

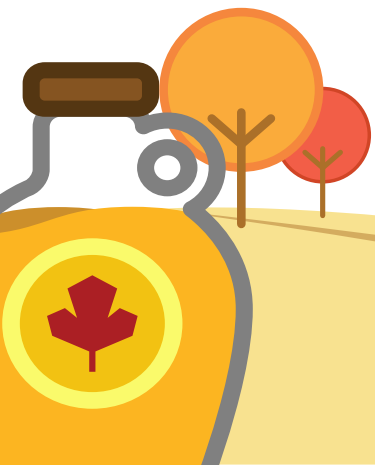
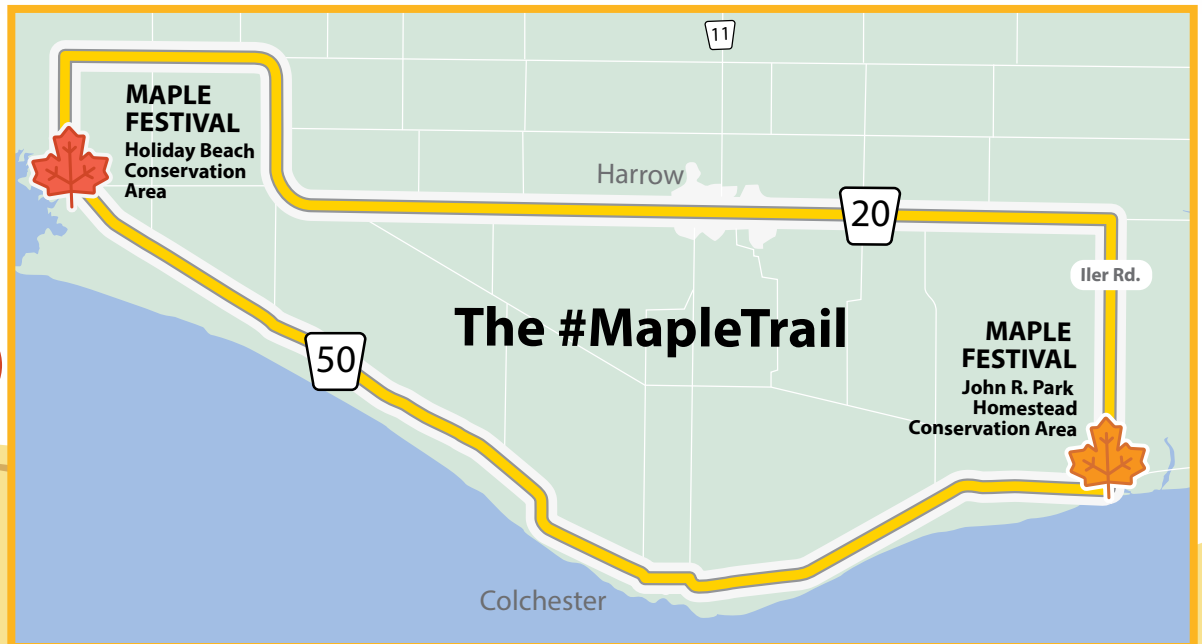
#MapleTrail Partnership Participation

March is Maple Month, and we are excited for the opportunity to expand our traditional *First Taste of Spring - Maple Syrup Festival* to span the first three weekends in March and include a second site at Holiday Beach Conservation Area. #MapleFest has been a valuable shoulder season tourism product for decades!

As part of this exciting expansion, we are offering tourism-based businesses along the route to participate in the #MapleTrail!

<p>Target Markets:</p>	<p>Families, Foodies & Fun-loving Folks, in Windsor-Essex, west of London, Southeast Michigan and Toledo.</p>
<p>Criteria For Inclusion:</p>	<ol style="list-style-type: none"> 1. Your business is located along the #MapleTrail - map below*. 2. Must offer a maple related menu or retail item or experience for all three Festival weekends. 3. Must agree to display a provided lawn sign identifying your business as part of the #MapleTrail. 4. Promote #MapleFest activities through social media and other channels, as appropriate. 5. Agree that any experiences offered during #MapleFest will be complementary to, and not in competition with, #MapleFest. 6. Agree to track the number of guests who visit your establishment as part of this promotion!
<p>What do you Receive?</p>	<ol style="list-style-type: none"> 1. Listing and map location included in the #MapleFest Guide (10,000 printed copies). 2. Listing and map inclusion on downloadable pdf map. 3. Lawn sign to identify your location as an official part of the #MapleTrail. 4. Listing and map inclusion on the website – all media buys will direct traffic to the #MapleFest webpage at essexregionconservation.ca/maple (under construction).

* Additions to this defined route MAY be granted if your business offers a compelling maple product or experience.



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YES! I want to be part of the #MapleTrail!

Listing:

Business Name:

Contact Name:

Address:

Municipality:

Business Phone:

Business Email:

Website:

Social Media:

Please describe
your Maple
Offer in 30
words or less:

To make the most of this partnership, consider aligning your product or experience with the target market – for example:

- Pancake Breakfast special
- Family-Friendly lunch option, particularly if it's not instinctive to your audience that your establishment may have family options
- Special tasting event – maple marshmallow roasting
- Early Bird Dinner Special beginning at 4pm
- Take-away bite-sized cookies or donuts to enjoy along the route

Contact:

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essexregionconservation.ca/maple



Essex Region Conservation
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