



NATIONAL CHERRY FESTIVAL

FRIDAY 4 TO SUNDAY 6 DECEMBER 2026



CHERRY FESTIVAL 2026 PARTNERSHIP PROPOSAL

The 2025 National Cherry Festival demonstrated its strong reach, impact and value for partners, attracting between 18,308 to 21,440 attendees across the festival weekend.

This strong on ground engagement was amplified through a substantial digital footprint, with 929,000 views on Facebook and a further 78,000 views on Instagram, delivering significant brand exposure beyond the region.

Importantly, CommBank data indicates that festival related expenditure exceeded \$2.863 million over the weekend, highlighting the event's capacity to drive meaningful economic activity and consumer engagement.

Together, these results position the National Cherry Festival as the largest event in the Hilltops Region, offering partners a powerful platform for visibility, community connection and measurable return on investment.



CHERRY CASE PARTNER

\$8,000 +GST



CATEGORY NAME RECOGNITION FESTIVAL PARTNER

- Business/organisation receives their name and logo recognition for the National Cherry Festival 2026.

LOGO LICENSE AND ENDORSEMENTS

- National Cherry Festival logo use for all your promotion, advertising, and marketing. Cherry Case Partners are permitted to use the name “National Cherry Festival 2026” for commercial and promotion purposes to promote your involvement in the festival.

MEDIA PROFILE

- Half-page advertisement in the National Cherry Festival program.
- Business/organisation logo and name on all printed programs.
- The National Cherry Festival program will be available online and downloadable from www.nationalcherryfestival.com.au.

SOCIAL MEDIA PROFILE

- Increased social media recognition in the months leading up to the National Cherry Festival.

ON-SITE ACTIVITIES

- Complimentary stall opportunity for promotion of your organisation/business.
- Opportunity to participate in the Street Parade.

THANK YOU, ACKNOWLEDGEMENT

- On the National Cherry Festival website and relevant printed publications.

CHERRY CASE PARTNER PRESENTS ONE OF THE FOLLOWING:

- Fireworks
- Saturday Main Stage Entertainment
- Cherry Pip Spit Competition
- Market Stalls



CHERRY JAM PARTNER

\$3,750 +GST

CATEGORY NAME RECOGNITION FESTIVAL PARTNER

- Business/organisation receives their name and logo recognition for the National Cherry Festival 2026.

LOGO LICENSE AND ENDORSEMENTS

- National Cherry Festival logo use for all your promotion, advertising, and marketing. Cherry Case Partners are permitted to use the name National Cherry Festival 2026 for commercial and promotion purposes to promote your involvement in the festival.

MEDIA PROFILE

- Quarter-page advertisement in the National Cherry Festival program.
- Business/organisation logo and name on all printed programs.
- The National Cherry Festival program will be available online and downloadable from www.nationalcherryfestival.com.au.

SOCIAL MEDIA PROFILE

- Increased social media recognition in the months leading up to the National Cherry Festival.

ON-SITE ACTIVITIES

- Complimentary stall opportunity for promotion of your organisation/business.
- Opportunity to participate in the Street Parade.

THANK YOU, ACKNOWLEDGEMENT

- On the National Cherry Festival website and relevant printed publications.

CHERRY JAM PARTNER PRESENTS ONE OF THE FOLLOWING:

- Amusement Rides
- Massed Band Spectacular
- Sunday Entertainment
- Kids Cherry Twirl Fashion Parade



CHERRY PIE PARTNER

\$1,850 +GST

LOGO LICENSE AND ENDORSEMENTS

- National Cherry Festival logo use for your promotion and advertising.

MEDIA PROFILE

- Business/organisation logo and name on all printed programs.
- The National Cherry Festival program will be available online and downloadable from www.nationalcherryfestival.com.au.

SOCIAL MEDIA PROFILE

- Increased social media recognition in the months leading up to the National Cherry Festival.

THANK YOU, ACKNOWLEDGEMENT

- On the National Cherry Festival website and relevant printed publications.





SLICE OF CHERRY PIE PARTNER

\$500 +GST

FESTIVAL PARTNER

- Partner of the National Cherry Festival 2026

ONLINE PROFILE

- Business/organisation name on the National Cherry Festival website www.nationalcherryfestival.com.au.
- The National Cherry Festival program will be available online and downloadable from www.nationalcherryfestival.com.au

MEDIA PROFILE

- Business/organisation name on all printed programs.

THANK YOU, ACKNOWLEDGEMENT

- All partners are acknowledged on the National Cherry Festival website.

SUPPORTERS DRAW

SUPPORTERS DRAW TICKETS COST \$75 EACH OR 3 FOR \$150

The winner of the Supporters Draw will receive Cherry Jam Sponsor benefits valued at \$4,125 (including GST)

Your business name will be acknowledged on the National Cherry Festival program



CHERRY FESTIVAL 2026 PARTNERSHIP BOOKING FORM

YES! I AM PLEASED TO SUPPORT THE NATIONAL CHERRY FESTIVAL 2026

Business name: _____
Business address: _____
Postal address: _____

Contact person: _____
Email address: _____
Phone number: _____

Cherry Case Partner - \$8,000 + GST

The naming rights to one festival event below.
Please indicate your preference from 1 - 4. In the event of a double up, a decision will be made by the committee.

- Fireworks Saturday Main Stage Entertainment Cherry Pip Spit Competition Market Stalls

Cherry Jam Partner - \$3,750 +GST

The naming rights to one festival event below.
Please indicate your preference from 1 - 4. In the event of a double up, a decision will be made by the committee.

- Amusement Rides Massed Bands Spectacular Sunday Entertainment Kids Cherry Twirl Fashion Parade

Cherry Pie Partner - \$1,850 +GST

Slice of Cherry Pie Partner - \$500 +GST

Supporter Draw Tickets \$75 each or 3 for \$150

Please indicate number of tickets required. You will receive tickets in the draw for the raffle to win Cherry Jam Sponsorship benefits for the National Cherry Festival.

Signed: _____

Date: _____

Please send completed form to: Locked Bag 5, Young, NSW, 2594 P: 1800 628 233 E: events@hilltops.nsw.gov.au

PLEASE NOTE! Deadline for sponsorship form is Friday 31st July 2026

On behalf of the National Cherry Festival Committee and the community of Young and Hilltops Region, we thank you for your support.