JOIN OUR MISSION ON THE NATIONAL MALL

#BloomCam and Adopt a Cherry Tree Campaign Partnership Opportunities
Help Preserve a Lasting Symbol of Friendship and Diplomacy on the National Mall

For 110 years, the Cherry Trees on the National Mall have been a beloved cultural symbol and annual destination that draws in visitors from around the world to our nation’s capital. Living symbols of friendship and diplomacy, the trees have adorned the National Mall waterfront since 1912, when the Mayor of Tokyo gifted the cherry trees to the United States. A dedicated group of naturalists, donors, and civic leaders had advocated for the cherry trees for years, petitioning to the Superintendent of the National Park Service and eventually captivating the attention of First Lady Helen Taft who elevated their campaign. As an enduring symbol of the friendship between the United States and Japan, the trees have remained a hallmark of a lasting cultural exchange.

The Trust for the National Mall is proud to partner with the National Park Service to steward the trees to ensure they bloom and endure for generations to come. The Adopt a Cherry Tree campaign was created as a way for private donations to bolster the public resources dedicated to maintaining the trees all throughout the year. Without additional care and resources these iconic trees will not thrive, grow and bloom.

Damage from weather, flooding, the effects of the changing climate, and foot traffic in America’s most visited National Park pose an ongoing threat to the trees. They require year-round tending to bloom in the spring, and one hundred trees are replaced annually.

The cost to maintain and care for the Cherry Trees far exceeds the federal support they receive. Public-private partnership was critical to bringing the trees to Washington and is needed now more than ever for their ongoing care.

The Trust has a financial goal to raise $1000 to endow each tree over the course of its lifetime. With 3,700 cherry trees on the National Mall, raising $3.7 million is an ambitious goal. Your support today moves us closer to reaching our goal tomorrow. You can make an individual gift, start or join a crowdfunding team, and receive recognition for your support. Each donation benefits the Trust’s Adopt a Cherry Tree Campaign, which supports the National Park Service’s year-round care and maintenance to help protect these iconic trees.

The Cherry Trees belong to all of us. The Trust seeks ambassadors who share our commitment to environmental sustainability and who are willing to join our mission to preserve this cultural landscape and living symbol of friendship and diplomacy.

“The blooming cherry tree is the most ideally, wonderfully beautiful tree that nature has to show, and its short-lived glory makes the enjoyment the keener and more poignant.”

Eliza Scidmore, Author and Conservationist
Come see the cherry trees of a water constellation and the round key of the rapid universe, come touch the fire of instantaneous blue, come before its petals are consumed.

Pablo Neruda, Poet
#BLOOMCAM 2021: BY THE NUMBERS

Launched in partnership with EarthCam and the National Park Service, #BloomCam allowed visitors from all over the world to virtually monitor DC’s famous budding cherry trees along the Tidal Basin, in real time as they bloom.

**VIEWS**

Between March 26 and April 5, 2021, #BloomCam received over 1,000,000 impressions.

**1 MILLION+ VIEWS PER YEAR**

**MEDIA COVERAGE**

The Trust earned 87 total media hits, from 50 individual media outlets with 71% (62) featuring #BloomCam and the other 30% related specifically to the Tidal Basin Ideas Lab and/or the Cherry Tree Endowment.

**COMMUNICATIONS REACH**

- nationalmall.org: 300,000+ annual visitors
- Monthly e-newsletter: 26,700 subscribers
- facebook.com/NationalMall: 11.9K followers
- @TheNationalMall: 15.4K followers
- @TheNationalMall: 11.9K followers

**AUDIENCE**

- Monthly e-newsletter: 26,700 subscribers
- nationalmall.org: 500,000+ annual visitors
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#BloomCam reached viewers in nearly 9,000 cities across 146 countries including all 50 states and the District of Columbia.
BECOME A PARTNER

#BloomCam is returning in 2022. Our goal is to reach over 1 million views and to raise an additional $1 million dollars for the Adopt a Cherry Tree Campaign. With your support we can achieve both.

We are seeking program partners for the National Mall’s #BloomCam, the Trust’s 24/7, live, real-time cameras with a view of the Cherry Trees lining the Tidal Basin during their peak bloom period.

Following the ‘peak bloom’ of the Cherry Trees, the camera will provide year-round views of the Tidal Basin and surrounding area, one of the most popular and iconic sites in Washington, D.C.

PARTNERSHIP LEVELS

$250,000 — Cherry Tree Presenting Partner*
Exclusive opportunity. One available.
*Presenting partner has recognition rights for #BloomCam until October 2022.

$50,000 — Cherry Tree National Partner
Multiple opportunities available.

$25,000 — Cherry Tree Investor Partner
Multiple opportunities available.

$10,000 — Cherry Tree Patron Partner
Unlimited opportunities available.

FOR MORE INFORMATION OR TO PARTNER, PLEASE CONTACT

Stephen Saunders, Vice President of Philanthropy
ssanders@nationalmall.org | 202-657-1030

Adam Fremd, Senior Manager of Corporate Philanthropy
afremd@nationalmall.org | 954-560-1437
<table>
<thead>
<tr>
<th><strong>#BloomCam and Adopt a Cherry Tree Campaign Partner Opportunities</strong></th>
<th><strong>Cherry Tree Presenting Partner</strong></th>
<th><strong>Cherry Tree National Partner</strong></th>
<th><strong>Cherry Tree Investor Partner</strong></th>
<th><strong>Cherry Tree Patron Partner</strong></th>
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</thead>
<tbody>
<tr>
<td><strong>#BloomCam Webpage Recognition</strong></td>
<td>Logo with Presenting Level Recognition</td>
<td>Logo</td>
<td>Logo</td>
<td>Listing</td>
</tr>
<tr>
<td><strong>Trust Adopt a Cherry Tree Campaign Page</strong></td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Listing</td>
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<tr>
<td><strong>Social Media Recognition (Instagram, Facebook, Twitter, and LinkedIn)</strong></td>
<td>&quot;Presented By&quot; Recognition in 2 posts/week</td>
<td>Recognition in 2 posts/week</td>
<td>Recognition in 1 post/week</td>
<td>Recognition in 1 post/week</td>
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<tr>
<td><strong>e-Newsletter Feature (across 4 months)</strong></td>
<td>Feature partnership story in 1-2 digital communication distributions</td>
<td>Company name and logo listed in story regarding partnerships</td>
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<tr>
<td><strong>Ongoing recognition for one-year in Adopt a Cherry Tree Campaign educational materials and events in partnership with National Park Service</strong></td>
<td>✓</td>
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<td><strong>Premier Donor recognition on #BloomCam Launch Reception Event Invitation, signage, and collateral (either in-person or virtual)</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<td><strong>Speaking opportunity at #BloomCam Launch Reception (either in-person or virtual)</strong></td>
<td>✓</td>
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<td><strong>Signage opportunity on the National Mall during peak Cherry Blossom Season</strong></td>
<td>Listing</td>
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<tr>
<td><strong>Recognition in print materials including partner ads (Politico and National Cherry Blossom Festival)</strong></td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Listing</td>
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<tr>
<td><strong>Passes to #BloomCam Launch Reception (either in-person or virtual)</strong></td>
<td>15 Passes</td>
<td>10 Passes</td>
<td>8 Passes</td>
<td>6 Passes</td>
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<td><strong>One-year membership in Corporate Leadership Council (CLC)</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<td><strong>Opportunity to serve in CLC leadership</strong></td>
<td>✓</td>
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<td><strong>In-depth Tour of the National Mall with Trust leadership</strong></td>
<td>✓ (up to ten (10) guests)</td>
<td>✓ (up to six (6) guests)</td>
<td>✓ (up to five (5) guests)</td>
<td>✓ (up to four (4) guests)</td>
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<td><strong>Quarterly Memorandum to keep you informed of your investment’s impact</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td><strong>Adopt a Cherry Tree (with certificate in honor of your donation)</strong></td>
<td>25 Trees</td>
<td>10 Trees</td>
<td>5 Trees</td>
<td>3 Trees</td>
</tr>
</tbody>
</table>

*Presenting partner has recognition rights for BloomCam until October 2022*
The Trust helps us raise money, they help us bring volunteers in, and quite honestly, they help us be smarter. The work that they do – and enable us to do – is critically important to make sure that we present the National Mall in its best light for the American People.

Jeffrey Reinbold, Superintendent of National Mall and Memorial Parks, National Park Service