



# 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.

## Sponsorship Information

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

### Sponsorship:

Sponsorship packages have been developed to ensure that Maple in the County establishes sponsorship relationships that will mutually benefit your business and Maple in the County.

We strive to ensure that:

- There are tangible benefit/s associated with the partnership.
- There is opportunity to create long-term value.
- You have the ability to reach targeted audiences and build relationships.
- It will have a positive exposure for your brand
- There is potential to be leveraged with additional resource investment.
- There is a potential for long-term, sustainable partnership or relationship.

### Sponsorship Levels

**NOTE: Sponsorships can be tailored to meet the needs of your business**

Sponsorship Level	Deliverables	Cost
Presenting Sponsor	<ul style="list-style-type: none"> <li>• The festival name appeared as "Maple in the County presented by .....</li> <li>• The opportunity to collaborate with the Maple in the County team to create a customized, high impact presence at Maple in the County designed to create meaningful connections with our audience.</li> <li>• Logo recognition in Taste the County's™ Weekly e-newsletter (circulation: 250)</li> <li>• Opportunity to provide the welcome in the Maple programme. (10,000 produced)</li> <li>• The opportunity to create customized questions for and review the results of our post Maple in the County consumer survey, which provides valuable insights into</li> </ul>	\$ 5,000 + HST

	<p>demographics and psychographics.</p> <ul style="list-style-type: none"> <li>• Logo prominently appears on: <ul style="list-style-type: none"> <li>○ Event posters</li> <li>○ Event program</li> <li>○ Street banners</li> <li>○ Sponsor signage</li> <li>○ Event website for term of contract</li> <li>○ Magazine advertising (if applicable)</li> <li>○ Newspaper advertising</li> <li>○ Maple in the County Map</li> <li>○ Prize Ballots</li> </ul> </li> <li>• Use of the Maple in the County logo in their marketing materials for term of contract</li> <li>• Acknowledgement in press releases, radio interviews, editorials where possible.</li> <li>• The opportunity to directly target our consumer by participating in our pre and post Maple in the County e-blasts.</li> <li>• Opportunity to participate in Maple press conference.</li> <li>• Opportunity for staff involvement.</li> <li>• Post Event Follow-up to be given 30 days following event.</li> <li>• First right of refusal for 2012 event</li> <li>• Additional opportunities negotiable based on business needs</li> </ul>	
Associate Sponsor	<ul style="list-style-type: none"> <li>• The opportunity to collaborate with the Maple in the County team to create a customized, high impact presence at Maple in the County designed to create meaningful connections with our audience.</li> <li>• Blog about your business with links from twitter and facebook.</li> <li>• Logo displayed in Taste the County's weekly e-newsletter (circulation 250) February/March</li> <li>• Logo to appear on event posters</li> <li>• Logo to appear in event program</li> <li>• Logo to appear on event website</li> <li>• Logo to appear in newspaper advertising</li> <li>• Use of the Maple in the County logo in their marketing materials for the term of the contract.</li> <li>• Acknowledgement in press releases, radio interviews, editorials where possible.</li> <li>• Opportunity to participate in Maple Press Conference.</li> <li>• Opportunity for staff involvement</li> <li>• Additional opportunities negotiable.</li> <li>• Post Event report.</li> <li>• First right of refusal for the 2012 event.</li> </ul>	\$ 2,500 + HST

Maple in the County is promoted by

- Radio campaign
- Print campaign
- Campaign website
- Campaign brochures (10,000)
- Campaign e-blasts
- Media event and articles
- Social Media (facebook/twitter/blog)

- Website listings
- Participant websites and newsletters
- Sponsor websites and newsletters
- Banners

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

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

1.866.845.6644 or 613.393.2796

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