



2024 SPONSORSHIP PACKAGE



**Cold Creek
Conservation Area**
TOWNSHIP OF KING



COLD CREEK MAPLE SYRUP FEST

SPONSORSHIP PACKAGE 2024

The Township of King presents Cold Creek Maple Syrup Fest, a maple syrup harvest themed event that is fun for the whole family taking place on Saturday, March 9, 2024. Featuring a pancake breakfast with maple syrup, local foods, outdoor activities, a vendor market, crafts and more! Expected attendance at this event is well over 500 throughout the day (as per previous years).

The Township of King Community Service Department would like to invite you to be our partner on this event. It is a wonderful opportunity to showcase your business within our community. Your sponsorship will help us add more fun, entertainment and provide families with a keepsake from this experience.

Sponsorship opportunities are designed to market your business in a unique and distinctive way. With so many options available, there is something to fit every budget. Sponsorships can also be tailored to fit your company's marketing strategy. Contact us to discuss other opportunities.

To become a sponsor or to discuss sponsorship opportunities in more detail contact Angela Webster - Event Coordinator at sponsorship@king.ca or 289.800.2620.



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Event Maple Sponsor - \$3,000

- Two company signs displayed at the event
- Public acknowledgments during the event
- Company logo on posters, ads, and other promotional material
- Logo on web page promoting the event (on king.ca and coldcreek.ca)
- Acknowledgment on Social Media Channels
- Complimentary space at event for company's use (approx. 10X10 area)

Entertainment Sponsor - \$2,000

- One company sign at event
- Public acknowledgments during the event
- Mentions on Social Media Channels on event specific posts
- Company logo on promotional material
- Complimentary space for company's use (approx. 10X10 area)

Hot Beverage Sponsor - \$1,000

- Provide complimentary beverages to attendees
- One Company sign at event
- Public acknowledgments during the event
- Mentions on Social Media Channels on event specific posts
- Company logo on posters
- Logo on web page promoting the event (on king.ca and coldcreek.ca)
- Complimentary event space for company's use (approx. 10X10 area) to hand out beverages as well as to promote or sell items

Friend of Maple Syrup Fest Sponsor - \$500

- Acknowledgement as a Friend of the Fest at the event
- Company logo on social media event related posts
- Company logo on posters
- Logo on web page promoting the event (on king.ca and coldcreek.ca)

Community Partner/In-Kind Sponsor - Monetary/In-kind contribution

Customizable package that allows for your organization to attend and run an activity at the event or contribute a monetary value towards a specific activity. Activities could include but are not limited to, craft station, taffy pulling, children activity station, etc.

Package would include the following recognition;

- Be acknowledged as a Partner/Sponsor at the event
- Company logo on social media event related posts
- Company logo on posters
- Logo on web page promoting the event (on king.ca and coldcreek.ca)

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- ☐ Event Maple Sponsor - \$3,000
- ☐ Entertainment Sponsor - \$2,000
- ☐ Hot Beverage Sponsor - \$1,000
- ☐ Friend of Maple Syrup Fest Sponsor - \$500
- ☐ Community Partner/In-Kind Sponsor

Contact Name: _____ Business Name: _____

Address: _____

Town: _____ Postal Code: _____

Email: _____ Phone Number: _____

Website: _____ Facebook: _____

Instagram: _____ Twitter: _____

Details/Comments about your sponsorship:

Sponsors must adhere to the guidelines listed in the selected package. Any further initiatives (i.e. signage, marketing materials, etc.) must be approved by Township of King staff prior to activation.

Signature: _____

Payment Method:

☐ Online (Credit Card) * if selected, staff will follow up for next steps

☐ Cheque

** Cheques must be made payable to**

Township of King
Attn: Angela Webster
2585 King Road
King City, ON
L7B 1A1

THANK YOU FOR CONTRIBUTING TO COLD CREEK MAPLE SYRUP FEST!

The personal information contained on this form is collected pursuant to the Municipal Freedom of Information and Protection of Privacy Act (28-2) and will be solely used for Event operational and promotional activities. Any questions regarding the collection, use or disclosure of information should be forwarded to the Clerks Department at the Township of King, 2075 King Rd / King City, ON / L7B 1A1 / 905 833 5321.