



# Muskoka Chautauqua

## 2024 Sponsorship Package

### Windermere



# 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 2-11, 2024.**

**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 35 - 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)





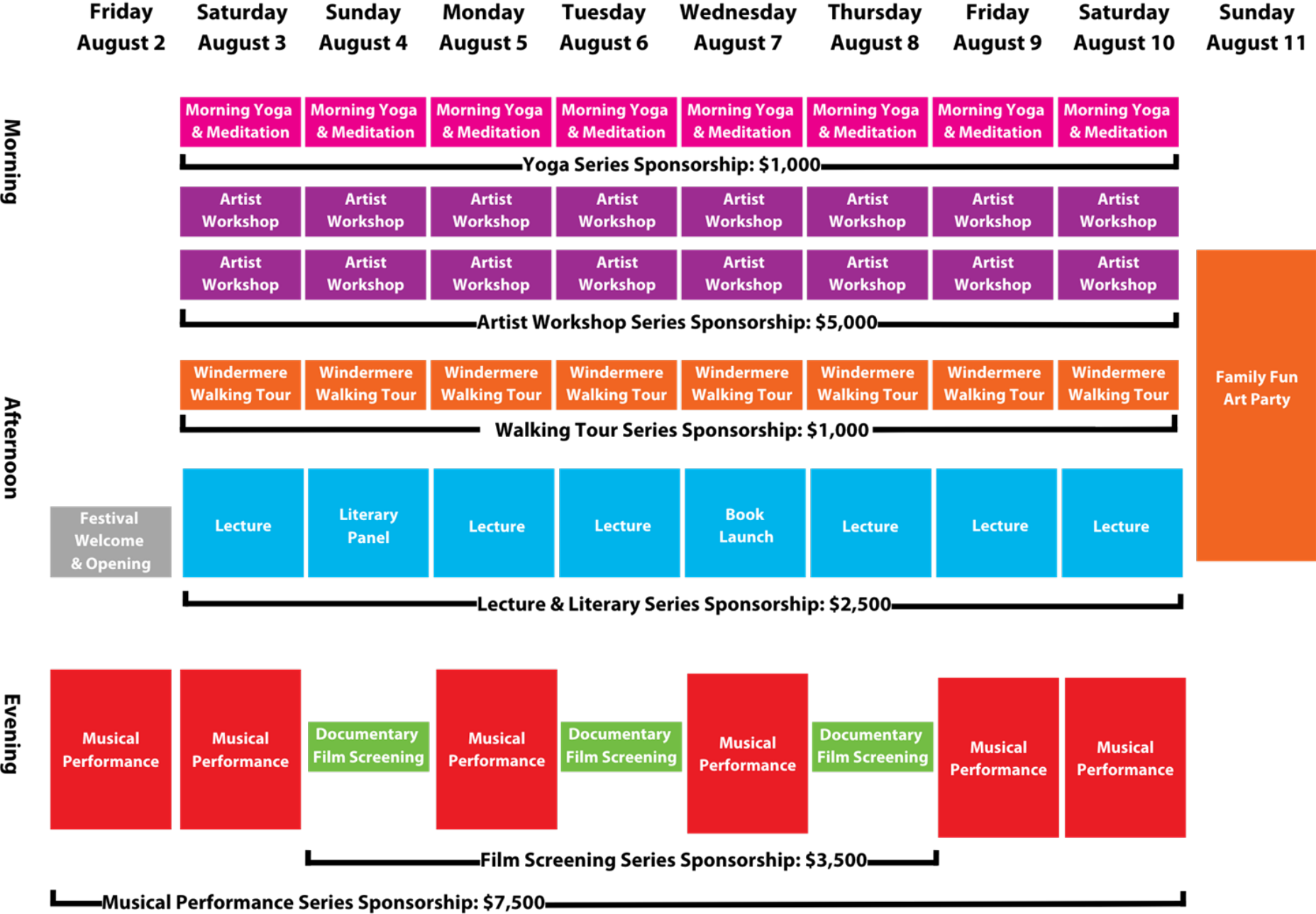


# Sponsorship Opportunities

Windermere



**Festival Lead Sponsorship: \$50,000**



# 2024 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 2024 festival:*

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

*Musical Performance Series:        800 - 1,000*

*Film Screening Series:                450 - 650*

*Lectures & Literary Arts Series:       350 - 550*

*Artist Workshop Series:               150 - 250*

*Performing Arts Series:               50 - 150*

*Yoga Series:                                100 - 150*

*Family Fun Art Party:                   100 - 250*



# 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: **\$30,000**

## 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
- Windermere: Sandwich Boards
- Muskoka Lakes: Street Banners



Visual Arts Workshops ENGEL & VÖLKERS RUTHANN BROWN Lectures & Literary Arts With support from CBC

<p><b>Visual Arts Workshop</b></p> <p><b>6-8</b> <b>Plen Air Painting</b> with Greg &amp; Susan Hendle 10 am, 1 pm - Gallery in the Woods</p>	<p><b>Visual Arts Workshop</b></p> <p><b>10</b> <b>Textile Workshop</b> with Melanie Sagel 10 am, 1 pm - Gallery in the Woods</p>	<p><b>Lectures &amp; Literary Arts</b></p> <p><b>5</b> <b>Festival Welcome and Opening</b> with CBC Journalist Craig Deason 4:00 pm - Theatre in the Woods</p>	<p><b>Lectures &amp; Literary Arts</b></p> <p><b>6</b> <b>Whose Canada is it Anyway?</b> with CBC Journalist Craig Deason 4:00 pm - Theatre in the Woods</p>
<p><b>Visual Arts Workshop</b></p> <p><b>11/12</b> <b>Nature Journaling</b> with Rob Elliott Sunday and Wednesday at 10:00 am</p>	<p><b>Visual Arts Workshop</b></p> <p><b>11/12</b> <b>Wind Chime Workshop</b> with Audrey Mah 1:00 pm - Gallery in the Woods</p>	<p><b>Lectures &amp; Literary Arts</b></p> <p><b>7</b> <b>Putting Muskoka on the Map</b> with author Patrick Boyer 4:00 pm - Theatre in the Woods</p>	<p><b>Lectures &amp; Literary Arts</b></p> <p><b>8</b> <b>2022 Muskoka Authors Panel</b> with author Norah Fountain 4:00 pm - Theatre in the Woods</p>
<p><b>Visual Arts Workshop</b></p> <p><b>13</b> <b>Mosaic Workshop</b> with Christine Hume 10:00 am - Gallery in the Woods</p>	<p><b>Visual Arts Workshop</b></p> <p><b>13</b> <b>Screenprinting Workshop</b> with Sean William Dawson 1:00 pm - Gallery in the Woods</p>	<p><b>Lectures &amp; Literary Arts</b></p> <p><b>11</b> <b>WWII RCAF Women's Division</b> with author Glad Bryce 4:00 pm - Theatre in the Woods</p>	<p><b>Lectures &amp; Literary Arts</b></p> <p><b>13</b> <b>Heritage Preservation Panel</b> Preserving Heritage in Windermere 4:00 pm - Theatre in the Woods</p>

# Festival Highlights



2021 Festival Highlights:

<https://www.youtube.com/watch?v=FkryPYshTd8&t=1s>



2022 Festival Highlights:

<https://www.youtube.com/watch?v=kLgpIQfQIWM>



# 2023 Festival Partners



Funded by the  
Government  
of Canada



United Way  
Centraide  
Simcoe Muskoka



Hellyer Foundation  
Don & Karen Lang  
Jackman Foundation







# 2023 Program

For Reference

Windermere



Friday  
August 4

Saturday  
August 5

Sunday  
August 6

Monday  
August 7

Tuesday  
August 8

Wednesday  
August 9

Thursday  
August 10

Friday  
August 11

Saturday  
August 12

Sunday  
August 13



**Ayurvedic Yoga & Meditation**  
9:00 am - Theatre



**Ayurvedic Yoga & Meditation**  
9:00 am - Theatre



**Morning Yoga & Meditation**  
9:00 am - Theatre



**Morning Yoga & Meditation**  
9:00 am - Theatre



**Morning Yoga & Meditation**  
9:00 am - Theatre



**Morning Yoga & Meditation**  
9:00 am - Theatre



**Morning Yoga & Meditation**  
9:00 am - Theatre



**Pop Art Workshop**  
10:00 am - Art Tent



**Cartooning/Button Making Workshop**  
10:00 am - Art Tent



**Feel the Felt Textile Workshop**  
10:00 am - Art Tent



**Nature Journaling Workshop**  
10:00 am - Art Tent



**Playing Card Workshop**  
10:00 am - Art Tent



**Plein Air Painting Workshop**  
10:00 am - Art Tent



**Tea Light Pottery Workshop**  
10:00 am - Art Tent



**Printmaking Workshop**  
10:00 am - Art Tent



**Family Fun Art Party**  
10:00 am - Gallery



**Guided Walking History Tour**  
12:00 pm - Gallery



**Guided Walking History Tour**  
12:00 pm - Gallery



**Smartphone Photo Workshop**  
1:00 pm - Gallery



**Guided Walking History Tour**  
12:00 pm - Gallery



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12:00 pm - Gallery



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12:00 pm - Gallery



**Guided Walking History Tour**  
12:00 pm - Gallery



**Guided Walking History Tour**  
12:00 pm - Gallery



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



**Bracelet Making Workshop**  
1:00 pm - Art Tent



**Painting Workshop**  
1:00 pm - Art Tent



**Feel the Felt Textile Workshop**  
1:00 pm - Art Tent



**Clay Wall Planter Workshop**  
1:00 pm - Art Tent



**Plein Air Painting Workshop**  
1:00 pm - Art Tent



**Plein Air Painting Workshop**  
1:00 pm - Art Tent



**Bracelet Making Workshop**  
1:00 pm - Art Tent



**Mosaic Butterfly Workshop**  
1:00 pm - Art Tent



**Childrens Entertainment**  
12:00 pm - Theatre



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



**Pages of Wonder: Reading Adventure**  
1:00 pm - Village Hall



**Writing/Moving Workshop**  
1:00 pm - Gallery



**Dancing with Trees Performance**  
1:00 pm - Gallery



**Connect w Nature Workshop**  
1:00 pm - Theatre



**Poetry Workshop**  
1:00 pm - Theatre



**Algal Blooms Lecture**  
1:00 pm - Theatre



**Harmonica Workshop**  
1:00 pm - Theatre



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



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



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



**Pop-up Bookstore Open Daily**  
10am - 4pm - Village Hall



**Patrick Boyer History Lecture**  
4:00 pm - Theatre



**Cindy Watson Book Launch**  
4:00 pm - Theatre



**Carol Newall Book Lecture**  
4:00 pm - Theatre



**Community Conversation**  
4pm - Windermere House



**Maxanne Ezer Book Launch**  
4:00 pm - Theatre



**Children's Books Authors Panel**  
4:00 pm - Theatre



**Pop-up Bookstore Open Daily**  
10am - 4pm - Village Hall

**Lion's Club BBQ**  
6:00 pm - Wharf

**Bet Smith**  
7:30 pm - Theatre

**TBD**  
7:30 pm - Theatre

**Leah Leslie**  
7:30 pm - Theatre

**Jen & Kelly**  
7:30pm - Theatre



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



**Mississauga Symphony Orches.**  
7:30 pm - Theatre



**'Unsyncable' Documentary**  
8:30 pm - Theatre



**'Silvicola' Documentary**  
8:30 pm - Theatre



**'Here for the Riot' Documentary**  
8:30 pm - Theatre



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



**'Without Precedent' Documentary**  
8:30 pm - Theatre



**Muskoka Blues Concert**  
7:30 pm - Theatre



**Dan Mangan In Concert**  
7:30 pm - Theatre





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