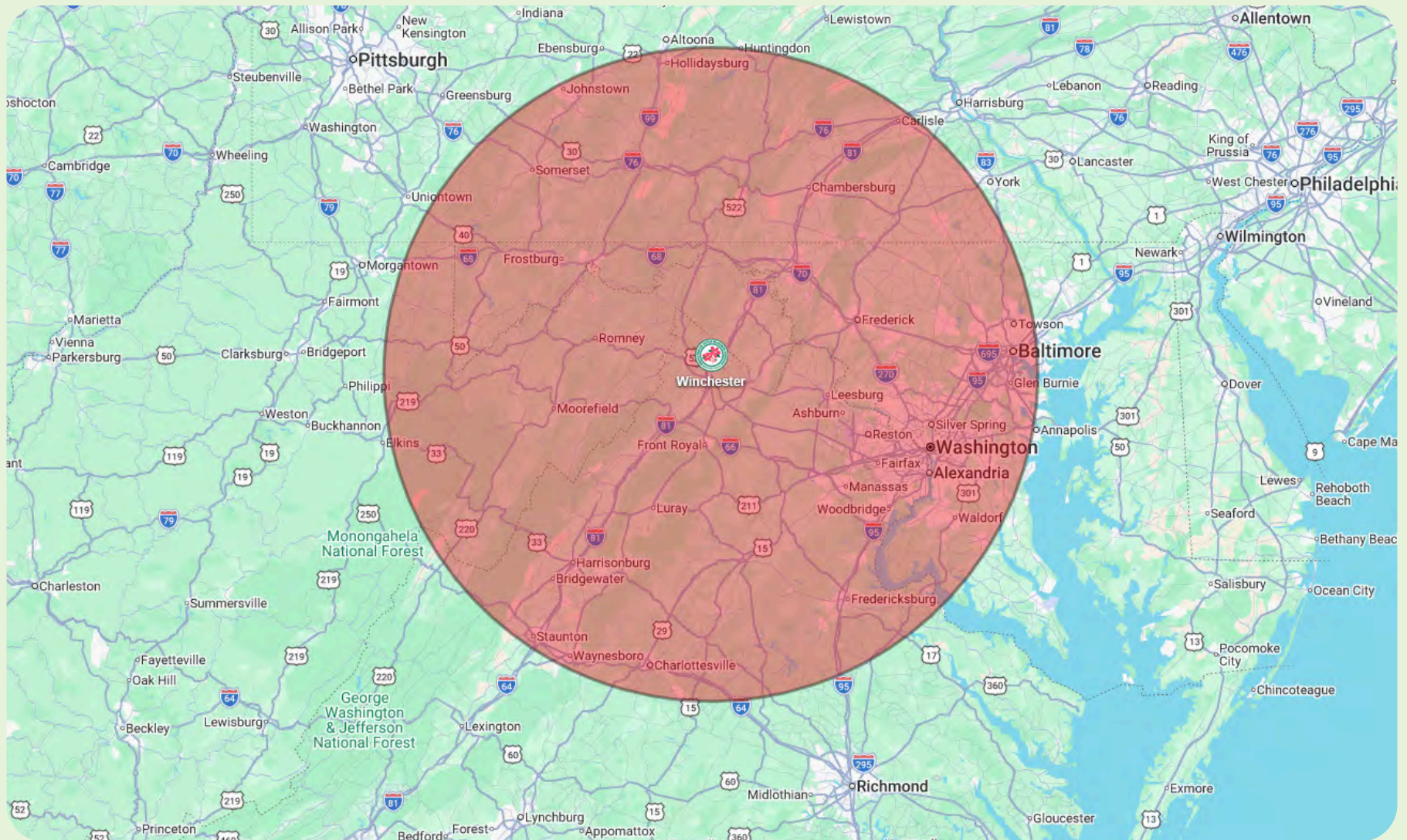
SPONSORSHIP INVESTMENT

- 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



MARKETING REACH

OUR MARKETING REACH INCLUDES FROM WASHINGTON DC, TO BEYOND HARRISONBURG, APPROXIMATELY 80 MILE RADIUS FROM THE WINCHESTER AREA, AND WILL TYPICALLY HAVE ATTENDEES FROM OVER 40 STATES.



CONTACT INFORMATION



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