



MAPLE SUGARIN' SEASON FEBRUARY-APRIL 2020

Maple Sugaring is a classic Wisconsin pastime that engages a wide range of audiences. With more than 400 trees tapped in the Riveredge Sugarbush, nobody does Maple Sugarin' like Riveredge. While there may be others who tap a few maple trees, Riveredge operates a full-production sugarbush on an expansive, mature forest. **Join us during Maple Sugarin' season and be sure to check out the Riveredge Sugarbush House!**



THE SUGARBUSH HOUSE

Located less than a mile from the main Riveredge visitor's center, the 5,000 square-foot Sugarbush House serves as a year-round hub for nature-based education and serves as a multi-purpose space to host special events. The Sugarbush House will be the home base for all events during Maple Sugarin' season.

MAPLE SUGARIN' FACTS:

A sugarbush is a stand of sugar maple trees managed for sugar rich sap production for the making of maple syrup. Trees that are 12" in diameter or larger are the ones that are tapped. Maples that size are usually 40-50 years old. Taking sap from a tree is analogous to a healthy person donating a pint of blood. The tree is not injured if tapping is done properly.

On average, Riveredge collects over 3,000 gallons of sap from 400 maple trees during the season to produce approximately 100 gallons of syrup used in educational programs and sold in the Riveredge Nature Store. Nearly 3,500 students and community members attend Maple Sugarin' Events and School Field Trips each year.

2020 MAPLE SUGARIN' EVENTS:

- Tapping for Amateurs (Adult Program) - Saturday, February 29th
- Tapping the Sugarbush (Family Program) - Saturday, February 29th
- Sugarin' Day for Scouts and Youth Groups - Saturday, March 14th
- Maple Sugarin' Festival (Family Event) - Saturday, March 21st
- Maple Sugarin' Pancake Breakfast (Family Event) - Saturday, April 4th

**DEADLINE FOR SPONSORSHIP IS
FRIDAY, FEBRUARY 14TH, 2020**



SPONSORSHIP OPPORTUNITIES:

\$5,000 MAPLE SUGARIN' PRESENTING SPONSOR

- Prominent placement of company logo on all banners, brochures, and promotional materials for each event/program
- Business Membership at the Trillium Level
- 30 Complimentary Tickets to the Maple Sugarin' Festival
- 30 Complimentary Tickets to the Pancake Breakfast



\$2,500 MAPLE TREE SPONSOR

- Company logo on all banners, brochures, and promotional materials for each event/program
- Business Membership at the Pasque Flower Level
- 20 Complimentary Tickets to the Maple Sugarin' Festival
- 20 Complimentary Tickets to the Pancake Breakfast



\$1,500 PANCAKE SPONSOR

- Company logo on event-day marketing materials
- Verbal recognition as sponsor of event
- Business Membership at the Blazing Star Level
- 10 Complimentary Tickets to the Maple Sugarin' Festival
- 10 Complimentary Tickets to the Pancake Breakfast



\$500 PICKLE SPONSOR

- Company logo on event-day marketing materials
- Business Membership at the Compass Plant Level

\$250 SAP BUCKET SPONSOR

- Company name on event-day marketing materials
- 1 Complimentary Riveredge Membership

\$100 SPILE SPONSOR

- Company name listed on event-day marketing materials

Event marketing includes social media engagement across several platforms (Facebook, Instagram, Twitter), magazine ads, event flyers, and webpage.

All sponsorship levels include an opportunity to host an informational booth at the event, provide giveaways to participants, as well as recognition in the Riveredge Annual Report, on our Website, in our Newsletter, and included in all official press releases (if received prior to print date).

