

# Sponsorship Proposal



## Purple Woods Maple Syrup Festival

An Annual Community Event since 1975

### March 2025

Select days in March  
from 9:30 AM to 2:30 PM

Purple Woods Conservation Area  
38 Coates Road, Oshawa, ON

### Contact

**Phone** 365-633-0503 / 365-633-0484  
**Website** [www.cloca.com](http://www.cloca.com)  
**Email** [ystorm@cloca.com](mailto:ystorm@cloca.com) / [dhope@cloca.com](mailto:dhope@cloca.com)  
**Address** 100 Whiting Ave., Oshawa, ON



# Introduction



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



For almost five decades, people of all ages experience and enjoy a Canadian spring in our sugarbush at Purple Woods Conservation Area in Oshawa. Sap collected from over 750 sugar maple trees is boiled on site into delicious maple syrup. Attendees visit our modern evaporator and enjoy fireside demonstrations, horse-drawn wagon rides, games, activities and, of course, pancakes with real maple syrup!



Heritage Hall provides a 'Pancake House' atmosphere. With its rustic charm and inviting design, Heritage Hall provides a full-service facility including a kitchen, eating and retail store area, enhancing the experience. Key factors to our continuing success are dedicated partners, and ongoing upgrades to our programs and infrastructure. We are fortunate to receive support by an incredible team of volunteers, and full-time and part-time CLOCA staff.





We make and bottle CLOCA's own maple syrup at Purple Woods Conservation Area. On average, we tap 750 trees with 1,200 taps. Some trees receive two taps each (depending on their size). We aim to produce just over 1,000 litres of syrup annually, which requires a collection of 40,000 litres of sap. Each spring, a member of the Ontario Maple Syrup Producers Association (OMSPA) tests our syrup for flavour and quality. Results indicate we have healthy trees that produce distinct and high-quality flavoured syrup. For over 20 years, our maple syrup has received the prestigious rating of Gold Star Approved by the OMSPA.



Support from others in our watershed community is integral to help ensure the delivery of a robust and successful festival. We partner with local businesses, environmental and community groups, to operate the Festival. Our goal is to provide an affordable experience and our community partners play an important role in achieving that goal. Our volunteers and sponsors help to offset costs associated with the Festival by donating either financially, in-kind or with products and services.

*And this is where we need you! Be a part of something great!*

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

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



## **Vision**

Healthy watersheds for today and tomorrow.



## **Mission**

Advancing watershed health through engagement, science, and conservation.



# About the Event

The 2025 Festival takes place March 8th to 9th, March 12th to 16th and the weekends of March 22nd and 23rd, and March 29th and 30th, for **11 public days** in total.

**NEW for 2025!** Friday March 7, 2025 has been designated for corporate sponsors and dedicated to **Diamond Level** sponsorships. Invite your staff / families to Purple Woods and enjoy the Maple Syrup Festival with your group!

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.

A local catering company is contracted to provide pancake breakfasts with fresh maple syrup! 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

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Children's Activities

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Self-guided Sugarbush Hikes

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Taffy Shack\*

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Horse-drawn Wagon Rides\*

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Pancakes (Heritage Hall)\*

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Heritage Store\*

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*\*Additional cost*



## Some of our special guests



- All Our Relations Métis Drum Circle
- Clarington Library
- Oshawa Library
- Oshawa Museum
- Scugog Shores Museum
- Soper Creek Wildlife Rescue
- TRACKS Youth Program
- Windreach Farms
- And more...





# Sponsor Benefits



Share in this great event! It is an event that will provide exposure for your organization at Purple Woods Conservation Area, but the benefit far exceeds Festival days. Sponsors receive publicity and promotion on site, in print and online social media, 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.



# Sponsorship Packages



## Bronze - \$500

- Logo inclusion on event website
- Logo inclusion on event signage
- Logo inclusion on event eblast
- Mention in all press material
- Social media post

## Silver - \$1,000

- Logo inclusion on event website
- Logo inclusion on event signage
- Logo inclusion on event eblast
- Logo inclusion on event tickets
- Mention in all press material and advertising
- Social media post
- Logo inclusion on tabletop placards (in Heritage Hall)

## Gold - \$2,500

- Logo inclusion on event website
- Logo inclusion on event signage
- Logo inclusion on event eblast
- Logo inclusion on event tickets and ticketing website
- Mention in all press material and advertising
- Social media post
- Logo inclusion on Festival survey
- Logo inclusion on tabletop placards (in Heritage Hall)
- Five Family Passes to Festival

## Platinum - \$5,000

- Logo inclusion on event website
- Logo inclusion on event signage
- Logo inclusion on event eblast
- Logo inclusion on event tickets and ticketing website
- Mention in all press material and advertising
- Social media post
- Logo inclusion on Festival survey
- Logo inclusion on tabletop placards (in Heritage Hall)
- Digital screen (multiple slides) advertising (in Heritage Hall)
- Tapping-tree photo opp.
- On-site representation (special day, give-aways, etc.)
- 10 Family Passes to Festival

## Diamond - \$10,000

**NEW**

- Includes all items listed in the Platinum level sponsorship
- Includes up to 200 passes to the Maple Syrup Festival
- Includes up to 200 pancake breakfast meals with fresh maple syrup
- Bring your staff / families to us on Friday, March 7th. Enjoy some team building and / or family time at the Maple Syrup Festival with a time slot dedicated to your staff / families!

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



# Sponsorship Commitment Form

## Purple Woods Maple Syrup Festival

Please print clearly.

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)

**NEW for 2025!** ☐ Diamond (\$10,000)

**Please email completed form to:** Yvonne Storm, Special Events Coordinator 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.

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



Thank you for  
your time and  
consideration.

<b>Contact</b>	Yvonne Storm or Dan Hope
<b>Phone</b>	365-633-0503 / 365-633-0484
<b>Website</b>	<a href="http://www.cloca.com">www.cloca.com</a>
<b>Email</b>	<a href="mailto:ystorm@cloca.com">ystorm@cloca.com</a> / <a href="mailto:dhope@cloca.com">dhope@cloca.com</a>
<b>Address</b>	Central Lake Ontario Conservation Authority 100 Whiting Avenue, Oshawa ON L1H 3T3

