



# aPpLeLiCiOuS

**“Celebration Everything Apple”**

**Sponsor & Advertising Opportunity**

**From Windsor to Digby  
May 1 – May 30, 2010**



Nova Scotia Fruit Growers' Association



**Celebrate the Annapolis Valley's Apple Industry May 1 – May 30, 2010  
[www.appleliciousvalley.com](http://www.appleliciousvalley.com)**



# aPpLeLiCiOuS

## What is Applelicious

Applelicious is an Apple Blossom Festival event. **Applelicious was introduced to the Valley to “Celebrate Everything Apple”** from a culinary & epicurean perspective along with Community events.

*Apples are part of our heritage, the focus of the Apple Blossom Festival and a significant contributor to the economy of our Valley today.*

## What’s happening

**Community Groups & Towns** are invited to create an **Applelicious Event**. This could be an annual event such as a pancake breakfast or scallop and ham supper – just add some Annapolis Valley apples to the mix!

**Restaurants & Cafes** are invited to feature an **Applelicious Menu Choice** – it could be an appetizer, entrée, dessert or a wine or cider option – be creative and inspired by our Annapolis Valley apples.

**Farm Markets** are invited to participate by featuring **Applelicious Annapolis Valley Apples** in their market, in their bakery section or as a cider option.

**Wineries** are invited to participate by featuring **Applelicious Wine or Cider** or featuring Apple related products

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## Sponsorship Opportunities

### Partner Sponsorship \$2,000

- Sponsors logo on Applelicious website (directed to Apple Blossom website too)
- Print ad in Applelicious brochure & map – 50,000 copies printed and distributed
- Sponsor logo in sponsor acknowledgement section of the brochure
- Sponsor logo in print advertisement and rotated in radio advertisements
- Sponsor logo on point of sale posters
- Sponsor mention in media releases, launch announcements and any correspondence
- Limited to 5 Major sponsorships

### Applelicious Sponsor \$1000

- Sponsors logo on Applelicious website
- Sponsor logo in sponsor acknowledgement section of the brochure
- Sponsor logo in print advertisement
- Sponsor logo on point of sale posters
- Sponsor mention in media releases, launch announcements and any correspondence
- Limited to 10 Minor sponsorships

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# appleLicious

## Advertising Opportunities

Brochure Advertisement: \$500

- Full colour advertisement in the Applelicious Brochure
- 50,000 copies printed distributed by Canada Post Windsor to Middleton,
- 3.5" high x 3.75"
- Limited to **only 10**



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## Sponsorship confirmation in Applelicious 2010

Please complete the following form and forward to Apple Blossom Festival Office, 217 Belcher Street, Kentville, Phone 678.8322, Fax 678.3710, or [info@appleblossom.com](mailto:info@appleblossom.com). We will send a request for funds.

Business Name \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email: \_\_\_\_\_

Sponsors, please email logo in JPEG format to: [info@appleblossom.com](mailto:info@appleblossom.com)

For our Sponsors, we will contact you for your advertisement copy

Sponsorship Level:  \$2,000 **Partner** Sponsorship       \$1000 **Applelicious** Sponsorship

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Mailing Address: \_\_\_\_\_

Email: \_\_\_\_\_

We will contact you for your advertisement copy

Advertising Opportunity: \$500

If you are registering for an event or as a winery, farm market or restaurant, your \$500 fee will include your registration fee.

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## Applelicious Contact

For further information contact:

Annapolis Valley Apple Blossom Festival  
217 Belcher Street, Kentville, Nova Scotia, B4N 1E2  
902 678 8322 or **info@appleblossom.com**

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