



Annapolis Valley Apple Blossom Festival

Held the last weekend in May for more than 80 years!

www.appleblossom.com

- ♋ ABF is one of the LARGEST festivals in Canada
- ♋ ABF is the official kickoff to the Nova Scotia tourism season, by special Act of Legislature, in 1933
- ♋ 2nd longest consecutive running Festival in Canada



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Events and Communities

♋ **Events include:**

Fireworks & Entertainment, Grand Street Parade, Children's parade, Art Show, Passport to the Valley and many other great activities

♋ **Involved communities include:**

Annapolis Valley communities from Windsor to Digby

Mission of the Festival

- ♋ 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.

Community mandate for the Festival

- ♋ To strengthen Community bonds
- ♋ To bring visitors to Annapolis Valley for financial benefit to communities and businesses
- ♋ To provide an opportunity to learn about the history of Annapolis Valley and our Valley's world renowned Apple Industry



Who attends?

Out of an estimated 125,000 Participants...

- ♯ 81% of participants are returning
 - ♯ 93% from Nova Scotia
 - ♯ 68% Annapolis Valley
 - ♯ 16% Halifax County
 - ♯ 16% balance of Nova Scotia
- ♯ Participants represent all income levels



♯ 100% would recommend the Apple Blossom Festival to Someone else, and DO!

Benefits of Sponsorship and Community Partnership

- ♋ ABF is a registered not-for-profit event and tax receipts are issued to ALL partners
- ♋ **\$3M** approximately spent at ABF (stats from 2008)
 - ♋ ABF mandate and focus is the Family and Community
- ♋ ABF is Internationally recognized, along with our Sponsors

- ⌘ ABF positively contributes to the Valley's economy
- ⌘ Your sponsorship will help ABF continue to provide quality entertainment, community goodwill with economic spin-offs for the Valley and our sponsors.



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How can our business partners support the ABF?

Support can be given to the ABF in a number of ways:

- Sponsorship of specific ABF events
 - Financial Donations
 - In-kind Donations
 - Fundraising
 - Volunteering
- We welcome all suggestions

Look who's showing Community Support

♋ Michelin North America!




involved with Junior Bike in various communities in partnership with ABF

♋ AVR/Magic 94.9!




involved as the principal advertiser and marketer of Festival for more than two decades.

♋ Frito-Lay  has, for over 15 years, been the principal sponsors of the Children's Parade.

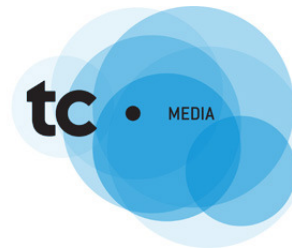
♋ Eastlink Cable!  EASTLINK
TELEVISION
Right here at home.

a key media exposure partner of the ABF for more than twenty years, airing the Coronation of the Queen along with the Children's and Grand Street Parades.

♋ Tim Hortons  has continuously sponsored the transportation that takes the Royal Tour from town to town within the Annapolis Valley.

♋ K-Rock Radio  has been involved since they became a Valley resident, hosting several of the ABF major events

and More Community Support



Options

♋ Sponsorship Packages

- ↔ **Platinum**- greater than \$10,000.00
 - ↔ **Gold**- \$5000.00 & \$9999.00
 - ↔ **Silver** - \$2500.00 and \$4999.00
 - ↔ **Bronze** - \$1000.00 and \$2499.00
 - ↔ **Blossom** - \$500.00 and \$999.00

In-kind Sponsorship ideas

- ↔ Product, cell phone, air time, food, services
- ↔ Merchandise, Gifts, Promotional Gifts/Tickets
 - ↔ Equipment



What does Sponsorship mean...

- ♋ Sponsorship of the Annapolis Valley Apple Blossom Festival has a positive impact for community *good-will*.
- ♋ Company name is associated and recognised with one of the Largest Festivals in Canada, one that remains true to its roots and focuses on the Family and Community. Children have been, and remain, a large focus for this multi-day event.
- ♋ Each Apple Blossom Festival begins once one Festival ends and you will therefore receive the benefit of year round association with the Festival and all the communities.

How can you become involved in your community Apple Blossom Festival?

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