



Vermont Maple Website and “2011-2012 Vermont Ski & Maple Guide” Sugarmakers’ Registration Form

We invite you to join the 2011-2012 Vermont maple syrup marketing program by filling out this registration form and sending it with your payment by May 30, 2011. The Vermont Maple & Ski Guide will be the only statewide printed maple syrup promotional piece for 2011-2012 and the VT maple website, www.vermontmaple.org, continues to increase in popularity receiving 3,067,063 hits in 2010!

Some of the Benefits:

- The 2011-2012 Vermont maple publicity campaign will highlight the sugarmakers who are on the www.vermontmaple.org website and in the Ski & Maple Guide. Recent publicity included articles in “The Boston Globe”, “Boston Herald” “WCVB TV” and “WBZ” in Boston,”Yankee Magazine” “New York Times”, Associated Press, to name just a few.
- This year we will produce a 4” x 9” VT Maple and Ski Guide, which will be distributed to consumers by the VT Department of Tourism, at events and out-of-state locations by the Vermont Ski Areas Association and the Vermont Chamber of Commerce, and all Vermont Welcome Centers.
- We are also planning an on-line advertising campaign with the VT Department of Tourism
- We will have an advertising campaign and public relations campaign to promote Maple Open House Weekend.

This promotional program is a very economical way to promote your maple business worldwide!

Registration Forms and Payment Must be Received by May 30, 2011

If you have questions please Mary Croft at 802-763-7435 or email mcmapple@wildblue.net
We will e-mail or mail you a proofing copy to make sure your information is accurate.

Your name _____
Business name (if different than above) _____
Mailing Address _____
 City _____ County _____ State _____ Zip _____
Email _____ **Website** _____
Phone _____ **Fax** _____
Sugarhouse Address (if different) _____

Check one of the following 3 options:

<input type="checkbox"/>	OPTION #1 Maple Open House Weekend ONLY on website and Guide 1. 500 taps or less (\$50) 2. Over 500 taps (\$75) 3. Over 2500 taps (\$100)	FEE _____
Open House signs are available for \$15 (\$8 for the sign and \$7 for shipping) Enter # of Open House signs you want to be shipped to you _____ X \$15 = _____		
Total fee for Option #1 = _____		

OPTION #2 Listings on the Maple website and the Ski & Maple Map **without** Maple Open House Weekend, \$100.

Check all the categories you wish to be listed in:

Open All Year ___ **Retail** ___ **Wholesale** ___ **Bulk** ___

Maple by Mail ___ **Bed & Breakfast** ___

Maple Products Sold: **Syrup** ___ **Cream** ___ **Candy** ___ **Granulated Sugar** ___ **Other** ___

If you chose this option, enter \$100 here → _____

OPTION #3 Listings on the Maple website and the Ski & Maple Map **PLUS** Maple Open House Weekend

Check all the categories you wish to be listed in:

Open All Year ___ **Open House Weekend** ___ **Retail** ___ **Wholesale** ___ **Bulk** ___

Maple by Mail ___ **Bed & Breakfast** ___

Maple Products Sold: **Syrup** ___ **Cream** ___ **Candy** ___ **Granulated Sugar** ___ **Other** ___

FEE

1. 500 taps or less (\$150)

2. Over 500 taps (\$175)

Open House signs are available for \$15 (\$8 for the sign and \$7 for shipping)

Enter # of Open House signs you want to be shipped to you _____ X \$15 = _____

Total fee for option #3 = _____

If registering for Options 1 or 3: Describe your Open House Weekend activities and information about your sugarhouse e.g. entertainment, samples, products for sale, etc (40 words or less) and be sure to check off which dates you'll be open.

Open on **Saturday (3/24/12)** ___ **Sunday (3/25/12)** ___

Directions to Your Sugarhouse (30 words or less):

TOTAL DUE \$ _____

Enclose this form and a check payable to Vermont Maple Foundation or pay by credit card (MasterCard or Visa).

Acct# _____ Exp date _____ CIV _____ (last 3 numbers on back of card)

Signature _____

Vermont Maple Foundation
c/o Mary Croft
491 E. Barnard Road
So. Royalton, VT 05068

Thank you and good luck with your maple sales!