

# Muskoka Chautauqua

**Arts & Culture Festival**

August 1-10, 2025

*Sponsorship Opportunities*



# 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 1-10, 2025.**

**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.



# Why Support Muskoka Chautauqua?

Muskoka Chautauqua's reputation for hosting renowned speakers, artists, and performers attracts a diverse audience, providing businesses with direct exposure to a highly engaged community. By partnering with an event that celebrates creativity, education, and community engagement, companies can position themselves as champions of arts and culture while fostering positive brand association.

Additionally, sponsorship of Muskoka Chautauqua provides businesses with valuable networking opportunities and the chance to showcase their support for the arts in a region known for its natural beauty and cultural richness. The event's broad media coverage, including social media, local press, and event promotions, ensures that sponsors reach a wide audience both locally and beyond.

More than just advertising, sponsoring Muskoka Chautauqua allows businesses to actively contribute to the cultural landscape of the region, helping to foster a thriving community and demonstrating a commitment to social responsibility and local development.





# Festival Highlights



See the 2024 Festival Highlights video here:

<https://www.youtube.com/watch?v=1mUZ75XNIYk>



# Target Audience

Residents of Muskoka encompass a diverse range of individuals, reflecting a vibrant mix of backgrounds, professions, and lifestyles. The community is safe and inclusive and welcomes residents and visitors to experience the local culture and natural beauty of the area.

## Local Community

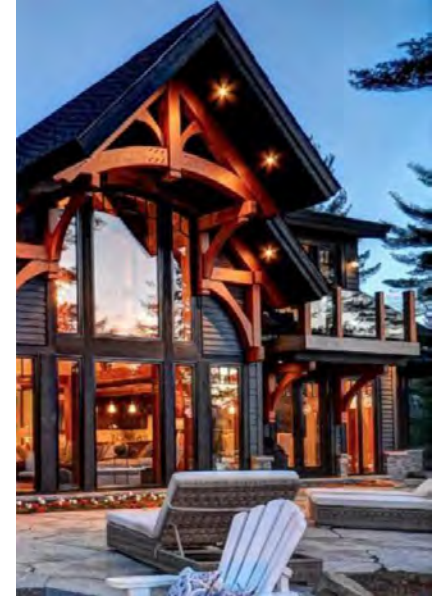
- Multi-generational year-round residents and their houseguests
- Focused on children, youth, families and life-long learners
- While varying widely, household incomes range from low to affluent, with the latter comprising professionals, entrepreneurs, and retirees
- Active community involvement is a hallmark, with residents participating in governance, cultural events and charitable initiatives

## Visitors/Tourists

- Day-trippers, multi-day visitors, families, life-long learners are the main groups in this market
- Arts & culture tourists typically spend 3x more than the average tourists and stay longer in the area

## 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)



# 2025 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 2025 festival:*

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

*Musical Performance Series: 800 - 1,000*

*Lectures & Literary Arts Series: 350 - 550*

*Artist Workshop Series: 150 - 250*

*Performing Arts Series: 50 - 150*

*Wellness Mornings Series: 100 - 150*

*Windermere Family Fun Day: 200 - 350*





# Marketing Plan

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

## Print:

- Lakeside Magazine – 25,000 circulation
- Festival Program/Dock Drop – 2,500 pieces
- Rack Card Distribution – 5,000 pieces
- Muskoka Lakes Chamber of Commerce Guide – 20,000 pieces
- MLA Yearbook – 2,300 pieces

## Radio:

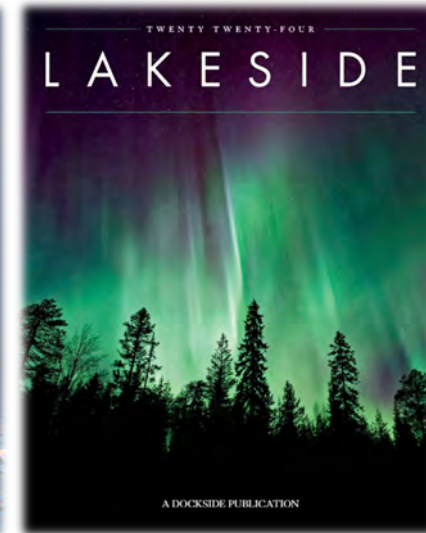
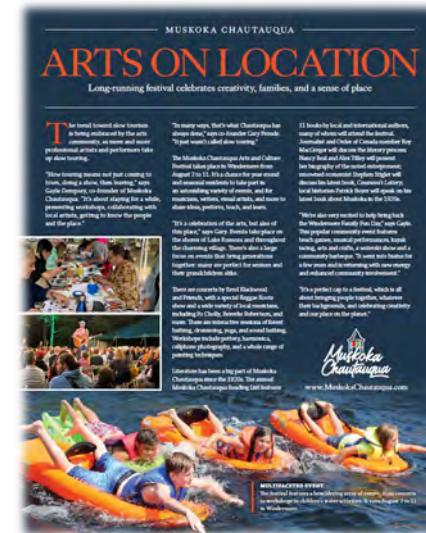
- Classical FM – 230 spots
- Moose FM – 230 spots + Sweepstakes & Live on Location

## Digital/Social:

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

## Other:

- Windermere: Sandwich Boards & Posters
- Muskoka Lakes: Street Banners & Posters



Welcome to Muskoka Chautauqua

Muskoka Chautauqua is a community for the curious and the creative. Muskoka Chautauqua is a not-for-profit organization fostering arts and culture, culminating in an annual summer festival in the historic village of Windermere, this year from August 21-24, 2024.

Springing from a tradition that started over 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.

Muskoka Chautauqua is proudly supported by:

Ontario, Canada, WH, fca, ENGEL & VÖLKERS RUTHANN BROWN, Jayne's, Lake Plain Air, MLPL, DW, CABLING DENTAL, Moose, MUSKOKA, Muskoka EDGE, WINDERMERE, WENDE SHAFER, MUSKOKA, mlA, lululemon, DON & KAREN LANG, JACKMAN FOUNDATION, BELLEYS FOUNDATION

Painting Workshops

ENGEL & VÖLKERS RUTHANN BROWN

2 Festival Welcome and Opening Back Deck, 10:00 am - 12:00 pm - Theatre in the Woods

3 Acrylics & Mediums Demo with Linda Montgomery, 1:00 pm - Art Tent

4 Acrylic Painting Workshop with Linda Montgomery, 1:00 pm - Art Tent

4 BEAM Watercolour Painting with Linda Montgomery, 1:00 pm - Art Tent

5 Watercolour & Ink Workshop with Brenda Tamour, 1:00 pm - Art Tent

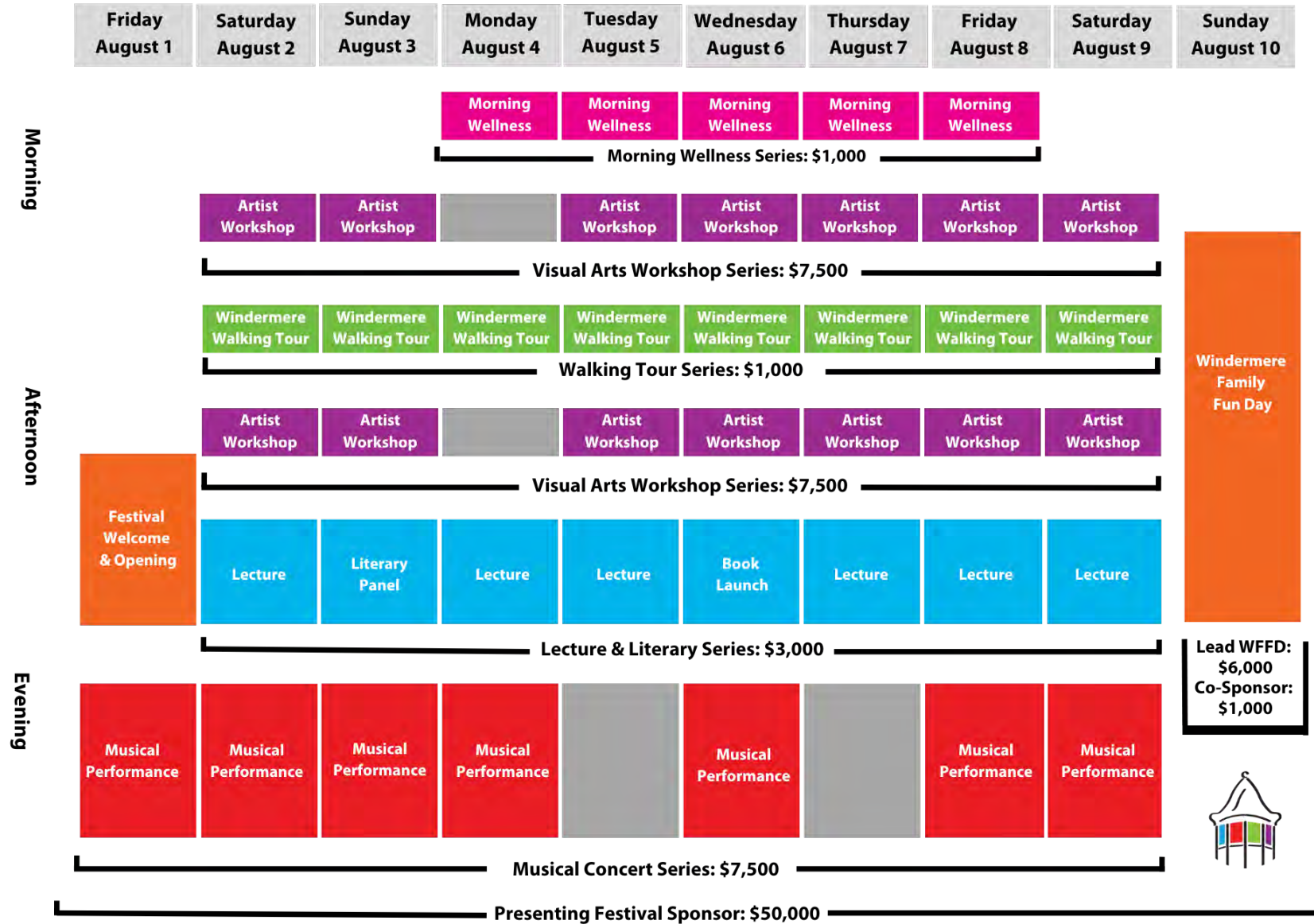
7 Plain Air Painting with Bala Plain Air Group, Around the Village

7 Wonders of Alcohol Ink with Maureen Beckhof, 10:00 am - Art Tent

7 Family Plain Air Painting with Greg & Sue Hinkle, 1:00 pm - Art Tent

8 Plain Air Painting Workshop with Greg & Sue Hinkle, 10:00 am, 1:00 pm - Art Tent

# Sponsorship Opportunities









# Lead Sponsor Opportunity

## Sponsorship Request: \$50,000

“Muskoka Chautauqua Arts & Culture Festival presented by \_\_\_\_\_”

### Deliverables:

- Lead sponsorship billing on all upcoming marketing including Festival Program, rack cards, social media, digital marketing, physical onsite signage, posters and the Muskoka Chautauqua [www.muskokachautauqua.com](http://www.muskokachautauqua.com) Sponsorship page
- Logo on all Eventbrite tickets for events & physical onsite signage at the events
- Speaking opportunity at the Festival Welcome press event
- Speaking opportunity to introduce events, thank attendees, and provide a brief introduction on your organization (max 2 minutes)
- Opportunity to show a 30 second commercial (with sound) on the Theatre in the Woods Stage before each evening concert & literary event
- Opportunity to distribute custom co-branded collateral with your logo to festival attendees
- Reserved tickets for any events, on request along with promo codes to distribute to your guests/customers/clients
- Inclusion in post-event impact report shared with stakeholders, 4 weeks post-event
- Opportunity to host VIP reception on-site – details TBC, catering costs additional
- Featured article in e-newsletter to 2,000+ subscribers in our target audience
- Additional opportunities & customization of sponsorship, on request





# Series Sponsor Opportunity

## Sponsorship Request:

**\$1,000** Morning Wellness Series | **\$1,000** Guided Walking Tours Series

**\$3,000** Lectures & Literary Arts Series | **\$7,500** Visual Arts Series | **\$7,500** Concert Series

“Musical Concert Series sponsored by \_\_\_\_\_

## Deliverables:

- Series sponsorship billing on all upcoming marketing and logo in Festival Program, social media, digital marketing, physical onsite signage and the Muskoka Chautauqua [www.muskokachautauqua.com](http://www.muskokachautauqua.com) Sponsorship page
- Reserved tickets for your Series events, on request along with promo codes to distribute to your guests/customers
- Speaking opportunity to introduce an event in your sponsored series, thank attendees, and provide a brief introduction on your organization (max 2 minutes)
- Business feature in social media stories and posts leading up to and during the event
- Opportunity to distribute custom co-branded collateral with your logo to festival attendees
- Opportunity to host VIP reception on-site – details TBC, catering costs additional
- Additional opportunities & customization of sponsorship, on request





# Event Sponsor Opportunity

**Sponsorship Request: \$500-\$2,500 (varies by event)**

**“Event (workshop, concert, etc.) sponsored by \_\_\_\_\_”**

## **Deliverables:**

- Company logo inclusion in Festival Program, social media & digital marketing, physical onsite signage and the Muskoka Chautauqua [www.muskokachautauqua.com](http://www.muskokachautauqua.com) Sponsorship page
- Business feature in social media stories and posts leading up to and during the event
- Social media shout-out with tag and thank you post for event
- Opportunity to introduce the event and thank attendees
- Reserved tickets for your event, on request, along with promo codes to distribute to your guests/customers
- Opportunity to distribute promo collateral to attendees of the event



# Windermere Family Fun Day

## Lead Sponsorship Request: \$6,000

### Deliverables:

- Naming rights: “Windermere Family Fun Day presented by \_\_\_\_\_”
- Lead sponsorship billing for Windermere Family Fun Day on all upcoming marketing including Festival Program, social media, digital marketing, physical onsite signage, posters and the Muskoka Chautauqua [www.muskokachautauqua.com](http://www.muskokachautauqua.com) Sponsorship page
- Business feature in social media stories and posts leading up to and during the event
- Opportunity to distribute custom co-branded collateral with your logo to festival attendees
- Speaking opportunity to introduce an event in your sponsored series, thank attendees, and provide a brief introduction on your organization (max 2 minutes)
- Logo inclusion on volunteer T-Shirts
- Opportunity to create a custom-branded activity station to add to the festivities with a table at the event promoting your business
- Dedicated e-newsletter mention to 2,000+ subscribers in target audience
- Additional opportunities & customization of sponsorship, on request





# Windermere Family Fun Day

**Co-Sponsorship Request: \$1,000**

## Deliverables:

- Co-sponsorship billing for Windermere Family Fun Day on all upcoming marketing including Festival Program, social media, digital marketing, physical onsite signage, posters and the Muskoka Chautauqua [www.muskokachautauqua.com](http://www.muskokachautauqua.com) Sponsorship page
- Business feature in social media stories and posts leading up to and during the event
- Opportunity to distribute custom co-branded collateral with your logo to festival attendees
- Opportunity to create a custom-branded activity station to add to the festivities with a table at the event promoting your business

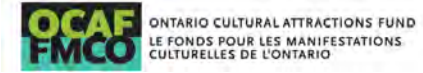


**NEW**  
Sponsorships



# 2024 Festival Sponsors & Partners

Funded by the  
Government  
of Canada



**ENGEL & VÖLKERS**  
**RUTHANN BROWN**



Framing • Gallery  
Art Supplies



Rainbow  
Registered  
Arc-en-ciel  
Officiel



Don & Karen Lang

Hellyer Foundation



















































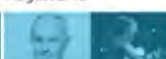

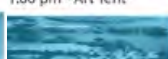








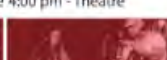


Jackman Foundation





# 2024 Festival Program

## Schedule at a Glance

Friday August 2	Saturday August 3	Sunday August 4	Monday August 5	Tuesday August 6	Wednesday August 7	Thursday August 8	Friday August 9	Saturday August 10	Sunday August 11
 <b>Flow Wellness Hour</b> 9:30 - Windermere House	 <b>Flow Wellness Hour</b> 9:30 - Windermere House	 <b>Flow Wellness Hour</b> 9:30 - Windermere House	 <b>Flow Wellness Hour</b> 9:30 - Windermere House	 <b>Flow Wellness Hour</b> 9:30 - Windermere House	 <b>Flow Wellness Hour</b> 9:30 - Windermere House	 <b>Flow Wellness Hour</b> 9:30 - Windermere House	 <b>Flow Wellness Hour</b> 9:30 - Windermere House	 <b>Flow Wellness Hour</b> 9:30 - Windermere House	
 <b>Bracelet Making Workshop</b> 10:00 am - Art Tent	 <b>Acrylic Painting Workshop</b> 10:00 am - Art Tent	 <b>Smartphone Photo Workshop</b> 10:00 am - Art Tent	 <b>Windermere Archives Tour</b> 10am - Community Centre	 <b>Bala Plein Air Painting</b> 9:00 am - Village	 <b>Windermere Archives Tour</b> 10am - Community Centre	 <b>Pottery Workshop</b> 10:00 am - Art Tent	 <b>Clay Workshop</b> 10:00 am - Art Tent	 <b>Children's Entertainment</b> 11:00 am - Wharf	
 <b>Guided Walking History Tour</b> 12:00 pm - Gallery	 <b>Guided Walking History Tour</b> 12:00 pm - Gallery	 <b>Guided Walking History Tour</b> 12:00 pm - Gallery	 <b>DSLR Photography Workshop</b> 10:00 am - Art Tent	 <b>Plein Air Painting Workshop</b> 9:00 am - Art Tent	 <b>Plein Air Painting Workshop</b> 10:00 am - Art Tent	 <b>Guided Walking History Tour</b> 12:00 pm - Gallery	 <b>Guided Walking History Tour</b> 12:00 pm - Gallery	 <b>Beach Games and Regatta</b> 11:00 am - Wharf	
 <b>Festival Welcome and Opening</b> 2:00 pm - Theatre	 <b>Acrylics &amp; Mediums Demonstration</b> 1:00 pm - Art Tent	 <b>Classical Lunch with Jennifer Tung</b> 12:00 pm - Christ Church	 <b>Watercolour &amp; Ink Workshop</b> 1:00 pm - Art Tent	 <b>Guided Walking History Tour</b> 12:00 pm - Gallery	 <b>Wonders of Alcohol Ink</b> 10:00 am - Art Tent	 <b>Guided Walking History Tour</b> 12:00 pm - Gallery	 <b>Harmonica Workshop</b> 1:00 pm - Theatre	 <b>Ukulele Workshop</b> 1:00 pm - Theatre	 <b>Family Fun Art Party</b> 11:00 am - Wharf
 <b>The Wilding Book Launch</b> 4:00 pm - Theatre	 <b>Pop-up Bookstore Open Daily</b> 10am - 4pm - Village Hall	 <b>Watercolour Workshop</b> 1:00 pm - Art Tent	 <b>Fundraiser Silent Auction Continues</b> August 2-10	 <b>Environmental Lecture</b> 1:00 pm - Art Tent	 <b>Plein Air Painting Workshop</b> 1:00 pm - Art Tent	 <b>Plein Air Painting Workshop</b> 1:00 pm - Art Tent	 <b>Forest Bathing</b> 4:00 pm - Baldwins	 <b>Fundraiser Silent Auction Closes</b> 1:00 pm - Gallery	 <b>Bake Sale and Barbecue</b> 11:00 am - Wharf
 <b>Gallery Exhibition Opening</b> 5:00 pm - Gallery	 <b>Stephen Stigler Literary Lecture</b> 4:00 pm - Theatre	 <b>Patrick Boyer History Lecture</b> 4:00 pm - Theatre	 <b>Tom Thomson Lecture</b> 4:00 pm - Theatre	 <b>Wellness Author Conversation</b> 4:00 pm - Theatre	 <b>Community Conversation</b> 4pm - Windermere House	 <b>Authors in Conversation</b> 4:00 pm - Theatre	 <b>The Endurable Alex Tilley Lecture</b> 4:00 pm - Theatre	 <b>Dances &amp; Tales of the Forest</b> 4:00 pm - Baldwins	
 <b>Northern Lights Steel Orchestra</b> 7:30 pm - Wharf	 <b>Folk Night at the Festival</b> 7:30 pm - Theatre	 <b>Music Under the Stars</b> 7:30 pm - Theatre		 <b>Acoustic Folk with Leah &amp; Friends</b> 7:30 pm - Theatre	 <b>Toronto All-Star Big Band</b> 7:30 pm - Theatre	 <b>Acoustic Concert with Todd &amp; Robyn</b> 7:30 pm - Theatre	 <b>Reggae Roots Concert</b> 7:30 pm - Theatre	 <b>Muskoka Music Showcase</b> 7:30 pm - Theatre	





# Muskoka Chautauqua

## Arts & Culture Festival

August 1-10, 2025

Reach out to [mci@artsinmuskoka.com](mailto:mci@artsinmuskoka.com) to  
discuss further possibilities and options  
or call us at 705-765-1048