

2026 Highland County Maple Festival Sponsor Application
March 14 – 15 and 21 – 22, 2026 in Highland County, Virginia
www.highlandcounty.org/maple-festival
Sponsored by the Highland County Chamber of Commerce

The annual Highland County Maple Festival is held throughout Highland County during the second and third weekends in March. Since 1959, visitors have been drawn to Highland County for a cultural and culinary adventure! Each year, 20,000 – 30,000 visitors are drawn to this unspoiled, rural region of Virginia to celebrate the “opening” of the trees and observe the process of producing maple syrup. Over 100 high-quality juried arts, crafts, and food vendors are an integral part of the festival alongside sugar camp tours, pancake meals, and entertainment. This time-honored tradition has won audience-voted awards such as Best Festival of the Shenandoah Valley region in Virginia Living’s 2025, 2024, 2023, and 2022 Best of Virginia magazine, Best Unique Festival in the Best of the Blue Ridge 2024 and 2023 Reader’s Choice Awards from Blue Ridge Outdoors Magazine, and Best Family Entertainment in the 2021 Best of the Valley from Harrisonburg’s Daily News-Record.

According to Economic Impact Reports conducted in collaboration with Virginia Tech, Future Generations University, and West Virginia State University, about 26,500 visitors attended in 2022. In 2023, around 28,000 attended. In 2022, visitors spent between \$73.18 and \$105.76 on average. Visitors on average traveled 98 miles to attend the festival. 85% were from Virginia, although visitors from 14 states attended. Over 90% of visitors said they planned to attend the festival again.

We want your business, organization, or event to be an official part of the Highland County Maple Festival as a sponsor to take advantage of this proven staple in the maple industry! Reach tens of thousands digitally and in-person with the options below. Please email any questions to Chamber Executive Director Chris Swecker at director@highlandcounty.org.

*****Deadlines *****

To be placed on the 2026 Maple Festival Map: **End of day on Sunday, February 8, 2026**

To apply as a sponsor of the 2026 Highland County Maple Festival:

- Please provide all requested information on the application. **Please also email a high-resolution copy of your logo to director@highlandcounty.org.**
- Please acknowledge your approval at the end of the form.
- Please enclose a check or money order payable to the Highland County Chamber of Commerce. Online payments can be made by request. ***There will be a \$25.00 service fee for any returned checks.**
- The application can be scanned and emailed to director@highlandcounty.org, or you can mail with payment to:

Highland County Chamber of Commerce
PO Box 223
224 W. Main Street
Monterey, VA 24465
(540) 468-2550
www.highlandcounty.org

Thank you! We wish everyone a safe, enjoyable, and profitable festival!

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Highland County Chamber of Commerce Members receive a \$50 discount on any sponsorship.
(Interested in joining the Chamber? Please visit www.highlandcounty.org/why-join-the-chamber.)

Please check one of the following options:

_____ Digital Sponsorship - \$300

- Your logo with a link to your website is placed on the official Maple Festival event page at www.highlandcounty.org/maple-festival. Your logo appears on the website weeks before the 2026 festival for approximately a year until weeks before the 2027 festival. This website page had nearly 80,000 page views in a year between April 1, 2024 and March 31, 2025.
- Your organization is announced collectively in a post as a sponsor with other digital sponsors before the festival using our Facebook (www.facebook.com/highlandcounty) and Instagram (www.instagram.com/highland_county_va/) accounts. Our popular Facebook page has over 24,000 followers and over 17,000 likes.
- Your logo is placed on a Sponsor Appreciation 11" x 17" sign at the entrance to Arts & Crafts Vendor Exhibit Areas: Stonewall Ruritan Building, Highland High School Gym, Highland Elementary School Gym, and The Highland Center

_____ Map Sponsorship - \$500

- Your logo and website are placed on the official Maple Festival Map – 9,500 of these maps are ordered to be distributed throughout the county as the main guide to direct people through the festival and provide information - a digital copy is also made available online
* Sunday, February 8, 2026 deadline to be included on the map
- All Digital Sponsorship benefits are included, except you receive a dedicated Facebook and Instagram post that singularly names you as a sponsor for more exclusive recognition

_____ Gold Leaf Sponsorship - \$1,000

- You are mentioned at least 3 times before and during the event as a top Sponsor (radio interviews, before entertainment, press releases, etc.)
- Your logo and website are placed on an 18" x 24" real estate sign next to our large 3' x 10' "Welcome" banners at the 2 key locations: 1 in Monterey along Rt. 220 south of Monterey's main intersection, and 1 in McDowell along Rt. 250 as you turn to go to the Stonewall Ruritan Building – take advantage of catching many eyes in traffic at this crucial access points.
- You provide promotional materials for your organization to be placed at an unstaffed informational area at the Highland County Public Schools. Promotional materials may include flyers, business cards, giveaways or other similar materials, not to exceed 5 different items of no larger than 11" x 17" each. Promotional materials must be delivered to the Highland County Chamber of Commerce no later than end of day on Thursday, March 5, 2026.
- All Map Sponsorship benefits are included, with the added benefit of boosting your Facebook ad for a value of \$75 for four days to get more website visitors to your website.

BUSINESS NAME _____

MAIN CONTACT PERSON _____

ADDRESS _____

STREET/PO BOX _____

CITY _____ STATE _____ ZIP _____

PHONE _____

E-MAIL ADDRESS _____

WEBSITE _____

FOR MARKETING PURPOSES, PLEASE DESCRIBE YOUR ORGANIZATION IN THREE SENTENCES OR LESS:

ARE YOU A MEMBER OF THE HIGHLAND COUNTY CHAMBER OF COMMERCE? _____ YES _____ NO

Notice: Should an act of God, terrorism, Mother Nature, health crisis, pandemic, or community disaster occur, the Highland County Chamber of Commerce in consultation with Highland County officials including, but not limited to, the Police Department, EMS Services, Fire Departments, Highland County Public Schools, Emergency Officials, and Board of Supervisors will make all decisions regarding the festival based on safety first. The Highland County Chamber of Commerce cannot accept the risk of disaster for everyone. Each sponsor must accept the risk of loss of his or her sponsorship fee in the event that the Highland County Chamber of Commerce for any reason cancels its arts, crafts, and food vendor portion of the festival. There will be **NO REFUNDS** in the event that the arts, crafts, and food vendor portion of the festival is cancelled due to incidents as outlined above. Money paid for sponsorships is spent producing and promoting the event. The Highland County Chamber of Commerce has ordered and is liable to pay for supplies, rentals, and services needed to produce this event, regardless of the outcome. Production and promotional costs include, but are not limited to marketing, entertainment, insurance, public sanitation, and labor. Sponsors will still see the benefits of digital advertising in the rare case the festival is cancelled.

I have read and fully understand this Sponsorship Application for the Highland County Maple Festival. Should my application be accepted, I agree to comply and be bound by this Sponsorship Application. I will also send a high-resolution copy of my organization's logo as applicable to director@highlandcounty.org.

Date _____ Vendor's Signature _____