



62ND ANNUAL

# HIGHLAND COUNTY MAPLE FESTIVAL SPONSORSHIP INFORMATION

MARCH 14-15 AND 21-22, 2020

Since 1958, visitors have been drawn to Highland County to tour real maple sugar camps for a cultural and culinary adventure! In 1999, The Library of Congress designated The Highland County Maple Festival a "Local Legacy." In 2014, the Governor of Virginia signed a bill into law designating the festival as the "official maple festival of Virginia". In addition to pancake dinners, donuts and entertainment, over 100 high-quality juried vendors take part in the festival each year. Thousands of visitors arrive during these second and third weekends in March, providing ample opportunity for businesses and organizations to get noticed. Here is your chance to take advantage of this proven staple in the maple industry!

**Contact Chris Swecker at 540-468-2550 or [director@highlandcounty.org](mailto:director@highlandcounty.org) to secure your sponsorship!**

## ROOT SPONSORSHIP - \$200

- ✳ Logo with a link to your website on the official Maple Festival event page at <https://highlandcounty.org/events/maple-festival/> (or phone number if website is not available)
- ✳ Logo with a link to your website on the popular Highland County VA Facebook page at <https://www.facebook.com/HighlandCounty/> (or phone number if website is not available)
- ✳ Logo is placed on the 2020 Sponsor Appreciation Boards at the entrance to major Arts and Crafts Vendor Exhibit Areas: Highland High School Gym and Highland Elementary School Gym
- ✳ Public recognition of your sponsorship over the Public Announcement Systems at Highland County Public Schools each weekend

## TRUNK SPONSORSHIP - \$350

- ✳ Logo on both sides of 2 "real-estate" style signs displayed at high-volume areas:  
1 in Monterey near the Courthouse area and 1 at the Stonewall Ruritan Building area in McDowell
- ✳ Public recognition of your sponsorship during at least two of our entertainment offerings, which are held both weekends of the festival
- ✳ All Root Sponsorship benefits

## BRANCH SPONSORSHIP - \$500

- ✳ Logo on the official Maple Festival Map - over 5,000 of these maps are distributed throughout the county to guide people through the festival and to provide information
- ✳ All Root and Trunk Sponsorship benefits

## CROWN SPONSORSHIP - \$800 (Only 1 Available)

- ✳ Logo on 3 large 3' x 10' Maple Festival banners that are positioned in key locations: 1 in Monterey along Rt. 220 south of Monterey's main roads intersection, 1 at the entrance to Myers-Moon Road for access to the schools, and 1 in McDowell along Rt. 250 as you turn to go to the Stonewall Ruritan Building - take advantage of catching many eyes in traffic at these crucial points of access to major events
- ✳ All Root, Trunk and Branch Sponsorship benefits

## KEYCHAIN SPONSORSHIP - \$1,000 (Only 1 Available to a Business in Highland County)

- ✳ Logo on the back of the official Maple Festival Keychain. Approximately 10,000 of these keychains are ordered to allow entry to our juried Arts & Crafts Vendor Exhibit Areas at Highland County Public Schools and for some entertainment options at The Highland Center - each year, a new color is created for the keychain, making this a keepsake for many to display for years to come - be a part of Maple Festival history with this exclusive opportunity!
- ✳ All Root, Trunk and Branch Sponsorship benefits