



# Cherry Blossom Delegate Program

Empowering Women, Honoring Tradition, & Strengthening U.S.-Japan Relations For Over 75 Years

## 2026 PROSPECTUS FOR SPONSORSHIP OPPORTUNITIES



[NCSS WEBSITE](#)



[DELEGATE PROGRAM](#)



## ABOUT THE NATIONAL CONFERENCE

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The National Conference of State Societies (NCSS) exists to support, unify, and promote the efforts of State and Territorial Societies in the National Capital Region. Established by Congress in 1952, NCSS fosters collaboration among these societies to celebrate regional heritage, encourage civic and cultural engagement, and provide meaningful educational and exchange opportunities. By honoring the unique identities of all 50 states, the District of Columbia, and the U.S. territories, we strengthen national unity through the diverse voices of our member societies.

## ABOUT THE CHERRY BLOSSOM PROGRAM

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The National Conference of State Societies Cherry Blossom Program is a weeklong educational, cultural, and professional development program which celebrates the unique and enduring friendship between the United States and Japan. Each State Society selects their Delegate based on their achievements in academics, philanthropy, leadership, and professional accomplishments. During this week, the Delegates visit the White House, meet with their states' representatives at a Congressional Reception, perform community service, and encourage the friendship between the U.S. and Japan through various cultural events, including the Lantern Lighting at the Tidal Basin, and a reception at the Japanese Ambassador's residence.

The **77th Cherry Blossom Program** will bring together over 50 members of Congress, Members of the Japanese Government, representatives from each state and territory in the US in one room. The program also celebrates our esteemed alumnae including Sen. Lisa Murkowski (AK), Sen. Shelley Moore Capito (WV), and Rep. Debbie Dingell (MI). Our program combines an iconic Washington, DC tradition with a program focused on fostering the friendships between the U.S. and abroad.





## THE POWER OF OUR AUDIENCE

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The National Conference of State Societies (NCSS) offers corporate partners a unique platform for brand visibility, leadership engagement, and global alignment. Through its stewardship over the past 77 years of nationally recognized cultural programming and its role as a trusted, congressionally chartered nonprofit, NCSS connects brands with audiences that influence public perception, policy, and commerce.

Corporate partners benefit from association with one of the country's most iconic cultural celebrations, delivering broad public exposure in a positive, values-driven environment. NCSS also provides visibility within elite networks of federal and state leaders, civic influencers, and professionals representing every U.S. state, the District of Columbia, and the territories.

In addition, NCSS's leadership and alumnae programs align corporate partners with long-term impact in leadership development, civic engagement, and gender equity—priorities central to corporate responsibility and ESG strategies. Through its strong relationships within Washington's diplomatic community, NCSS further offers opportunities for international brand alignment and cross-cultural engagement.

An NCSS partnership delivers more than recognition—it offers credibility, influence, and lasting brand association at the national and global level.

**541  
MEMBERS  
+ STAFF**

### ACCESS TO CAPITOL HILL

Engage directly with congressional leaders, federal partners, and diplomatic representatives in the National Capital Region.



**10,500+  
MEMBERS**

### GATEWAY TO OUR NETWORK

Connect with all 50 states, D.C., and the five U.S. territories through our extensive network of state and territorial societies.

**3800 +  
ALUMNAE**

### DISTINGUISHED ALUMNAE

Proven pipeline of women leaders shaping policy, business and culture including U.S. Senators, Members of Congress and Business leaders.



**175  
EMBASSIES**

### PARTNERSHIPS WITH EMBASSIES

Active engagement with many of the Embassies in the Nations Capitol, particularly the Japanese Embassy.



# NCSS 2026 EVENTS

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NCSS provides unique opportunities for engagement with Members of Congress, Ambassadors, Members of the Administration and with each of the state societies based in DC. Events range from small breakfasts to large scale galas and receptions that allow sponsors to interact with the audiences that matter most to them.

## SIGNATURE SPONSOR EVENTS

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### Cherry Blossom Congressional Reception

Wednesday, March 25

This reception features one of the largest single gatherings of Senators and Members of Congress from all 56 states and territories. Sponsors can enjoy a VIP Pre-Reception with Members of Congress and the Japanese Ambassador.



### Japanese Stone Lantern Lighting

Sunday, April 5

Together with the National Park Service and the Japanese Embassy, NCSS kicks off the Cherry Blossom Program with the ceremonial Lantern lighting on the Tidal Basin.



### VIP Japanese Ambassador's Reception

Tuesday, April 7

Each year, participants in the program gather at the Japanese Ambassador's residence for a cultural exchange and reception with countless American and Japanese Dignitaries.



### Cherry Blossom Gala

Friday, April 10

The culmination of the Cherry Blossom Program ends with a celebration gala where the US Cherry Blossom Queen is crowned with the spinning of the wheel. This event is typically televised.

## EVENTS THROUGHOUT THE YEAR

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### Quarterly Congressional Breakfasts



### Fall Young Leaders Conference



### Sushi & Saki Soiree



### Stars and Stripes Gala

Inquire about separate sponsorships for NCSS events throughout the year.



# SPONSORSHIP LEVELS

All sponsorship levels **include recognition** at all NCSS premier events, plus **brand exposure** on social media and printed event materials!

*Diamond*  
**\$25,000**

## EXCLUSIVE EVENT BENEFITS

- Speaking opportunities at signature events
- Exclusive sponsor of Congressional breakfast
- Attendance at all signature events
- Japanese Ambassador's reception
- Full Page ad on Inside cover of Souvenir Program
- Logo and Link on all printed signage and social media



*Platinum*  
**\$20,000**

- Verbal recognition at signature events
- Attendance at all signature events
- Japanese Ambassador's Reception
- Sponsor of Congressional breakfast
- Full Page ad in our Souvenir Program
- Logo on all printed materials and social media

*Gold*  
**\$15,000**

- Recognition at signature events
- Attendance at all signature events
- Sponsor of Congressional breakfast
- Half Page ad in our Souvenir Program
- Recognition on all printed materials and social media



*Silver*  
**\$10,000**

- Attendance to two signature events
- Co-Sponsor for Congressional Breakfast
- Half Page ad in our Souvenir Program
- Recognition on all printed materials and social media

*Bronze*  
**\$5,000**

- Attendance to one signature event
- Print recognition at all events
- Half Page ad in our Souvenir Program
- Logo and link on all social media





# YOUR IMPACT

Our program wouldn't be possible without sponsors like you.



## KEY EVENTS DELEGATES PARTICIPATE IN DURING THE PROGRAM

- Exclusive visits to iconic landmarks, including the White House and U.S. Capitol
- Meetings with state representatives and policymakers on Capitol Hill
- Inspiring young minds by reading to elementary school students
- Engaging in cultural diplomacy at receptions hosted by various embassies
- Honoring tradition at the annual Japanese Stone Lantern Lighting at the Tidal Basin
- Exclusive reception at the Japanese Embassy, hosted by the Ambassador
- Opportunities to meet distinguished leaders, including the First Lady of the United States and the First Lady of Japan
- Empowerment and mentorship at the Cherry Blossom Alumnae Women's Leadership Conference
- Exploring history and diplomacy through special programming at the Library of Congress

"Cherry Blossom week has been one of the most special weeks of my life. I also met some truly incredible women in my class and at the events. We got VIP treatment to places I would never imagine visiting, like the Japanese Ambassador's Residence and met with Members of Congress on personal level. We also spent a day giving back to the community by visiting schools and reading to children, which I really appreciated. I've made so many new friends and can't wait to visit them all soon." *Shreya Banerjee, Texas 2018*

"I enjoyed meeting with prestigious individuals in the worlds of politics and foreign policy, especially while exploring U.S. - Japanese relations. While I think this program often lacked a critical lens to the worlds of beauty and leadership - world's young women are often told are the same - and thus I recommend it for women sure of themselves and their identities as female leaders. Go through the program without forgetting that you are more than your sash, and the program can only supplement your existing talents and goals." *Grace Bologna, Illinois 2019*

"I have always been passionate about US foreign policy, history and US engagement with strategic international partners like Japan. It has been so meaningful hearing from Japanese cultural leaders and experts, as well as the Japanese Ambassador, about the US -Japan friendship, in addition to the beautiful aspects of Japanese culture. It has also been very impactful and empowering to meeting other emerging g female leaders who share my ambitions and passions and those who are quite different from me. I know there are connections I will carry with me for years." *-Hannah Schwartz, US Cherry Blossom Queen Missouri 2021*

"The Cherry Blossom Program is a one-of-a kind experience for young women searching to expand their knowledge about international relations and diplomacy, connect with other women around the country and the world, and serve as a proud representative of their home state. I was inspiring hearing from unique speakers who shared their experiences in diplomacy and other leadership positions. The program epitomizes the beauty of America. As a proud American and Kansans, I'm grateful for this experience that links together women from all different backgrounds and states to stand for freedom and prosperity." *Michaela Todd, Kansas 2024*



Lithuanian Embassy



Everybody Wins



Women's Conference



Japanese Gardens





# We look forward to working with you!

Your support and partnership of this exceptional and longstanding organization will not only give you access to attending various events but also ensures we can continue to provide quality programming and exceptional events that advance the US- Japanese relationship and beyond.

## Contact us to get involved:

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