



Muskoka Chautauqua

2023 Sponsorship Package

Muskoka Chautauqua

Muskoka Chautauqua is a not-for-profit organization fostering arts and culture, culminating in a summer festival in the historic village of Windermere. **August 4-13, 2023.**

Muskoka Chautauqua is a community for the curious and the creative. Springing from a tradition that started 100 years ago, when the village of Windermere attracted North America's leading thinkers to its shores, Muskoka Chautauqua is one of the longest-running and more iconic cultural institutions in the region.



Target Audience

Big Lake Cottagers (Lake Rosseau, Lake Joseph, Lake Muskoka, Lake of Bays)

- Affluent and influential Muskoka (second/third) homeowners/seasonal residents and houseguests
- Ages 45 - 65 years old
- \$600k average household income
- \$6 million average net worth
- \$2+ million Muskoka cottage value, own between 3-5 boats and/or power watercrafts, own between 3-5 high-end luxury vehicles
- 13,000 lakeside cottages on 4 big lakes (Lake Rosseau, Lake Joseph, Lake Muskoka, Lake of Bays)





Sponsorship Opportunities

Lead Sponsorship: \$50,000



2023 Projected Audience

As the province (and the world) continue to recover from the impacts of the pandemic we expect a continued impact on our audience size this summer. Below are the audience size projections for our 2023 festival:

10-Day Total Attendance: 2,000 - 3,000

<i>Musical Performance Series:</i>	<i>800 - 1,000</i>
<i>Film Screening Series:</i>	<i>450 - 650</i>
<i>Lectures & Literary Arts Series:</i>	<i>350 - 550</i>
<i>Artist Workshop Series:</i>	<i>150 - 250</i>
<i>Performing Arts Series:</i>	<i>50 - 150</i>
<i>Yoga Series:</i>	<i>100 - 150</i>
<i>Family Fun Art Party:</i>	<i>100 - 250</i>



Lead Sponsor Opportunity

Sponsorship Request: \$50,000

“Muskoka Chautauqua Arts & Culture Festival presented by _____”

Sponsor to receive:

- Lead sponsorship billing on all upcoming marketing
- Lead sponsorship billing/logo on/in Festival Program
- Logo/mention on social media, digital marketing
- Speaking slot at Festival Welcome press event
- Reserved tickets for any events, on request
- Logo on physical on-site signage
- ‘Thank you’ before all musical acts and films
- Opportunity to host VIP reception on-site – details TBC, catering costs additional
- Opportunity to activate sponsorship – details TBC



Series Sponsor Opportunity

Sponsorship Request: \$1,000 - \$7,500

“Musical Performances Series sponsored by _____”

Sponsor to receive:

- Series sponsorship billing on all upcoming marketing
- Series sponsorship billing/logo in Festival Program
- Logo/mention on social media, digital marketing
- Reserved tickets for your Series events, on request
- Logo on physical on-site signage
- ‘Thank you’ before your Series (or opportunity for a representative to introduce)
- Opportunity to host VIP reception on-site – details TBC, catering costs additional
- Opportunity to activate sponsorship – details TBC



Marketing Plan

Total Estimated Festival Marketing Budget: **\$35,000**

Print:

- Hideaways Magazine – 25,000 circulation
- Dockside Magazine – 25,000 circulation
- Unique Muskoka Magazine – 13,000 circulation
- Festival Program/Dock Drop – 1,000 pieces

Radio:

- Classical FM – 230 spots

Digital/Social:

- Instagram (owned/earned and paid)
- Facebook (owned/earned and paid)
- Partnership with Discover Muskoka and Explorers Edge

Out-of-Home

- Windermere: Sandwich Boards
- Muskoka Lakes: Street Banners



Festival Highlights



2021 Festival Highlights: <https://youtu.be/FkryPYshTd8>



2020 Festival Highlights: <https://youtu.be/2ORCOILAQAo>

2022 Festival Partners



Ontario
Trillium
Foundation



Fondation
Trillium
de l'Ontario





2022 Program (for reference)

Friday
August 5

Saturday
August 6

Sunday
August 7

Monday
August 8

Tuesday
August 9

Wednesday
August 10

Thursday
August 11

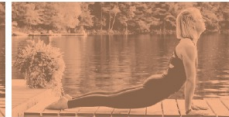
Friday
August 12

Saturday
August 13

Sunday
August 14



**Morning Yoga
& Meditation**
8:30 am - Gallery



**Morning Yoga
& Meditation**
8:30 am - Gallery



**Morning Yoga
& Meditation**
8:30 am - Gallery



**Morning Yoga
& Meditation**
8:30 am - Gallery



**Morning Yoga
& Meditation**
8:30 am - Theatre



**Morning Yoga
& Meditation**
8:30 am - Gallery



**Morning Yoga
& Meditation**
8:30 am - Gallery



**Chautauqua
Pop-up Bookstore**
10:30 am - 3 pm Daily



**Guided Walking
History Tour**
10:00 am - Gallery



**Plein Air Painting
Workshop**
10:00 am - Gallery



**Songwriting
Workshop**
10:00 am - Theatre



**Textile
Workshop**
10:00 am - Gallery



**Nature Journaling
Workshop**
10:00 am - Gallery



**Journaling
Walking Tour**
10:00 am 10:00 am



**Mosaic
Workshop**
10:00 am - Tent



**Family Fun
Art Party**
11:00 am - Theatre



**Gallery in
the Woods**
1 - 8 pm daily - Gallery



**Plein Air Painting
Workshop**
10:00 am - Gallery



**Plein Air Painting
Workshop**
1:00 pm - Gallery



**Songwriting
Workshop (cont'd)**
1:00 pm - Theatre



**Textile
Workshop**
1:00 pm - Gallery



**Wind Chime
Workshop**
1:00 pm - Gallery



**Theatre Improv
Workshop**
11:00 am - Theatre



**Screenprinting
Workshop**
1:00 pm - Tent



**Lions Club BBQ &
W.I. Bake Sale**
12:00 pm - Gallery



**Festival Welcome
and Opening**
4:00 pm - Theatre



**Plein Air Painting
Workshop**
1:00 pm - Gallery



**Plein Air Painting
Workshop**
1:00 pm - Gallery



**Shakespeare
Performance**
1:00 pm - Christ Church



**Shakespeare
Performance**
1:00 pm - Christ Church



**Shakespeare
Performance**
1:00 pm - Christ Church



**Shakespeare
Performance**
1:00 pm - Christ Church



**Wind Chime
Shakespeare**
1:00 pm 1:00 pm



**Shakespeare
Performance**
1:00 pm - Christ Church



**Jennifer Tung
in Concert**
1:00 pm - Christ Church



**Gallery Exhibition
Opening**
5:00 pm - Gallery



**Whose Condo Is It
Anyway? Lecture**
4:00 pm - Theatre



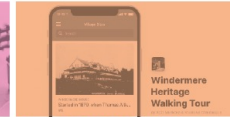
**Mapping
Muskoka Lecture**
4:00 pm - Theatre



**2022 Muskoka
Authors Panel**
4:00 pm - Theatre



**Songwriting
Performances**
4:00 pm - Theatre



**Self-Guided History
Walking Tour**
Smartphone App



**RCAF Women's
Division Lecture**
4:00 pm - Theatre



**Leah Leslie
and Friends**
4:00 pm - Theatre



**Heritage
Preservation Panel**
4:00 pm - Theatre

Lion's Club BBQ
6:00 pm - Wharf



**Big Smoke Brass
Band**
7:30 pm - Wharf

Bet Smith
7:30 pm - Theatre



**Blues Night with
Po Cholly & Friends**
7:30 pm - Theatre

'Scrap' Documentary
8:30 pm - Theatre



**Toronto All-Star
Big Band Concert**
7:30 pm - Theatre



Gary Klayton
7:30 pm - Theatre



**'Okay!: ASD Band'
Documentary**
8:30 pm - Theatre

**Folk Night with
Beverlie & Friends**
7:30 pm - Theatre



Jed & the Valentine
7:30pm - Theatre



**'Mr. Rosenberg'
Documentary**
8:30 pm - Theatre

**Sultans of String
Concert**
7:30 pm - Theatre



TBA
7:30pm - Theatre



**'Beautiful Scars'
Documentary**
8:30 pm - Theatre



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