

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 from August 7-16, 2026.

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?

1. High-Value Audience Exposure & Brand Alignment

 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.

2. Networking and Extensive Media Reach

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.

3. Investing in Cultural & Community Development

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.



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 housequests
- 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

Nearly 1 in 3 international visitors in Ontario participate in arts and culture activities (OAC, 2023).



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)

2026 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 2026 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

Arts and culture tourists tend to stay longer and spend more locally, impacting everything from hospitality and dining to retail and transportation (OAC, 2025).





Details

Date: August 1.

Time: 4.00 pm - 5.00 pm

Event Categories: Community, Home Page, Opening

Event Music, Muskoka Chautauqua, Windermere

Website: https://www.muskokachautauqua.com

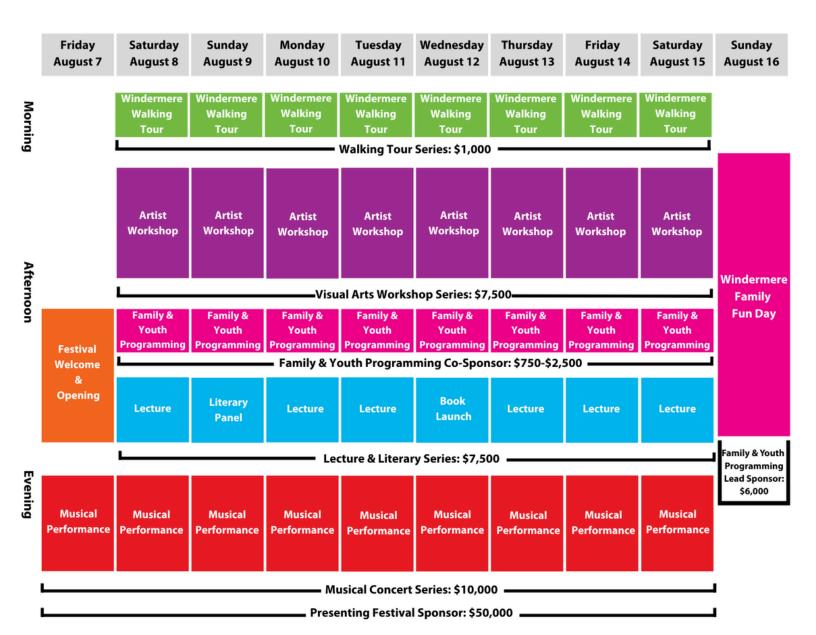
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Phone

Sponsorship Opportunities

Deliverables	Fe	Presenting Festival Sponsor		Series Sponsor		Family & Youth Programming Lead Sponsor		Family & Youth Programming Co-Sponsor		Patron Sponsor	
Sponsorship Request	\$5	\$50,000		\$1,000- \$10,000		\$6,000		\$750-\$2500		\$500-\$2,500	
Logo inclusion: • Festival Program (3,000 pieces) • Rack cards (4,000 pieces) • Website Sponsorship Page in "Meet Our Sponsors" section • Festival posters • Physical on-site signage at events	\checkmark						\checkmark				
 Logo on Social Media & Digital Marketing including: Dedicated social media posts spotlighting your brand Dedicated Business feature in stories leading up to and during the event Business tags/mentions for any sponsored events 	\vee						\checkmark		\bigcirc		
Sponsorship Billing on Marketing Materials	Lead	d Festival Billing		Series Billing		Lead Event Billing		Event Billing		Event Billing	
"Thank You" Announcement Before Event		All Events	\checkmark	Series Events		Event Only		Event Only	✓	Event Only	
Reserved Tickets for events (On Request)		All Events		Series Events		Event Only		Event Only		Event Only	
Promo codes/discounts for guests	\bigcirc		\bigcirc		\bigcirc		\bigcirc		\bigcirc		
Opportunity to Introduce Event	\bigcirc		\bigcirc		\bigcirc		×		×		
Promo materials/Giveaways provided by sponsor distributed at the event							X		X		
Custom branded activity station/promo table at festival			$ \sqrt{} $				X		(\mathbf{x})		
VIP Reception Hosting Opportunity (additional costs TBC)		(Details TBC)	✓	(Details TBC)	*		X		X		
Activation Opportunity		(Details TBC)		(Details TBC)	*		X		X		
Speaking Opportunity at Press Event	\bigcirc		X		\otimes		\bigotimes		X		
Opportunity to show a 30-second commercial before musical act	s 🗸		×		\bigotimes		\bigotimes		X		
Feature article in e-newsletter to 2,000+ subscribers	\bigcirc		×		\bigotimes		\bigotimes		×		
Custom co-branded giveaway opportunities	\bigcirc		×		\bigotimes		\bigotimes		×		
Inclusion in post-event impact report shared with stakeholders 4 weeks post-event			X		X		*		X		
Dedicated e-newsletter blast mention to 2,000+ subscribers			X		*		×		×		
Logo inclusion in parent outreach materials	×		X		\bigcirc		×		X		
Exclusive Recognition for Windermere Family Fun Day	×		*		\bigcirc		×		×		
Opportunity to include branded activity in kids programming	×		\bigotimes		\bigcirc		×		\bigotimes		

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 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: \$1,000-10,000

\$1,000 Guided Walking Tour Series | \$7,500 Lecture & Literary Arts Series \$7,500 Visual Arts Workshop Series | \$10,000 Musical Concert Series

"Muskoka Chautauqua Arts & Culture Festival presented 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 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

Patron 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 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



Family & Youth Programming

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 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

Co-Sponsorship Request: \$750-\$2,500

Deliverables:

- Co-sponsorship billing for Family & Youth
 Programming on all upcoming marketing including
 Festival Program, social media, digital marketing,
 physical onsite signage, posters and the Muskoka
 Chautauqua 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 Windermere Family Fun Day promoting your business



Student Sponsorship

Education and mentorship remain highly important aspects of Muskoka Chautauqua's programming, integrated throughout our annual activities. We believe that providing meaningful real-world experience for students is key to cultivating a vibrant, sustainable future for arts and culture in Windermere and the Muskoka Lakes area.

Our partnerships with post-secondary institutions and the local secondary school board continue to inspire us. The tremendous work and enthusiasm of students have contributed immensely to the festival's success and the ongoing growth of the cultural community in the region.

We are proud to continue collaborating with institutions such as Queen's University, the University of Guelph (including the Lang School of Business), Wilfrid Laurier University, OCAD University, and the Trillium Lakelands District School Board. Through these partnerships, we provide invaluable co-op placements and professional experience across all facets of festival operation.

Invest in a Future Leader

Your sponsorship directly funds the operational resources, mentorship, and stipends required to sustain these co-op and work-integrated learning opportunities for secondary or post-secondary students.

Term Length	Sponsorship Amount
One Term (up to 4 months)	\$5,000
Two Terms (up to 8 months)	\$10,000



Student placements benefit both the students and Muskoka Chautauqua by providing an enriching environment for knowledge transfer. Students get serious, hands-on professional skills, walk away with a strong network, documented achievements, and the confidence to jump start their careers. Meanwhile, we at Muskoka Chautauqua benefit from their new academic insights and the latest digital smarts from the classroom. Your investment would ensure every student contributes to our long-term capacity by documenting processes, guaranteeing a cycle of learning that strengthens our cultural community for years to come.

2025 Festival Sponsors & Partners

Research shows that tourists attracted by arts and culture activities spend three times more than other tourists (OAC, 2025).

> Funded by the Government





































































DON & KAREN LANG

HELLYER FOUNDATION

DONALD F. HUNTER FOUNDATION

KIM & STU LANG

The visitor-facing arts and culture sector in Central Ontario (which encompasses the Muskoka district) generated \$409 million in GDP and \$461 million in tourist spending in 2022 (Culture Days, 2025).

2025 Festival Highlights

Community & Cultural Connection

The festival fostered a deep community unity, opening in the traditional circle meeting style of Indigenous Elders. Mohawk Elders led a workshop, gifting attendees seeds of the Three Sisters (corn, beans, squash), symbolizing harmony and a deep connection to the land. Festival goers were invited to contribute to the Community Quilt project, keeping in mind the Indigenous Thanksgiving Address while creating their squares. This collective art piece will be unveiled at the 2026 festival.

Gallery in the Woods

The Gallery in the Woods featured a captivating collection from 13 talented local artists under the theme "The Muse, the Maker, and The Creative Flow." The gallery included a tribute to iconic artist Toller Cranston. It also highlighted arts as advocacy, with one artist collaborating with the Friends of the Muskoka Watershed on the "Save Your Ash" program.

The Pop-Up Bookshop

The Pop-Up Bookshop was the dynamic festival hub, featuring a curated showcase of local and Literary program authors. Its centerpiece was the prestigious 2024 Alcuin Book Design Awards exhibition, celebrating the finest craftsmanship in Canadian book design.

Windermere Family Fun Day

The day was packed with fun for all ages, featuring arts and crafts, face painting, swimming, kayaking, a golf pitch hosted by the Windermere Golf Club, and live musical entertainment. The day also included raffle prizes and culminated with the thrilling Great Windermere Business Canoe Race, while kids enjoyed a popular spray-down provided by the local fire department.





2025 Festival Program

Sunday August 3 Tuesday August 5 Thursday August 7 Saturday August 9 Friday August 1 Saturday August 2 Monday August 4 Wednesday August 6 Friday August 8 Sunday August 10 Flow Wellness Workshop 9:30 - Windermere Be Copper Etching Writing & Movement Visual Note Taking Intro to Ukulele Workshop Workshop Workshop Workshop Workshop Hoo - 300pm - Art Tent 1000 - - Theatre Acrylic Painting Oil Painting Children's Workshop Workshop Entertainmen 10:00 - 3:00pm - Art Tent 10:00 - 3:00pm - Art Tent 11:00 am - Wharf Watercolour Pop-up Booksho Painting Workshop Open 10:00 - 3:00pm - Art Tent 10:00 - 4:00pm - Daily History Tour 12:00 pm - Gallery Watercolour Classical Lunch Copper Etching Writing & Movement Air Dry Clay Workshop Workshop Workshop Workshop Workshop Workshop Nobel 1000-300pm-ArtTent 1200-300pm-ArtTent 1200-300pm-ArtTent 1300-300pm-ArtTent 1300-300pm-Acrylic Painting Oil Painting Workshop Workshop 10:00 - 3:00pm - Art Tent 10:00 - 3:00pm - Art Tent Phillippa Cranst Baran Lecture 4:00 pm - Theatre Patrick Boyer History Lecture 4:00 pm - Theatre and Opening 3:00 pm - Theatre Water Sports 12:00 pm - Wharf 3:30 - Windermere House Gallery Exhibition Opening 5:00 pm - Gallery Greg & Sue Hindle Artist Meet & Greet 4:30 pm - WH Pub Beverlie & Po Cholly Artist Meet & Greet 4:30 pm - WH Pub Audrey Jolly Artist Meet & Greet 4:30 pm - WH Pub OBO Letter State Toronto All-Star Big Band 7:30 pm - Theatre

















2025 Festival Program









Family Canoe Races, Children's Ga 12:00 pm - Windermere Beach





10 Fire Truck Spray Down with Windermere Volunteer Fire Department 3:00 pm - Windermere Wharf





BBQ Lunch & Bake Sale with Windermere Lion's Club & Wome 12:00 - 4:00 pm - Windermere Wharf



u Golf Pitch 10 mere Wharf



Scan QR code for details, locations, and timing of activities.







Reach out to mci@artsinmuskoka.com to discuss further possibilities and options or call us at 705-765-1048

