

# 2024 SPONSORSHIP KIT



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

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[muskokamaple.com](http://muskokamaple.com)



## 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. The Festival includes a promotional campaign to celebrate the Maple harvest in Muskoka, followed by a one day, family-friendly event in Huntsville.

The 2024 Festival begins on March 8 with the Muskoka Maple Trail - a seven-week long compilation of specials listed and mapped 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 Festival on Saturday April 27, 2024 from 9am-5pm 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!

To wrap up the 2024 Festival, the Muskoka Music Crawl "Spring Acoustic Sessions" will return following the street Festival on Saturday night featuring live music & entertainment at a large range of unique stops around Huntsville.

# EVENT DETAILS

## Purpose

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:

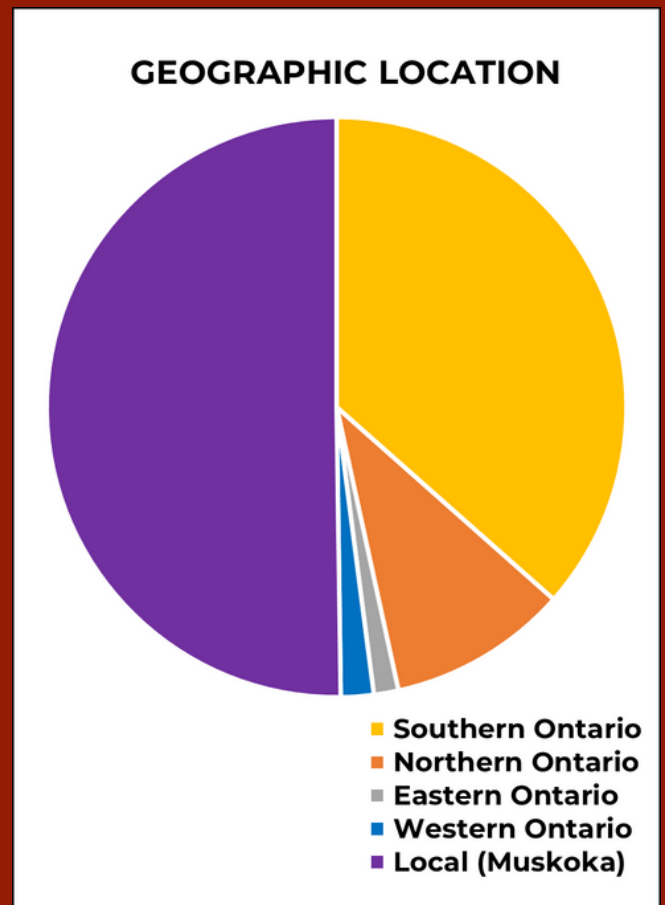
- Celebrate locally produced maple products and experiences
- Situate Muskoka as a top maple destination
- Attract visitors to the Huntsville/Lake of Bays area
- Promote local businesses
- Increase visitor expenditures during the “shoulder” season
- Offer guests an unforgettable experience

## Attendee Profile































The Muskoka Maple Street Festival attracted nearly 5000 people to Downtown Huntsville in 2023.

According to our most recent 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.



# LEVELS OF SPONSORSHIP

Package Level	Maple Presenting Partner \$10,000 1 Available	Crepe Partner \$5000 1 Available	Pancake Partner \$2000 5 Available	Waffle Partner \$500 Unlimited	French Toast Partner \$250 Unlimited
Naming Rights – The 2024 Muskoka Maple Festival presented by [YOUR BUSINESS]					
Your Business Logo on 2024 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 (Location Determined by Sponsorship Level)					
10'x10' Booth Space at Muskoka Maple Festival					
Signage Space at Muskoka Maple Festival					
Logo on All Print Material					
Social Media Promotion					

## 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.

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