

# 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**  
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## 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 APPART

- 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!



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

### 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.

We can include your sponsor goodies in volunteer gift bags.



2

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

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



Special post on social media that day, to thank the sponsor

Host will read a custom message from sponsor during a key moment of the day.

### 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]"