



ANNAPOLIS VALLEY

apple
blossom
festival

Nova Scotia, Canada

85th ANNAPOLIS VALLEY APPLE BLOSSOM FESTIVAL

May 24 – May 29, 2017

“Rooted in Tradition”



CORPORATE & BUSINESS SPONSORSHIP PROGRAM

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 Annapolis Valley communities and visitors, making it the leading festival in Atlantic Canada.

Annapolis Valley Apple Blossom Festival
217 Belcher Street, Kentville, Nova Scotia B4N 1E2
Tel: 902.678.8322 Fax: 902.678.3710
Email: info@appleblossom.com
Website: www.appleblossom.com



Dear Friends of the Festival,

“Rooted in Tradition” - the theme of the 2017 Annapolis Valley Apple Blossom Festival - is truly reflective of Valley culture and spirit. We invite you to celebrate the 85th Festival in ways that are meaningful to you and yours and in ways that honour tradition while embracing change. For most of us, Festival is about doing things with family and friends; attending parades, barbeques and concerts while being surrounded by the beauty and fragrance of the blossoms and the optimism of the season.

In our 85th year, we are celebrating an unbroken chain of community spirit, economic development, agricultural achievement, and Festival fun that has remained traditional, while continuing to evolve, since its inception in 1933.

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 mystique of the blossoms a part of our lives. From a delicate blossom to a 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. This is truly a tradition and achievement worth celebrating.

We sincerely appreciate the support of our sponsors and would like to thank you in advance for your consideration of becoming a sponsor.

“Rooted in Tradition”- see you at the Festival!

Annapolis Valley Apple Blossom Festival 85th 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 when the apple blossoms arrive, the Festival salutes the culture, heritage and 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 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.
- Visitors annually spend over \$3 million while attending the various events. \$1.25 million of this total is spent in off-site locations (based on an Acadia University Study from 2008).
- The annual operating budget for the Festival is approximately \$200,000 (in-kind and cash) and the Festival is dependent on corporate and business sponsorship, municipal and community 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

<p>“Have you ever attended the Apple Blossom Festival before this year?”</p> <p style="text-align: center;">YES 81%</p>	<p>“How likely would you be to attend the Annapolis Valley Apple Blossom Festival next year?”</p> <p style="text-align: center;">VERY LIKELY 77% SOMEWHAT LIKELY 17%</p>										
<p>“How many hours, in total, do you expect to spend at the Annapolis Valley Apple Blossom Festival over the entire duration of the Festival?”</p> <table style="width: 100%; border: none;"> <tr> <td style="padding-right: 20px;">1 - 3 Hours</td> <td>14%</td> </tr> <tr> <td>4 - 6 Hours</td> <td>37%</td> </tr> <tr> <td>7 - 9 Hours</td> <td>20%</td> </tr> <tr> <td>10 - 12 Hours</td> <td>17%</td> </tr> <tr> <td>12 + Hours</td> <td>12%</td> </tr> </table>	1 - 3 Hours	14%	4 - 6 Hours	37%	7 - 9 Hours	20%	10 - 12 Hours	17%	12 + Hours	12%	<p>“Based on your experience, would you recommend the Apple Blossom Festival to others?”</p> <p style="text-align: center;">YES 100%</p>
1 - 3 Hours	14%										
4 - 6 Hours	37%										
7 - 9 Hours	20%										
10 - 12 Hours	17%										
12 + Hours	12%										

Socio-Demographic Characteristics of Visitors

<p>“Gender”</p> <p>MALE 55% FEMALE 45%</p>	<p>“Which of the following age categories describes you?”</p> <table style="width: 100%; border: none;"> <tr> <td style="padding-right: 20px;">18-24</td> <td>14%</td> </tr> <tr> <td>25-34</td> <td>27%</td> </tr> <tr> <td>35-44</td> <td>29%</td> </tr> <tr> <td>45-54</td> <td>16%</td> </tr> <tr> <td>55+</td> <td>14%</td> </tr> </table>	18-24	14%	25-34	27%	35-44	29%	45-54	16%	55+	14%		
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<p>“Residence”</p> <table style="width: 100%; border: none;"> <tr> <td style="padding-right: 20px;">Valley</td> <td>71%</td> </tr> <tr> <td>HRM and NS</td> <td>27%</td> </tr> <tr> <td>Out of Province</td> <td>2%</td> </tr> </table>	Valley	71%	HRM and NS	27%	Out of Province	2%	<p>“How many days stayed?”</p> <table style="width: 100%; border: none;"> <tr> <td style="padding-right: 20px;">3 days</td> <td>30%</td> </tr> <tr> <td>2 days</td> <td>46%</td> </tr> <tr> <td>1 day</td> <td>13%</td> </tr> </table>	3 days	30%	2 days	46%	1 day	13%
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“DOLLARS SPENT IN THE 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 of Directors is committed to partnerships that are mutually beneficial 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 | \$ 100 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, as negotiated with the ABF Board.

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Platinum Sponsor
\$10,000.00 or greater

Promotion

- Banners on the following stages or events provided by Sponsor*
 - Official Opening Gala
 - Coronation Ceremony
 - Logo on Official ABF Website and social media accounts
- Corporate logo displayed prominently on printed Apple Blossom materials (where applicable), the ABF Souvenir Edition, 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 Annapolis Coronation Ceremony

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Gold Sponsor

From \$5,000.00 to \$9,999.99

Promotion

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

- Logo displayed prominently on printed Apple Blossom materials (where applicable).

- Logo in the ABF Souvenir Edition

- 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 the Annapolis Coronation Ceremony

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Silver Sponsor

From \$2,500.00 to \$4,999.99

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).
- Logo in the ABF Souvenir Edition
- Recognition in advertisement where applicable
- 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 the Annapolis Coronation Ceremony

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Bronze Sponsor
From \$1,000.00 to \$2,499.99

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 *or*
- 2 Complimentary tickets to the Annapolis Coronation Ceremony



Blossom Sponsor
From \$100 to \$999.99

Promotion

- Corporate logo on Official Apple Blossom website
- Corporate logo in the Apple Blossom Souvenir Edition
- Right to distribute promotional items at the uniquely recognized sponsored event

Passes to Apple Blossom events

- 2 Complimentary tickets to the Official Opening *or*
- 2 Complimentary tickets to the Annapolis Coronation Ceremony

***Banners must be transported, erected and retrieved directly by sponsors at all related events for promotion as per sponsorship level. ABF is not responsible for lost or stolen items.**

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OFFICIAL SUPPLIER SPONSORSHIP
OPPORTUNITIES

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

Event Support:

Administrative Support:

Volunteer T-Shirts	Communication Services
Facility Rentals	Courier Services
Physical Set-Up & Clean-Up	Insurance
Portable Toilets	Postage
Sound & Light Equipment Rentals	Printing & Paper
Tents (capacity for several hundred)	Banners, Trophies, Prizes

Logistical Support:

Communications Support:

Vehicle Rentals & Fuel	2 Way Radio – multiple sets
Volunteers	Cellular Phones

Promotional Support:

Parade Support:

Radio Station (Local & beyond)	Band & Majorette Transportation
Print Advertising (Local & beyond)	Banners, Trophies & Prizes

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OFFICIAL EVENT SPONSORSHIP
OPPORTUNITIES

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

Apple Blossom Festival Official Opening

Apple Blossom Valley Tea

Apple Blossom Festival Annapolisa Coronation

Apple Blossom Children's Parade

Apple Blossom Grand Street Parade

Parade Bands & Majorette Groups

Appleicious Contest

Special Guest & Honourary Parade Marshal

Dan D. Apple Mascot

Promotional Activities

Blossom Festival Fireworks/Concert (partial only)

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