



# 2011 Maple in the County

[www.mapleinthecounty.ca](http://www.mapleinthecounty.ca)

Prince Edward County's sweetest tradition, a self-guided two day adventure that features activities for young and old, set against a backdrop of fresh country air. Every spring more than 8,000 people enjoy scores of experiences ranging from lip-smacking pancake breakfasts and sugar shack demonstrations to horse-drawn wagon rides and fiddling concerts.

## Participant Information

Date: March 26 & 27, 2011 (10<sup>th</sup> Anniversary)

### Criteria to Participate

- Must be a business located in Prince Edward County
- Must have an offering focused around Maple Syrup or maple related.

### Cost to Participate

Participant Fee - Taste the County Partner		\$ 150 + HST
Participant Fee - Non-Taste the County Partner		\$ 200 + HST

### Participant Deliverables

- Listing in campaign brochure and website
- Opportunity to participate in gift basket draw
- Opportunity to attend and participate at media event

### Maple in the County is promoted by

- Radio campaign
- Print campaign
- Campaign website
- Campaign brochures (10,000)
- Campaign e-blasts
- Media event
- Social Media Campaign (facebook/twitter/blog)
- Website listings
- Participant websites and newsletters
- Sponsor websites and newsletter
- Banners

For more information about Maple in the County and its opportunities please contact:

Taste the County, P.O. Box 442, 289 Main Street, Bloomfield, Ontario, K0K 1G0

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