



**MUSKOKA**

**MAPLE FESTIVAL**



**2020 SPONSOR KIT**



## WHAT IS THE MUSKOKA MAPLE FESTIVAL?

The Muskoka Maple Festival is organized by The Huntsville/Lake of Bays Chamber of Commerce in partnership with Muskoka Tourism and an incredible organizing committee comprised of business owners in Muskoka. The Festival includes a promotional campaign to celebrate the Maple harvest in Muskoka, followed by a full weekend, family-friendly event in Huntsville.

The festival begins on March 13 with the Muskoka Maple Trail which is a six-week long compilation of events listed and mapped both in print and on the Muskoka Maple Festival website, including, but not limited to; sugar shack tours, maple-inspired cuisine, beverages and available overnight packages. The Trail is marketed as an attraction to increase tourist expenditures to the area, encouraging visitors to travel to the area throughout the Maple harvest.

The highlight of the Muskoka Maple campaign is the Muskoka Maple Street Festival on Saturday April 25, 2020 in downtown Huntsville where attendees will enjoy a pancake breakfast, arts & crafts vendors, unique maple items and gifts, tasty treats, live music, a beer garden, interactive events, street performers, a kids fun run and of course, so much delicious maple syrup!

New for 2020, there will be two fresh and exciting events to truly celebrate the Maple Harvest!

The Muskoka Maple Dinner Crawl takes place on Friday April 24, 2020 where participating restaurants across Huntsville will feature delicious maple food, unique maple inspired drinks and incredible live music throughout the evening.

To wrap up the 2020 Muskoka Maple Festival, Muskoka Maple Sugar Bush Tours will be hosted at participating maple farms across Muskoka on Sunday April 26, 2020. Attendees will enjoy a walk through the sugar bush as they enjoy live fiddling music and smell the sweet aroma of boiling sap in the air. They will meet and greet with the local producers and even get to try a few maple samples! It wouldn't be the Muskoka Maple Festival without a trip to the sugar bush to end the weekend.



## 2020 SCHEDULE

### **THE MUSKOKA MAPLE TRAIL**

March 13 - April 24, 2020  
At Participating Businesses Across Muskoka

### **THE MUSKOKA MAPLE DINNER CRAWL**

Friday April 24, 2020  
6-10pm  
At Participating Restaurants Across Huntsville

### **THE MUSKOKA MAPLE STREET FESTIVAL**

Saturday April 25, 2020  
9am-5pm  
On Main Street in Downtown Huntsville

### **THE KIWANIS SAP RUN (KIDS FUN RUN)**

Saturday April 25, 2020  
9-10am  
Starting at River Mill Park in Downtown Huntsville

### **THE MUSKOKA MAPLE SUGAR BUSH TOURS**

Sunday April 26, 2020  
11am - 2pm  
At Participating Maple Farms in Huntsville



## EVENT DETAILS

### PURPOSE OF THE MUSKOKA MAPLE FESTIVAL

The Muskoka Maple Campaign was created in part due to the areas pre-existing maple producing industry, including maple farms, sugar bush tours and farm to table maple products. It is our intention to:

- Celebrate locally produced maple products and experiences
- Situate Muskoka as a top maple destination
- Attract visitors to the Huntsville/Lake of Bays area
- Promote local businesses
- Increase visitor expenditures during the “shoulder” season
- Offer guests an unforgettable experience

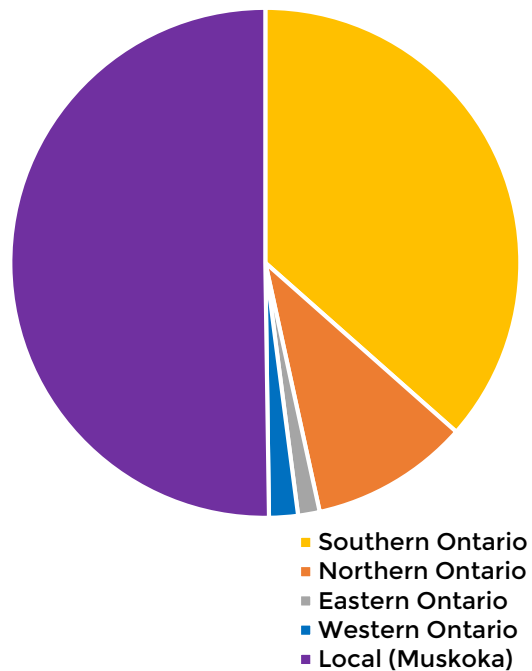
### ATTENDEE PROFILE

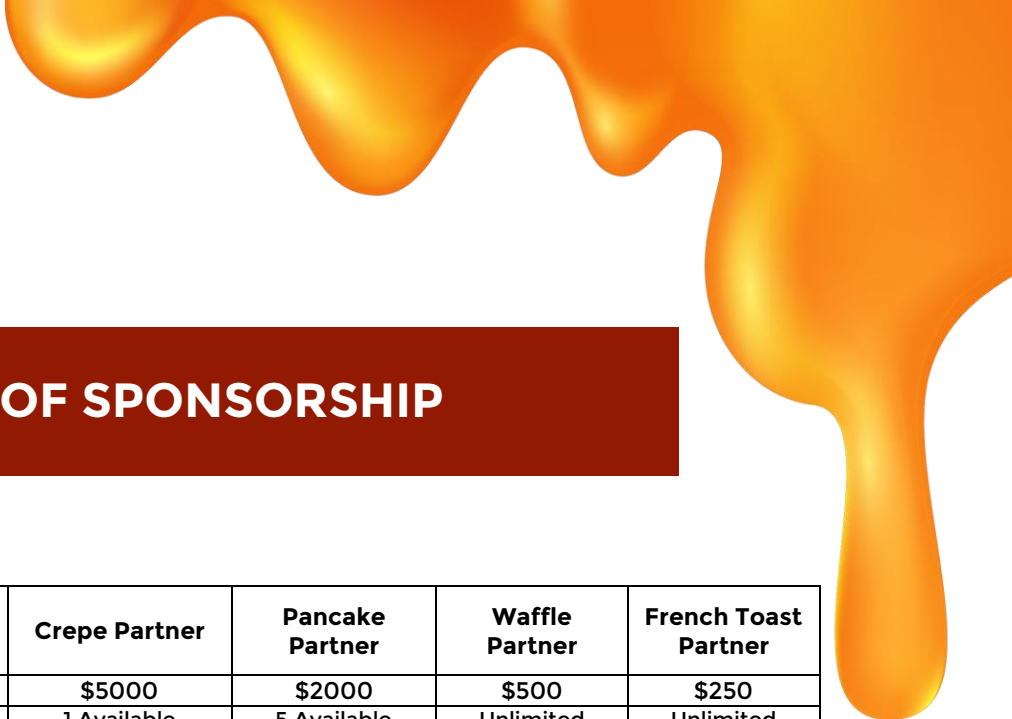
The Muskoka Maple Street Festival typically attracts over 5000 people to Downtown Huntsville.

According to our survey, 49.8% of our attendees travel from outside of the local area (Muskoka) with 41.3% of those travelers coming from the Greater Toronto Area in Southern Ontario.




































Due to targeted marketing efforts, the Muskoka Maple Festival generally sees attendees in the 20-50 age range who fall under the Knowledge Seeker, Family Memory Builder and the Up & Coming Explorer markets as outlined in the Tourism Industry Association of Ontario’s Consumer Insight Research.

### GEOGRAPHIC LOCATION





## LEVELS OF SPONSORSHIP

Package Level	Maple Presenting Partner	Crepe Partner	Pancake Partner	Waffle Partner	French Toast Partner
	\$10,000	\$5000	\$2000	\$500	\$250
	1 Available	1 Available	5 Available	Unlimited	Unlimited
Naming Rights - The Muskoka Maple Festival presented by [YOUR BUSINESS]					
Your Business Logo on 2020 Muskoka Maple Festival Button					
Advertisement in Weekend Handbook (Size Determined by Sponsorship Level)					
Advertisement on Website (Location Determined by Sponsorship Level)					
Email Blasts to HLOB Chamber of Commerce Database (Amount Determined by Sponsorship Level)					
Signage (Provided by HLOB Chamber) at Muskoka Maple Festival Events (Location Determined by Sponsorship Level)					
10'x10' Booth Space at Muskoka Maple Street Festival					
Signage Space at Muskoka Maple Street Festival					
Logo on All Print Material					
Social Media Promotion					
Muskoka Maple Festival Buttons (Amount Determined by Sponsorship Level)					



# SPONSORSHIP TERMS & CONDITIONS

This Muskoka Maple Festival Sponsorship Contract states the terms and conditions that govern the contractual agreement between [YOUR BUSINESS] and the Huntsville/Lake of Bays Chamber of Commerce who agrees to be bound by this Agreement.

WHEREAS, the Huntsville/Lake of Bays Chamber of Commerce is conducting the Muskoka Maple Festival; and WHEREAS, [YOUR BUSINESS] agrees to sponsor the Event according to the terms and conditions herein.

NOW, THEREFORE, in consideration of the mutual covenants and promises made by the parties hereto, the Huntsville/Lake of Bays Chamber of Commerce and [YOUR BUSINESS] covenant and agree as follows:

### Contribution

The total contribution provided by [YOUR BUSINESS] is [CONTRIBUTION AMOUNT], to be paid in full by [MM-DD-YYYY].

### Term/Termination

This Contract will terminate automatically upon completion of [MM-DD-YYYY].

### Changes

Any changes made to this Contract must be made in writing and signed by all parties.

Sponsor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Event Host Signature: \_\_\_\_\_ Date: \_\_\_\_\_

This document is private, confidential, and contains valuable information that is for privileged individuals only.



## CONTACT US

The Muskoka Maple Festival offers an incredible opportunity to showcase your business to thousands of potential customers.

If you are interested in Sponsoring the Muskoka Maple Festival, please contact Torin Suddaby at the Huntsville/Lake of Bays Chamber of Commerce.

Torin Suddaby  
Tourism & Events Marketing Manager  
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