

"The Annapolis Valley Apple Blossom Festival aims to be the premier family festival in the country"

aPpLeLiCiOuS 

80th Theme: *"Growing together for 80 Years"* May 30 – June 4, 2012



80th ANNAPOLIS VALLEY
APPLE BLOSSOM FESTIVAL

May 30 to June 4, 2012

CORPORATE SPONSORSHIP
PROGRAMME

www.appleblossom.com



APPLE BLOSSOM FESTIVAL MISSION STATEMENT

The Annapolis Valley Apple Blossom Festival is a springtime celebration of our traditions and agricultural heritage. The aim is to promote the best family event for all Valley communities and visitors making it the leading festival in Atlantic Canada.

217 Belcher Street, Kentville, Nova Scotia, Canada, B4N 1E2
T 902.678.8322 | F 902.678.3710 | E info@appleblossom.com
W appleblossom.com

"Blossomed Here, Enjoyed Everywhere"



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January 2012

2012 Dates: May 30 to June 4

Dear Friends of the Festival,

"Growing together for 80 years"- the theme of the 2012 Annapolis Valley Apple Blossom Festival, truly reflective of Valley culture and spirit. We invite you to celebrate the 80th Festival in ways that are meaningful to you and yours, in ways that honour tradition while embracing change. For most of us, Festival is about doing things with family and friends- parades, barbeques and concerts, surrounded by the beauty and fragrance of the blossoms and the optimism of the season.

80 years, an unbroken chain of community spirit, economic development, agricultural achievement and Festival fun, that is what we are celebrating in May. One of Canada's oldest and best-known events, the Festival is the first big tourism opportunity of the season in Nova Scotia. From Windsor to Digby we welcome friends and visitors alike into our hometowns. The warmth of our hospitality, the quality of our locally produced foods and wines, and the sheer beauty of the land and sea around us, create the unique cultural experience that is the Annapolis Valley. Each spring we have the opportunity to make the magic of the blossoms part of our lives. From delicate blossom to perfect apple, on trees from one end of the valley to the next, the magic puts the Annapolis Valley on the global map. Our apples have been shipped around the world for decades and are renowned for superior taste and quality.

"Growing together for 80 years"- see you at Festival!

Annapolis Valley Apple Blossom Festival 80th Board of Directors

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FESTIVAL OVERVIEW

- The Annapolis Valley Apple Blossom Festival celebrated its inaugural year in 1933, and is now Canada's second longest consecutive running festival in Canada.
- Traditionally held in late May to early June (May 30 – June 4, 2012) the Festival salutes the culture, the heritage and the agricultural base of the Annapolis Valley.
- The Festival is one of the largest in Canada and is the "kick off" event for Nova Scotia's summer tourism season.
- Involving the participation of 16 sponsoring communities from Windsor to Digby, the Festival embodies a unique level of co-operation
- Over 150,000 visitors annually enjoy the great variety of family oriented events, which the Festival stages.
- Those visitors annually spend over \$3 million while attending the various events. \$1.25 million of this total is spent in off-site locations (based upon an Acadia University Study of 2008)
- The annual operating budget for the Festival is approximately \$200,000 and the Festival is dependent on corporate sponsorship, municipal support and gate fees to raise those funds.

The Apple Blossom Festival is a non-profit organization, and tax receipts are issued to all financial supporters.

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Visitor Profile and Participation in the Annapolis Valley

APPLE BLOSSOM FESTIVAL

"Have you ever attended the Apple Blossom Festival before this year?"

YES 81%

"How many hours, in total, do you expect to spend at the Annapolis Valley Apple Blossom Festival over the entire duration of the Festival?"

1 - 3 Hours	14%
4 - 6 Hours	37%
7 - 9 Hours	20%
10 - 12 Hours	17%
12 + Hours	12%

"Would you say the Annapolis Valley Apple Blossom Festival has met your expectations or exceeded your expectations?"

MET EXPECTATIONS	74%
EXCEEDED EXPECTATIONS	17%

"How likely would you be to attend the Annapolis Valley Apple Blossom Festival next year?"

VERY LIKELY	77%
SOMEWHAT LIKELY	16%

"Based on your experience, would you recommend the Apple Blossom Festival to others?"

YES 100%

SOCIO-DEMOGRAPHIC CHARACTERISTICS of Visitors

"Gender" **MALE 55%** **FEMALE 45%**

"Which of the following age categories describes you?"

18-24	14%
25-34	27%
35-44	29%
45-54	16%
55+	14%

"Residence" **71% Valley** **27% HRM and NS** **2% out of province**


"How many days stayed?" **30% for 3 days** **46% for 2 days** **13% for 1 day**

"Dollars spent in local economy" **\$1,564,704 Economic Impact Average Year (Visitors Only)**

\$3,561,729 Total Economic Value Average (Visitors and Valley Residents)

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CORPORATE OPPORTUNITIES FOR PARTICIPATION

The Board of Directors and the Festival's participating communities will again stage this year's events. With preparations well underway there are a number of ways for corporations and businesses to be associated with Atlantic Canada's premier family festival.

The Board of Directors controls every aspect of the Annapolis Valley Apple Blossom Festival including programming, advertising, logistics, and promotion.

The Board is committed to partnerships that work, and is proud to offer the following package of sponsorship opportunities, and subsequent corporate recognition incentives.



CORPORATE SPONSORSHIP LEVELS

- **PLATINUM** \$ **10,000 and over**
- **GOLD** \$ **5,000 to \$9,999**
- **SILVER** \$ **2,500 to \$4,999**
- **BRONZE** \$ **1,000 to \$2,499**
- **BLOSSOM** \$ **500 up to 999**

Sponsorship will be recognized through donations of cash, merchandise, services or a combination thereof.

Several corporations express an annual interest in sponsoring an entire event. As an **EVENT SPONSOR**, additional recognition is directed to your business.

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Platinum Sponsor
Greater than \$10,000.00

Promotion

- Banners on the following stages or events provided by Sponsor*
 - Official Opening Gala
 - Coronation Ceremony
 - Logo on Official ABF Website
- Corporate logo displayed prominently on printed Apple Blossom materials (where applicable) and official website and on all newspaper advertisements in Nova Scotia.
- Recognition in event advertisement where applicable
- Coupon distribution/ flyers at the appropriate events
- Float in Grand Street Parade
- Right to distribute promotional items at the uniquely recognized sponsored event

Passes to all Apple Blossom events:

- 6 Complimentary tickets to the Official Opening
- 6 Complimentary tickets to the Queen Annapolisa Coronation Ceremony

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Gold Sponsor

From \$5000.00 and \$9999.00

Promotion

- Banners on the following stages or events provided by Sponsor*
 - Official Opening Gala
 - Coronation Ceremony
 - Logo on Official ABF Website

- Corporate logo displayed prominently on printed Apple Blossom materials (where applicable) and official website.

- Also included logo in the ABF Souvenir Edition Program

- Recognition in event advertisement where applicable

- Right to distribute promotional items at the uniquely recognized sponsored event

Passes to all Apple Blossom events:

- 4 Complimentary tickets to the Official Opening
- 4 Complimentary tickets to Queen Annapolisa Coronation Ceremony

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Silver Sponsor
From \$2500.00 to 4999.00

Promotion

- Banners on the following stages or events provided by Sponsor*
 - Official Opening Gala
 - Logo on Official ABF Website
- Corporate logo displayed prominently on printed Apple Blossom materials (where applicable) and Official website.
- Also included logo in the ABF Souvenir Edition Program
- Recognition in advertisement
- Right to distribute promotional items at the uniquely recognized sponsored event

Passes to all Apple Blossom events:

- 2 Complimentary tickets to the Official Opening
- 2 Complimentary tickets to Queen Annapolis Coronation Ceremony

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Bronze Sponsor

From \$1000 to \$2499.00

Promotion

- Corporate logo displayed prominently on printed Apple Blossom materials (where applicable) and Official ABF website.
- Also included logo in the ABF Souvenir Edition Program
- Right to distribute promotional items at the uniquely recognized sponsored event

Passes to Apple Blossom events:

- 2 Complimentary tickets to the Official Opening



Blossom Sponsor

From \$500 to \$999.00

Promotion

- Corporate logo on Official Apple Blossom website
- Corporate logo in the Apple Blossom Souvenir Edition Program

***Sponsor's banner must be transported, erected and retrieved directly by sponsor (as ABF is not responsible to do so or for lost items) to all related events for promotion as per sponsorship level.**

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OFFICIAL SUPPLIER SPONSORSHIP OPPORTUNITIES

The following items are available for sponsorship in the Apple Blossom Festival:

<p>Event Support:</p> <ul style="list-style-type: none"> Volunteer T-shirts Facility Rentals Physical Set-Up & Clean-Up Portable Toilets Sound & Light Equipment Rentals Tents (several hundred capacities) 	<p>Administrative Support:</p> <ul style="list-style-type: none"> Communication Services Courier Services Insurance Postage Printing Awards Trophies & Banners
<p>Logistical Support:</p> <ul style="list-style-type: none"> Vehicle Rentals & Fuel 	<p>Communications Support:</p> <ul style="list-style-type: none"> 2 Way Radio – multiple sets Cellular Phones
<p>Promotional Support:</p> <ul style="list-style-type: none"> Radio Station (Local & beyond) Print Advertising (Local & beyond) 	<p>Parade Support:</p> <ul style="list-style-type: none"> Band & Majorette Transportation Banners, Trophies & Prizes

OFFICIAL EVENT SPONSORSHIP OPPORTUNITIES

The following events are available for sponsorship in the Apple Blossom Festival:

- Apple Blossom Festival Official Opening**
- Apple Blossom Valley Princess Tea**
- Apple Blossom Festival Queen Annapolis Coronation**
- Apple Blossom Children's Parade (committed)**
- Apple Blossom Grand Street Parade**
- Applelicious**
- Special Guest & Honourary Parade Marshal**
- Dan D. Apple Promotional Activities (committed)**

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