



*March 14 to April 23, 2016*

# How *Your* Business can Get Involved!

Take part in the Maple Trail  
Participate in the Maple Festival  
Create a Package Experience  
Advertise  
Become a Festival Partner  
AND MORE!

*MuskokaMapleFestival.com*



# MUSKOKA MAPLE FESTIVAL

## Contents

Introduction ..... 3

How *your* business can...GET INVOLVED!

Participate in the Maple Trail ..... 4

Participate in the Maple Festival ..... 5

Create a Package Experience..... 6

Advertising Opportunities..... 7

Partnership Opportunities ..... 8

Contact Us..... 9



**Please note that opportunities are available to  
businesses located within the boundaries of Muskoka.**

**Maple syrup producers must be a member of the Ontario Maple Syrup  
Producers Association (OMSPA) and businesses must be a member of a  
local Muskoka Chamber of Commerce or Muskoka Tourism.**

# MUSKOKA MAPLE FESTIVAL

## Introduction

The Muskoka Maple Festival is a brand-new festival organized by The Huntsville and Lake of Bays Chamber of Commerce in partnership with Muskoka Tourism and an incredible organizing committee comprised of business owners and maple producers. The festival is a month long celebration of the Maple harvest in Muskoka, followed by a free, weekend, family-friendly event in Huntsville, Ontario. The festival begins with a marketing campaign to promote a Muskoka Maple Trail. This will be a month-long compilation of events utilizing an electronic map of Huntsville and the surrounding area which will be populated with Maple experiences including, but not limited to; sugar shack tours, maple-inspired cuisine, beverages, products, and available overnight packages. The trail will be marketed as an attraction to increase tourist expenditures to the area, encouraging visitors to travel to the area throughout the Maple harvest (mid-March to April 23). The grand finale of the harvest will be the Muskoka Maple Festival in Huntsville which will feature a pancake breakfast, maple product vendors, craft vendors, antique vendors, food vendors, live fiddling music, as well as other heritage themed programming.

### **Purpose of the Weekend:**

- ◇ 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 member businesses
- ◇ Increase visitor expenditures during the “shoulder” season
- ◇ Offer guests an unforgettable experience



## Participate in the Maple Trail

The Maple Trail is a marketing campaign that will promote maple activities and experiences taking place mid-March through April 23rd. The trail will consist of an online map where participants can find out when and where maple events are happening. The maple trail will launch February 15, 2016 with an interactive web map and an extensive promotional campaign on Facebook and Twitter. Although the trail will be promoted primarily between February and April, the map will also be available on-line year-round.

### **Geographic Boundaries**

Maple experiences will be limited to the borders of Muskoka

### **Examples of Trail Experiences**

- ◇ Sugar bush/sugar shack tours
- ◇ Restaurants offering maple-inspired meals
- ◇ Retail maple products
- ◇ Overnight accommodation package with maple feature (gift, or food and beverage)

### **Trail Listing Fee: \$150<sup>+HST</sup>**

- ◇ listing on the map describing your maple product or event
- ◇ Numerous promotional posts on Facebook profiling your business, product, or event



## Participate in the Maple Festival

The inaugural Maple Festival will take place Saturday, April 23rd, 2016 to celebrate the end of the spring maple harvest. The festival will include a maple vendor market, antique and craft fair, fiddling contest, and community-wide pancake breakfast.

### **Maple Vendor and Craft Fair:**

- ◇ Located in Downtown Huntsville (outdoor venue)
- ◇ **Fee: \$150<sup>+HST</sup>** (10x10 area, vendor must provide tent, booth, table, etc. as required)

### **Antique Market:**

- ◇ Location TBD (indoor venue)
- ◇ **Fee: \$150<sup>+HST</sup>** (10x10 area, vendor must provide booth, table, etc. as required)

### **Create a Maple-Themed Meal:**

- ◇ Plan a maple-themed meal to be offered Saturday, April 23rd
- ◇ *Are you a maple producer? Reach out to a local restaurant to establish a partnership!*
- ◇ *Do you operate a local restaurant? Reach out to a local maple producer to establish a relationship!*
- ◇ Tell us your location, menu details, and cost/person
- ◇ FREE to participate, but reach your customers by including your event in the official Festival program and on our Facebook page for only **\$150<sup>+HST</sup>**

### **Create a Maple-themed Event:**

- ◇ Create your own event: promote your product or service with a special event, , a cooking demo, a workshop, or a behind the scenes tour, etc.
- ◇ Brand your event using the Muskoka Maple Festival logo (free for your use!)
- ◇ Market the event on your website or to your email database
- ◇ FREE to participate, but reach your customers by including your event in the official Festival program and on our Facebook page for only **\$150<sup>+HST</sup>**

### **Pancake Breakfast:**

- ◇ We are planning a pancake breakfast to take place Saturday, April 23. Want to get involved? Contact us!



## Create a Package Experience

Packages link individual products and services into a single experience, typically for a single price. This represents many advantages for both business operators and visitors. This approach simplifies the planning process for the visitor while giving businesses a competitive advantage. By joining forces with other tourism suppliers, you can extend your market reach and create demand during low periods or “shoulder” seasons.

Partner with the Huntsville/Lake of Bays Chamber of Commerce and other chamber members to promote our community as a shopping and entertainment destination. The more participating partners...the merrier!

Your hotel, motel, resort or restaurant can coordinate a package by combining some or all of the activities associated with the Muskoka Maple Festival.

### Sample Packages...

**“Maple Trail Getaway”** Accommodation, voucher for maple-themed meal, and coupon for maple coffee

**“Maple Maple Maple!”** Voucher for maple-themed meal, and coupons for 3 products featured on the Maple Trail

**“Maple Festival Weekend”** Accommodation for weekend of April 23, voucher for pancake breakfast at a participating restaurant, coupon for maple candle or coffee





# MUSKOKA MAPLE FESTIVAL

## Advertising Opportunities

### Official Maple Festival Program

- ♦ Includes a schedule of events, coupons, and full page advertisements
- ♦ Minimum print-run: 750; will be increased based on ad demand; the program will be provided to guests at participating hotels and businesses and available during the weekend events; a digital version will be posted on [HuntsvilleAdventures.com](http://HuntsvilleAdventures.com) and [MuskokaMapleFestival.com](http://MuskokaMapleFestival.com)

#### Rates:

Event Listing: \$100.00 +hst (140 character limit including all spacing and punctuation; include both title and description)  
Full Page Ad: \$200.00 +hst (Includes ad design)

### AD SPECIFICATIONS

Handbook (finished size): 5.5" w x 8.5" h

Full Page Ad Size: 5" w x 8" h

Coupon Ad Size: 5" w x 2" h

Digital File Requirements: JPG; Min. 300 DPI; Full Process Colour

Booking Deadline: Tuesday, March 1, 2016

Please email ad copy no later than Friday, April 1, 2016 to  
[leanne@huntsvillelakeofbays.on.ca](mailto:leanne@huntsvillelakeofbays.on.ca)

### Web and Social Media

- ♦ Official event website ([MuskokaMapleFestival.ca](http://MuskokaMapleFestival.ca)), Facebook (over 5500 likes) and Twitter
- ♦ Flexible plans available including event listings and promotional posts
- ♦ Booking Deadlines: Ongoing...

#### Rates:

Listing on Maple Trail: \$150.00 +hst (text and images, unlimited)  
Website and Facebook Ads: contact us for details



# MUSKOKA MAPLE FESTIVAL

## Partnership Opportunities

### **Muskoka Maple Festival Presenting Sponsor \$5,000 (1 AVAILABLE)**

This is an exclusive opportunity to present the inaugural Muskoka Maple Festival. This partnership will guarantee a comprehensive presence for your business throughout the duration of the Maple Trail and Festival and will include the following items:

- ◇ One full page ad in the Official Festival Program (*inside front cover or back cover*)
- ◇ A web ad featuring your business on the on-line Trail Map and 6 posts on social media
- ◇ Logo on all print and web literature leading up to the event
- ◇ Signage at Maple Market
- ◇ VIP Tour of participating sugar-bush
- ◇ Complimentary Pancake Breakfast on April 23 (for 4)

### **Media Presenting Sponsor \$2500 (1 AVAILABLE)**

- ◇ One full page ad in the Official Festival Program (*inside front cover or back cover*)
- ◇ A web ad featuring your business on the on-line Trail Map and 4 posts on social media
- ◇ Logo on all print and web literature leading up to the event
- ◇ Complimentary booth area and signage at the Maple Market
- ◇ Complimentary Pancake Breakfast on April 23 (for 2)

### **Maple Syrup Partner: \$500 and/or Maple Syrup in-kind**

- ◇ One full page ad in the Official Festival Program
- ◇ A web ad featuring your business on the official website and 3 posts on social media
- ◇ Logo on all print and web literature leading up to the event
- ◇ Complimentary listing on the Maple Trail
- ◇ Complimentary booth area at the Maple Market

### **Community Partner \$500**

- ◇ One full page ad in the Official Festival Program
- ◇ A web ad featuring your business on the official website and 3 posts on social media
- ◇ Logo on all print and web literature leading up to the event
- ◇ Complimentary maple gift-bag (x2)

**All packages are customizable...contact us!**



# MUSKOKA MAPLE FESTIVAL

## Contact

### **Huntsville/Lake of Bays Chamber of Commerce**

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Tourism Marketing & Event Manager

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