

**2023 Highland County Maple Festival Sponsor Application**  
**March 11 – 12 and 18 – 19, 2023 in Highland County, Virginia**  
[www.highlandcounty.org/maple-festival](http://www.highlandcounty.org/maple-festival)  
**Sponsored by the Highland County Chamber of Commerce**

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". The Highland County Maple Festival was announced as 2022's first-place winner for best Festival of the Shenandoah Valley Region in Virginia Living's eleventh annual Best of Virginia issue, and it was previously awarded the best Food or Drink Festival distinction in 2020 and 2021. It has also been rewarded the top spot in the Best Family Entertainment category in the 2021 Best of the Valley by readers of the Daily News-Record based out of Harrisonburg.

According to an Economic Impact Report in 2022 by Virginia Tech, about 26,500 visitors attended in 2022. Visitors spent between \$73.18 and \$105.76 on average. Visitors on average traveled 98 miles to attend the festival. 85% were from Virginia, although visitors from 14 states attended. Over 90% of visitors said they are planning to attend the festival again.

**We want your business, organization, or event to be an official part of the Highland County Maple Festival as a sponsor to take advantage of this proven staple in the maple industry! Reach tens of thousands digitally and in-person with the options below.** The sooner you fill out the information, the sooner your listing will get on our website for more exposure! Please email any questions to Chamber Executive Director Chris Swecker at [director@highlandcounty.org](mailto:director@highlandcounty.org).

**\*\*\*Deadlines\*\*\***

To be placed on the 2023 Maple Festival Map: **End of day on Monday, February 6, 2023**

To apply as a sponsor of the 2023 Highland County Maple Festival Map:

- Please provide all requested information on the application. **Please also email a high-resolution copy of your logo to [director@highlandcounty.org](mailto:director@highlandcounty.org).**
- Please acknowledge your approval at the end of the form.
- Please enclose a check or money order payable to the Highland County Chamber of Commerce. Online payments can be made by request. **\*There will be a \$25.00 service fee for any returned checks.**
- The application can be scanned and emailed to [director@highlandcounty.org](mailto:director@highlandcounty.org), or you can mail with payment to:

Highland County Chamber of Commerce  
PO Box 223  
61 Highland Center Drive  
Monterey, VA 24465  
(540) 468-2550  
[www.highlandcounty.org](http://www.highlandcounty.org)

Thank you! We wish everyone a safe, enjoyable, and profitable festival!

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Highland County Chamber of Commerce Members receive a \$50 discount on any sponsorship.  
(Interested in joining the Chamber? Please visit [www.highlandcounty.org/why-join-the-chamber](http://www.highlandcounty.org/why-join-the-chamber).)

Please check one of the following options:

**\_\_\_\_\_ Digital Sponsorship - \$300**

- Your logo with a link to your website is placed on the official Maple Festival event page at [www.highlandcounty.org/maple-festival](http://www.highlandcounty.org/maple-festival). Your logo appears on the website weeks before the 2023 festival for approximately a year until just weeks before the 2024 festival. This is our website's top page with over 52,000 pageviews in a year between October 1, 2021 and September 30, 2022.
- Your organization is announced collectively in a post as a sponsor with other digital sponsors before the festival using our Facebook ([www.facebook.com/highlandcounty](http://www.facebook.com/highlandcounty)) and Instagram ([www.instagram.com/highland\\_county\\_va/](http://www.instagram.com/highland_county_va/)) accounts. Our popular Facebook page has nearly 14,000 followers.
- Your logo is placed on a Sponsor Appreciation 11" x 17" sign at the entrance to Arts & Crafts Vendor Exhibit Areas: Stonewall Ruritan Building, Highland High School Gym, Highland Elementary School Gym, and The Highland Center

**\_\_\_\_\_ Map Sponsorship - \$500**

- Your logo and website are placed on the official Maple Festival Map - 10,000 of these maps are ordered to be distributed throughout the county as the main guide to direct people through the festival and provide information - a digital copy is also made available online  
\* Monday, February 6, 2023 deadline to be included on the map
- All Digital Sponsorship benefits are included, except you receive a dedicated Facebook and Instagram post that singularly names you as a sponsor for more exclusive recognition

**\_\_\_\_\_ Gold Leaf Sponsorship - \$1,000**

- You are mentioned at least 3 times before and during the event as a top Sponsor (radio interviews, before entertainment, press releases, etc.)
- Your logo and website are placed on an 18" x 24" real estate sign next to our large 3' x 10' "Welcome" banners at the 2 key locations: 1 in Monterey along Rt. 220 south of Monterey's main intersection, 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 this crucial access points.
- You provide promotional materials for you organization to be placed at an unstaffed informational area at the Highland County Public Schools. Promotional materials may include flyers, business cards, giveaways or other similar materials, not to exceed 5 different items of no larger than 11" x 17" each. Promotional materials must be delivered to the Highland County Chamber of Commerce no later than end of day on Tuesday, February 28.
- All Map Sponsorship benefits are included, with the added benefit of boosting your Facebook ad for a value of \$75 for three days to get more website visitors to your website.

BUSINESS NAME \_\_\_\_\_

MAIN CONTACT PERSON \_\_\_\_\_

ADDRESS \_\_\_\_\_

STREET/PO BOX \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

WEBSITE \_\_\_\_\_

FOR MARKETING PURPOSES, PLEASE DESCRIBE YOUR ORGANIZATION IN THREE SENTENCES OR LESS:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

ARE YOU A MEMBER OF THE HIGHLAND COUNTY CHAMBER OF COMMERCE? \_\_\_\_\_ YES \_\_\_\_\_ NO

**Notice:** Should an act of God, terrorism, Mother Nature, health crisis, pandemic, or community disaster occur, the Highland County Chamber of Commerce in consultation with Highland County officials including, but not limited to, the Police Department, EMS Services, Fire Departments, Highland County Public Schools, Emergency Officials, and Board of Supervisors will make all decisions regarding the festival based on safety first. The Highland County Chamber of Commerce cannot accept the risk of disaster for everyone. Each sponsor must accept the risk of loss of his or her sponsorship fee in the event that the Highland County Chamber of Commerce for any reason cancels its arts, crafts, and food vendor portion of the festival. There will be **NO REFUNDS** in the event that the arts, crafts, and food vendor portion of the festival is cancelled due to incidents as outlined above. Money paid for sponsorships is spent producing and promoting the event. The Highland County Chamber of Commerce has ordered and is liable to pay for supplies, rentals, and services needed to produce this event, regardless of the outcome. Production and promotional costs include, but are not limited to marketing, entertainment, insurance, public sanitation, and labor. Sponsors will still see the benefits of digital advertising in the rare case the festival is cancelled.

**I have read and fully understand this Sponsorship Application for the Highland County Maple Festival. Should my application be accepted, I agree to comply and be bound by this Sponsorship Application. I will also send a high-resolution copy of my organization's logo as applicable to [director@highlandcounty.org](mailto:director@highlandcounty.org).**

Date \_\_\_\_\_ Vendor's Signature \_\_\_\_\_