



Muskoka Cranberry Route Application

The Muskoka Cranberry Route is a culinary adventure inspired by the local cranberry growing history. The route brings together culinary, shopping, adventure, farms and other local experiences that celebrate our cranberry history.

ELIGIBILITY: Participating businesses must have a bricks and mortar storefront in Muskoka with a Cranberry product/experience. All cranberries used must originate from Canada. If you are using local cranberries, we encourage you to celebrate it in your on-site signage.

DETAILS: All Cranberry Route stops will be featured:

- On Website: muskokacranberryroute.ca.
- On the Cranberry Route digital map (accessible on website).
- On the official printable Muskoka Cranberry Route Rack Card.
- As part of social media marketing.

TIMELINE: The Cranberry Route will be available year round online. For year 1, the marketing campaign (rack card and social media marketing) will center around Sept 22 – Oct 21, 2018.

RATES: The cost to participate is dependant on the number of cranberry product(s)/experience(s) available at the location. Retail stores who sell a cranberry product can be featured on the website as a friend of the route.

- **Product(s) or Experience(s) - \$100 to \$150**
 - One - \$150 Two - \$125 Three or more - \$100
- **Friends of the Route - \$25**

FORM: Application must include full payment by cheque made payable to the Muskoka Lakes Chamber of Commerce. Payments will be deposited on day of acceptance. Please return completed applications by email to: info@muskokalakeschamber.ca by Friday, Sept 14, 2018

Name: _____ **Business Name:** _____

Address: _____ **City:** _____ **Postal:** _____

Phone: _____ **Email:** _____

LISTING INFORMATION: Please send separately.

Cranberry Product and/or Experience: 75 – 125 words long. Give a snapshot of what your Muskoka Cranberry Route stop is to entice the consumer to visit your establishment.

Image: Please include image for website. **Logo:** Please include logo for website.

Availability: We understand that not all Muskoka Cranberry Route stops will be available for the entire duration of the campaign. Please let us know any restrictions.

* Please note, the Muskoka Cranberry Route program is a partnership between Muskoka Lakes Chamber of Commerce, Township of Muskoka Lakes, Bala Cranberry Festival and Muskoka Tourism. All invoices will be distributed by the Muskoka Lakes Chamber of Commerce.