



62ND ANNUAL

HIGHLAND COUNTY MAPLE FESTIVAL SPONSORSHIP INFORMATION

MARCH 12-13 AND 19-20, 2022

Since 1959, 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 to secure your sponsorship!

LEAF SPONSORSHIP - \$250

- 🍁 Logo with a link to your website on the official Maple Festival event page at www.highlandcounty.org/maple-festival (or phone number if website is not available) - since October of 2021, our Maple Festival page has been our top one on the website with over 6,000 pageviews
- 🍁 Post before the festival with your logo and link to your website on the popular Highland County VA Facebook Page (www.facebook.com/HighlandCounty) and Instagram (www.instagram.com/highland_county_va) - our Facebook page has over 12,000 followers
- 🍁 Logo is placed on the Sponsor Appreciation Boards at the entrance to major Arts and Crafts Vendor Exhibit Areas: Highland High School Gym and Highland Elementary School Gym

MAP SPONSORSHIP - \$500

- 🍁 Logo on the official Maple Festival Map - 9,000 of these maps are distributed throughout the county to guide people through the festival and provide information - a digital copy is also made available online
 - * Monday, February 7, 2022 deadline to be included on the map
- 🍁 All Leaf Sponsorship benefits