



Muskoka Chautauqua

2022 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 5-14, 2022.**

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

2022 Projected Audience

As the province (and the world) continues to recover from COVID-19 we expect a continued impact on our audience size this summer. Below are the audience size projections for our 2022 festival:

10-Day Total Attendance: 1,650 - 2,500

Musical Performance Series: 700 - 900

Film Screening Series: 400 - 600

Lectures & Literary Arts Series: 300 - 500

Artist Workshop Series: 100 - 200

Yoga Series: 50 - 100

Family Fun Art Party: 100 - 200



Lead Sponsor Opportunity

Sponsorship Request: \$50,000

“Muskoka Chautauqua Arts & Culture Festival presented by _____”

Sponsor to receive:

- Lead sponsorship billing on all upcoming marketing (in ads not yet submitted)
- 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 Performance Series sponsored by _____”

Sponsor to receive:

- Series sponsorship billing on all upcoming marketing (in ads not yet submitted)
- 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 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



Musical Performances



Film Screenings



Festival Highlights



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



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

Festival Partners



Ontario
Trillium
Foundation



Fondation
Trillium
de l'Ontario





2021 Program (for reference)

**Friday
August 6**

**Saturday
August 7**

**Sunday
August 8**

**Monday
August 9**

**Tuesday
August 10**

**Wednesday
August 11**

**Thursday
August 12**

**Friday
August 13**

**Saturday
August 14**

**Sunday
August 15**



Morning Yoga & Meditation
Theatre in the Woods
8:30 am



Morning Yoga & Meditation
Theatre in the Woods
8:30 am



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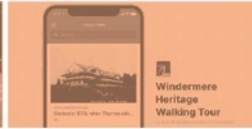
Morning Yoga & Meditation
Theatre in the Woods
8:30 am



Festival Welcome and Opening
Theatre in the Woods
11:00 am



Guided History Tour
Gallery in the Woods
11:00 am



Self-Guided History Tour
Smartphone App
Always available



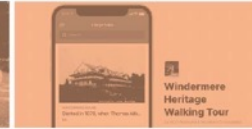
Guided History Tour
Gallery in the Woods
11:00 am



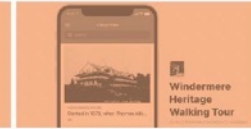
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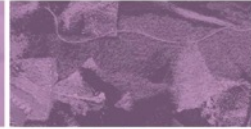
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Art Gallery in the Woods
Gallery in the Woods
1:00 - 9:00 pm daily

Plein Air Painting Workshop
Gallery in the Woods
1:00 pm

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Gallery in the Woods
1:00 - 9:00 pm daily

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Gallery in the Woods
1:00 pm

Felt Stitching Workshop
Gallery in the Woods
1:00 pm

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1:00 pm

Mosaics Workshop
Gallery in the Woods
1:00 pm

Mosaics Workshop
Gallery in the Woods
1:00 pm

Intaglio Printmaking
Gallery in the Woods
1:00 pm

Family Fun Art Party
Theatre in the Woods
12:00 pm



Craig Cardiff
Theatre in the Woods
4:00 pm



Muskoka in the Roaring Twenties
Theatre in the Woods
4:00 pm



Treasured Islands Book Launch
Theatre in the Woods
4:00 pm



Meet the Orchestra
Theatre in the Woods
4:00 pm



2021 Muskoka Authors Panel
Theatre in the Woods
4:00 pm



Real Mystery of Tom Thomson
Theatre in the Woods
4:00 pm



Toronto All-Star Big Band
Windermere Wharf
7:00 pm

Morgan Childs Jazz Quartet
Theatre in the Woods
8:30 pm

Portrayal Documentary
Theatre in the Woods
8:30 pm

Opera Youth Showcase
Theatre in the Woods
7:30 pm

The Quest for Tonewood
Theatre in the Woods
8:30 pm

Beverlie Robertson & Friends
Theatre in the Woods
8:30 pm

Dead Man's Switch a crypto mystery
Theatre in the Woods
8:30 pm

Po Cholly & Friends Blues Jam
Theatre in the Woods
8:30 pm

Hell or Clean Water Documentary
Theatre in the Woods
8:30 pm



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