

MAPLE SUGAR Festival DU SUCRE D'ÉRABLE

next festival

**february 20,
21, and 22, 2026
BEBAN SOCIAL
CENTER**

msfnanaimo.org

ANY QUESTION?

please contact Camille Véron
250-729-2776
direction@francophonenanaimo.org
francophonenanaimo.org



SPONSORSHIP OPPORTUNITIES



WHO ARE WE? WHAT DO WE DO?

The AFN (Nanaimo Francophone Association), was created in 1978, and is home to a community whose goal is to respond to the needs and expectations of the Francophone and Francophile population of the Nanaimo region.

ABOUT THE FESTIVAL

Every year for almost 25 years, Nanaimo has been pulsating with the Maple Sugar Festival. A unique bilingual festival, inspired by the sugar shack traditions of Eastern Canada. For three days, the festivities go on and on!

WHAT CAN YOU EXPECT?

If you choose to sponsor us, your business will be promoted in a warm and friendly atmosphere that brings 2,500 people together, and benefit from the aura of a 50 year old institution, adored by the people of Nanaimo.

**THANK YOU FOR CONSIDERING
BEING A PART OF THE FESTIVAL!**

CAMILLE VÉRON,
DIRECTOR OF THE AFN



Patrimoine
canadien

Canadian
Heritage



Gaming
Commission

WHAT SETS IT APART

- Mention on all of our festival communication material.
- The host will express thanks at different points throughout the festival.
- Possibility of a photo opportunity.
- Year-round exposure on our website with a link to your website or Social media.
- Free entry to the festival and complimentary 'Toffy on snow'.
- A dedicated stand in the market to distribute goodies and flyers.
- Your company will be recognized as the main sponsor across all event media and communications.
- Opportunity to name a prominent space or activity within the event.

COMMUNITY PARTNER

FROM \$800
CASH OR IN-KIND

LOCAL IMPACT

Support the festival and be recognized for your contribution to the community!



Special mention as a community partner during the 3 days of the festival.

2

VOLUNTEER SPONSOR

NO MINIMUM
CASH OR IN-KIND

THE HEART OF THE FESTIVAL

A dedicated acknowledgment of the volunteer sponsors on the event website and social media platforms.



Special mention as the volunteer sponsor during festival + volunteer appreciation night.

2

We can include your sponsor goodies in volunteer gift bags.

with a crew of volunteers

MARKET FRIEND

FROM \$1,500

BRING FLAVOR TO THE TABLE

Company name and logo on a sign at the entrance of the market and acknowledgement of the sponsor contribution to the market



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DAY PATRON

FROM \$3,000
ONLY 1 OPPORTUNITY / DAY

YOUR DAY, YOUR SHINE

You will be the special sponsor for the chosen day, with increased visibility throughout.



4



PRINCIPAL PARTNER

FROM \$10,000
ONLY ONE OPPORTUNITY

LEADING THE WAY

Be the main private sponsor of the event!

Guest of Honour during Festival & opening ceremony, and a chance to deliver a brief speech or message during a key moment of the event.



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at topnotch location

e.g., "Main Stage sponsored by [sponsor name]"