



Sponsorship Proposal

Purple Woods Maple Syrup Festival

An Annual Community Event since 1975

March 2024

Select days in March
from 9:30 AM to 2:30 PM

Purple Woods Conservation Area
38 Coates Road, Oshawa, ON

Contact

Phone 905-579-0411, x 144
Website www.cloca.com
Email ystorm@cloca.com
Address 100 Whiting Ave., Oshawa, ON



Introduction



Central Lake Ontario Conservation Authority's (CLOCA) Purple Woods Conservation Area opened its doors and hosted the first maple syrup demonstration education program in 1975, providing school children, initially, and eventually families, with an introduction to life in the sugar bush.



For the past four decades, people of all ages experience and enjoy a Canadian spring in our sugarbush at Purple Woods Conservation Area in Oshawa. Sap collected from over 800 sugar maple trees is boiled on site into delicious maple syrup. Attendees visit our modern evaporator and enjoy fireside demonstrations, horse-drawn wagon rides, games, activities and, of course, pancakes with real maple syrup!



Heritage Hall provides a 'Pancake House' atmosphere. With its rustic charm and inviting design, Heritage Hall provides a full-service facility including a kitchen, eating and retail store area, enhancing the experience. Key factors to our continuing success are dedicated partners, and ongoing upgrades to our programs and infrastructure. We are fortunate to receive support by an incredible team of volunteers, and full-time and part-time CLOCA staff.



We make and bottle CLOCA's own maple syrup at Purple Woods Conservation Area. On average, we tap 750 trees with 1,200 taps. Some trees receive two taps each (depending on their size). We aim to produce just over 1,000 litres of syrup annually, which requires a collection of 40,000 litres of sap. Each spring, a member of the Ontario Maple Syrup Producers Association (OMSPA) tests our syrup for flavour and quality. Results indicate we have healthy trees that produce distinct and high-quality flavoured syrup. For over 20 years, our maple syrup has received the prestigious rating of Gold Star Approved by the OMSPA.



Support from others in our watershed community is integral to help ensure the delivery of a robust and successful festival. We partner with local businesses, environmental and community groups, to operate the Festival. Our goal is to provide an affordable experience and our community partners play an important role in achieving that goal. Our volunteers and sponsors help to offset costs associated with the Festival by donating either financially, in-kind or with products and services.

And this is where we need you! Be a part of something great!

About Us

Central Lake Ontario Conservation (CLOCA) is a local, community-based, environmental organization and one of 36 Conservation Authorities responsible for managing watershed resources across Ontario. Established in 1958, CLOCA's jurisdiction is based on the watershed boundaries of four major watercourses and 18 minor watercourses draining an area of over 639 square km. Our watershed stretches from the municipal boundaries of Ajax/Pickering to Clarington, and north, from Lake Ontario to the crest of the Oak Ridges Moraine.

We provide a wide variety of science-based watershed management programs and services, delivered in partnership with our municipal partners, local landowners, environmental agencies and all levels of government. Our municipal partners include the Region of Durham, Cities of Oshawa and Pickering, Towns of Ajax and Whitby, Municipality of Clarington and Townships of Scugog and Uxbridge.

Central Lake Ontario Conservation Authority is a not-for-profit organization and registered charity.



Vision

Healthy watersheds for today and tomorrow.



Mission

Advancing watershed health through engagement, science, and conservation.



About the Event

The 2024 Festival takes place March 8th to 10th, March 13th to 17th and the weekends of March 23rd and 24th, and April 6th and 7th, for **12 public days** in total.

Festival capacity is **1,000 people per day**. Tickets are purchased online, either for the morning (9:30 a.m. to noon) or afternoon (12 noon to 2:30 p.m.). We receive an average of **10,000 visitors each year** (with the exception of the years 2020-2022 due to pandemic restrictions). Over 50 per cent of Festival attendees are return visitors, making this an annual tradition.

Historically prepared by CLOCA staff and volunteers, we make approximately **20,000 pancakes each year**. In 2023, CLOCA contracted a local catering company to manage the food service. Local community groups serve the pancakes; this partnership represents a fundraiser opportunity for them as every group is recognized and receives a monetary donation for each day of service.



Daily Activities

Maple Syrup Demonstrations

Children's Activities

Self-guided Sugarbush Hikes

Taffy Shack*

Horse-drawn Wagon Rides*

Pancakes (Heritage Hall)*

Heritage Store*

**Additional cost*



Some of our special guests



- All Our Relations Métis Drum Circle
- Clarington Library
- Oshawa Library
- Oshawa Museum
- Scugog Shores Museum
- Soper Creek Wildlife Rescue
- TRACKS Youth Program
- Windreach Farms
- And more...



Sponsor Benefits



Share in this great event! It is an event that will provide exposure for your organization at Purple Woods Conservation Area, but the benefit far exceeds Festival days. Sponsors receive publicity and promotion on site, in print and online social media, prior to, and during the Festival. You can choose your level of involvement. Sponsorship opportunities are described in more detail on the next page.

Recognition of our Festival by organizations such as yours goes a long way to increasing the awareness of the part YOU play in providing exciting events and experiences to our watershed community and beyond. You will be proud to be associated with this Festival and annual tradition.



Sponsorship Packages

Bronze - \$500

- Logo inclusion on event website
- Logo inclusion on event signage
- Logo inclusion on event eblast
- Mention in all press material
- Social media post

Silver - \$1,000

- Logo inclusion on event website
- Logo inclusion on event signage
- Logo inclusion on event eblast
- Logo inclusion on event tickets
- Mention in all press material and advertising
- Social media post
- Logo inclusion on tabletop placards (in Heritage Hall)

Note: Sponsors have additional opportunities to provide branded supplies for the Festival including, for example, paper cups, paper plates, napkins, recyclable utensils, etc. Specific requests should be discussed with CLOCA.



Gold - \$2,500

- Logo inclusion on event website
- Logo inclusion on event signage
- Logo inclusion on event eblast
- Logo inclusion on event tickets and ticketing website
- Mention in all press material and advertising
- Social media post
- Logo inclusion on Festival survey
- Logo inclusion on tabletop placards (in Heritage Hall)
- Digital screen advertising (in Heritage Hall)
- Five Family Passes to Festival

Platinum - \$5,000

- Logo inclusion on event website
- Logo inclusion on event signage
- Logo inclusion on event eblast
- Logo inclusion on event tickets and ticketing website
- Mention in all press material and advertising
- Social media post
- Logo inclusion on Festival survey
- Logo inclusion on tabletop placards (in Heritage Hall)
- Digital screen (multiple slides) advertising (in Heritage Hall)
- Tapping-tree photo opp.
- On-site representation (special day, give-aways, etc.)
- 10 Family Passes to Festival



Sponsorship Commitment Form

Purple Woods Maple Syrup Festival

Please print clearly.

Sponsor Name _____

Contact Person _____

Mailing Address _____

City _____ Province _____ Postal Code _____

Phone _____

Email _____

Website _____

Sponsorship Level selected:

Bronze (\$500) Silver (\$1,000) Gold (\$2,500) Platinum (\$5,000)

Please email completed form to: Yvonne Storm, Special Events Coordinator at
ystorm@cloca.com

Please make cheque payable to: Central Lake Ontario Conservation Authority
100 Whiting Avenue, Oshawa ON L1H 3T3

- Please provide us with your logo in PNG format.
- Silver and Platinum sponsor to provide slide for digital screen at 16:9 ratio (one for Silver, two for Platinum).
- Images and logos can be sent to Lisa Hastings, Communications Specialist, at lhastings@cloca.com.

Any questions, please contact Yvonne Storm at 905-579-0411, x 144, or email ystorm@cloca.com



Thank you for
your time and
consideration.

Contact Yvonne Storm, Special Events Coordinator
Phone 905-579-0411, 144
Website www.cloca.com
Email ystorm@cloca.com
Address 100 Whiting Avenue, Oshawa ON L1H 3T3

