



## 2010-2011 Vermont Maple Website and Vermont Ski & Maple Map Hospitality Partners Registration Form

We invite you to join the 2010-2011 Vermont maple syrup marketing program by filling out this registration form and sending it in with your payment by May 28th. Once again, The Vermont Maple & Ski Map will be the only statewide printed maple syrup promotional piece for 2010-2011 and [www.vermontmaple.org](http://www.vermontmaple.org) continues to increase in popularity receiving 2,374,706 hits in 2009! You don't need to participate in Maple Open House Weekend in order to be on the Map and website but we encourage you to do so because of the popularity of this event.

### Benefits of being on the Maple Map and Website

- The 2010 Vermont maple publicity campaign will highlight the sugarmakers and hospitality partners who are on the [www.vermontmaple.org](http://www.vermontmaple.org) website and in the Ski & Maple Map. Recent publicity included articles in "Yankee", "The Boston Globe", "Washington Post", "New York Times", "Martha Stewart Everyday Food", Associated Press, coverage on the Time Warner radio network and television coverage included a maple episode on the "History Channel" and an episode of Better Homes & Gardens television show.
- The Maps will be mailed to prospective visitors by the VT Department of Tourism, distributed at many out-of-state events by the VT Department of Tourism, the Vermont Ski Areas Association and the Vermont Chamber of Commerce and will be available at all Vermont Welcome Centers.
- [www.vermontmaple.org](http://www.vermontmaple.org) received 2,374,706 hits in 2009!

### Registration Forms and Payment Must be Received by May 28, 2010

If you have questions on this form please call Catherine Stevens at 899-9926.

Your name \_\_\_\_\_  
 Business name (if different than above) \_\_\_\_\_  
 Mailing Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Email \_\_\_\_\_  
 Website \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_

Check all categories that apply:

Open all year \_\_\_\_\_ Bed & Breakfast \_\_\_\_\_ Inn \_\_\_\_\_ Restaurant \_\_\_\_\_  
 Retail \_\_\_\_\_ Attraction \_\_\_\_\_ Maple by Mail \_\_\_\_\_

*Check only 1 box for the following 2 options:*

<input type="checkbox"/>	OPTION #1 Website, Map and VT Maple Open House Weekend	\$150
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<input type="checkbox"/>	OPTION #2 Website and Maple & Ski Map without Open House Weekend	\$100
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**If registering for Option 1:** Describe your Open House Weekend activities and information about your Open House offering or lodging package **(40 words or less)** and be sure to check off which dates you'll be open.

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**Open on:** Saturday (3/19/11) \_\_\_\_ Sunday (3/20/11) \_\_\_\_

**Directions to Your Property (30 words or less):**

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**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 for partnering with the Vermont maple syrup industry!**