

**Application for
Best Merchandise**

**41st Annual Conyers
Cherry Blossom Festival
GA International Horse
Park/City of Conyers, GA**

Judges' score - 7.9

Description of the merchandise

Partnering with our local sponsor the SKETCHING PAD, new in 2022 is the Cherry Blossom Couples Art Kit. Included in the kit are 2 blank art canvas', all paint required, brushes and instructions for completing the art, 2 sizes are available in 10x10 and 11x14. Cost are \$20 to \$30.

Does the item relay the image/aesthetic of the event? How is it relevant to your event?

This merchandise absolutely reflects the imagery and aesthetic of the Conyers Cherry Blossom Festival. It represents the festivals mission of promoting not only Japanese culture, the blooming of the local cherry blossom trees, and the nature of this 100% handmade arts & crafts festival. It is the perfect addition to the event and sold out on day 1 of the 2022 festival! We will double our quantities in 2023!

How did the idea come to be?

The SKETCHING PAD, a locally owned and operated art shop in Conyers, GA, had promoted this piece through their local marketing. The kit was spotted by festival staff in an marketing email blast, and the partnership was born! It was the ideal piece to enhance the festival and bring The SKETCHING PAD on board as a sponsor!



BEST MERCHANDISE

Cherry Blossom Custom Couples Painting Kits

(sold out day 1 of the festival!)



