

PURPLE WOODS
MAPLE SYRUP
FESTIVAL

Sponsorship Proposal

Since 1975, people of all ages experienced and enjoyed an annual spring tradition in our sugarbush at Purple Woods Conservation Area in Oshawa. You, too, can **be a part of this annual tradition!**



Introduction



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

For **five decades**, people of all ages experienced and enjoyed an annual spring tradition in our sugarbush at Purple Woods Conservation Area in Oshawa.

Acknowledgement

Purple Woods Conservation Area is located within the ancestral lands of the Michi Saagiig and Chippewa Anishinaabeg, signatories to the colonial Williams Treaties. For Indigenous Peoples, land, water, culture, and spirit are deeply connected. The natural world is not a resource to exploit but a life-giving entity to respect.

Maple sugaring, practiced by First Nations since time immemorial, is more than a seasonal activity; it reflects a profound reciprocal relationship with the land and its cycles. This tradition teaches respect, gratitude, and sustainability, values that remain essential today.

Central Lake Ontario Conservation Authority acknowledges our shared responsibility to respect the land, water and other beings, nurture relationships, and learn from Indigenous ways of knowing.

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 Williams Treaties First Nations, our municipal partners, local landowners, environmental agencies, and all levels of government. Our municipal partners include the Region of Durham, the Cities of Oshawa and Pickering, the Towns of Ajax and Whitby, the Municipality of Clarington, and the Townships of Scugog and Uxbridge.

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

Support from our watershed community is essential to ensuring we deliver a successful and vibrant Maple Syrup Festival each year. We collaborate with local businesses, environmental groups, and community organizations to run the Festival. Our aim is to provide an affordable experience, and our community partners are vital in helping us reach that goal. Our volunteers and sponsors contribute by providing financial support, in-kind donations, or products and services to help offset Festival costs.

Join us in being a part of this annual spring tradition!

The experience

The Purple Woods Maple Syrup Festival has become an annual family tradition, welcoming thousands of people of all ages from across the Region of Durham and beyond. The Festival receives support from local tourism organizations including Durham and Central Counties Tourism.

We make and bottle maple syrup at Purple Woods Conservation Area, tapping approximately 750 trees with 1,200 taps. We aim to produce just over 1,000 litres of syrup annually, requiring a collection of 40,000 litres of sap. For over 20 years, our maple syrup has received the prestigious rating of *Gold Star Approved* by the Ontario Maple Syrup Producers Association (OMSPA).

Festival attendees can visit our modern evaporator and enjoy fireside demonstrations, games, cultural activities, and, of course, pancakes with real maple syrup!

Purple Woods Conservation Area's Heritage Hall provides a 'Pancake House' atmosphere, with its rustic charm and inviting design. It is a full-service facility, equipped with a kitchen, eating and retail store area, enhancing the overall experience.



The event

The 2026 Festival will take place March 14-22, and the weekend of March 28-29. The two Lantern Hikes will be occur on the evenings of March 27 and 28.



FESTIVAL CAPACITY

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.** Over 50 per cent of Festival attendees are return visitors, making this an annual tradition.



PANCAKE SERVICE

A local catering company is contracted to provide pancake breakfasts. Last year, we made approximately 20,000 pancakes! Staff and volunteers assist with food service and the operational responsibilities within the Purple Woods Heritage Hall building.



DAILY ACTIVITIES

- Maple syrup demonstrations
- Children's and cultural activities
- Special guests
- Self-guided sugar bush hikes
- Taffy Shack*
- Pancakes (Heritage Hall)*
- Heritage Store*



**Additional cost.*

Sponsorship

Sponsorship participation will provide exposure for your organization at Purple Woods Conservation Area, but the benefit exceeds Festival days. Sponsors receive publicity and promotion on-site, digital advertising, social media, and more 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!



BRONZE SPONSORSHIP - \$500

Logo inclusion on event website, event signage, event eblast (over 4,500 subscribers).
Mention in all media material.
Social media posts.



SILVER SPONSORSHIP - \$1,000

Logo inclusion on event website, event signage, event eblast (over 4,500 subscribers),
tabletop placards (in Heritage Hall).
Mention in all media material.
Social media posts.



GOLD SPONSORSHIP - \$2,500

Logo inclusion on event website, event signage, event eblast (over 4,500 subscribers),
tabletop placards (in Heritage Hall), and Festival survey.
Mention in all media material and advertising.
Social media posts.
Five Family Passes.

Sponsorship cont.



PLATINUM SPONSORSHIP - \$5,000

Logo inclusion on event website, event signage, event eblast (over 4,500 subscribers), tabletop placards (in Heritage Hall), and Festival survey.

Digital screen in Heritage Hall (multiple slides).

Mention in all media material and external advertising.

Social media posts.

Tree-tapping photo opp.

On-site representation of your organization (e.g., special day, provide give-aways, etc.).

Ten Family Passes.



DIAMOND SPONSORSHIP - \$10,000

Includes all items listed in the Platinum level sponsorship.

Includes up to 20 passes to the Maple Syrup Festival.

Includes up to 20 pancake breakfast meals with fresh maple syrup.

NOTE:

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

Sponsorship Commitment

Sponsor Name _____

Contact Person _____

Mailing Address _____

City _____ Province _____ Postal Code _____

Phone _____

Email _____

Website _____

SPONSORSHIP LEVEL:

- ☐ Bronze (\$500) ☐ Silver (\$1,000) ☐ Gold (\$2,500) ☐ Platinum (\$5,000)
☐ Diamond (\$10,000)

Please email completed form to: Yvonne Storm, Festival Planner and
Volunteer Facilitator, 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.
- **Platinum and Diamond sponsors** to provide slide for digital screen at 16:9 ratio (*one for Platinum, two for Diamond*).
- Images and logos can be sent to Lisa Hastings, Communications Specialist, at lhastings@cloca.com.

For any questions, please contact Yvonne Storm at 365-633-0503, or email ystorm@cloca.com

Thank you



Contact Yvonne Storm or Dan Hope
Phone 365-633-0503 / 365-633-0484
Website www.cloca.com
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Address Central Lake Ontario
Conservation Authority
100 Whiting Avenue, Oshawa
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