

midland.ca



Events Sponsorship Package



May 24, 2025
11:00am - 2:00pm

Town of Midland Public Works Palooza

To celebrate Public Works Week, jump into the driver's seat of some of your favourite public works vehicles!

Free Community BBQ. Cash donations welcome to support a local not-for-profit organization.

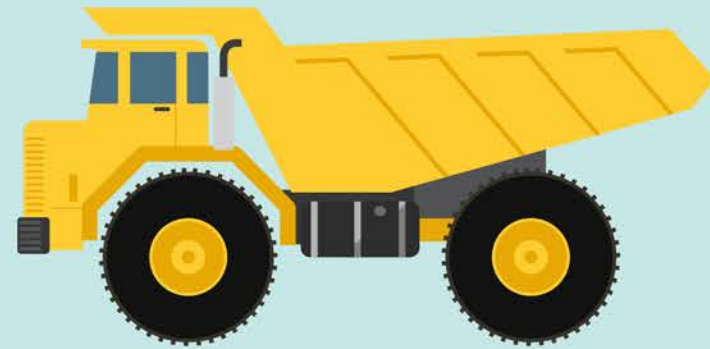
Interactive and engaging fun for all ages with games, prizes, snacks and more!

midland.ca/palooza





Town of Midland Public Works Palooza



BBQ Sponsor

500 hamburgers / 500 freezies / 500 drinks

- Logo on dedicated signage at the BBQ area
- Website promotion
- Logo on marketing materials including posters & passports
- Logo on sponsor thank-you signage
- Social media promotion from Midland Tourism



Prize Sponsors

\$500.00

- Logo on dedicated signage at the prize area
- Website promotion
- Logo on marketing materials including posters & passports
- Logo on sponsor thank-you signage
- Social media promotion from Midland Tourism



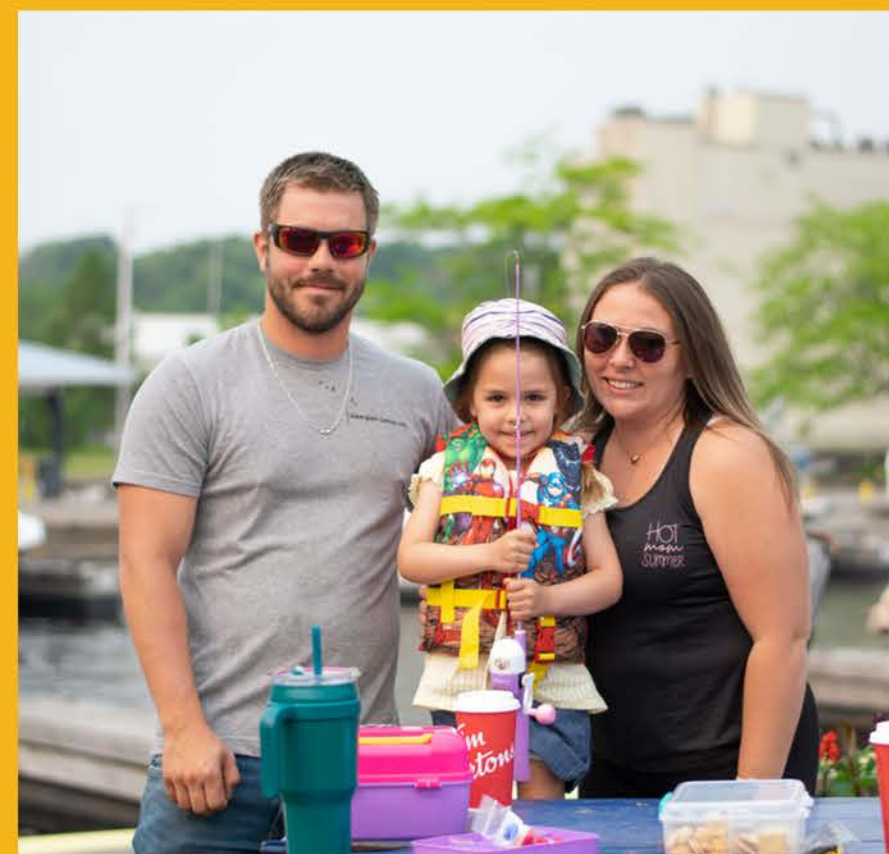


Each year the Town hosts a Fishing Derby at the Midland Harbour, a free event for children up to the age of 16.

The event includes a BBQ where all young anglers receive a hot dog and juice box, and a participation prize. All participants get the chance to win a new bike with helmet. Catching a fish is a bonus!

- **Bike Rodeo**
- **Life-size Mascots**
- **Face Painting**
- **Free Hot Dog**
- **Free Juice Box**
- **Free Fishing Bait**
- **Free Participation Prize**
- **Grand Prize Draws**

Festival Overview



Event Sponsor \$500.00

- Prominent logo on prize table sign at event
- Website promotion
- Prominent logo on marketing materials including posters
- Prominent logo on sponsor thank-you signage
- Social media promotion from Midland Tourism
- With your sponsorship, the Town will purchase fun prizes

BBQ Sponsor \$500.00

- Logo on dedicated signage at the BBQ area
- Website promotion
- Prominent logo on marketing materials including posters
- Prominent logo on sponsor thank-you signage
- Social media promotion from Midland Tourism

Entertainer Sponsor \$300.00

- Logo on signage at entertainer area
- Website promotion
- Logo on sponsor thank-you signage
- Logo on marketing materials including posters
- Social media promotion from Midland Tourism

Facepaint Sponsor \$300.00

- Logo on signage at face painting area
- Website promotion
- Logo on sponsor thank-you signage
- Logo on marketing materials including posters
- Social media promotion from Midland Tourism



Sponsor Opportunities



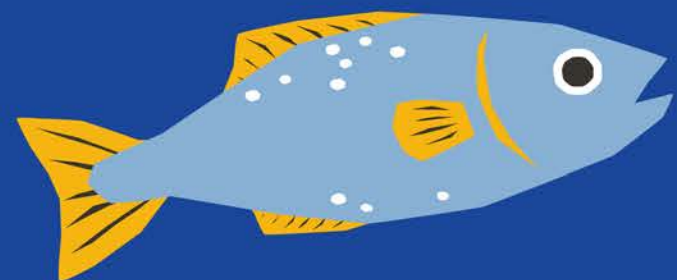


Sponsor Opportunities

June 7, 2025
9:00am - 12:00pm

Bike & Helmet Sponsor

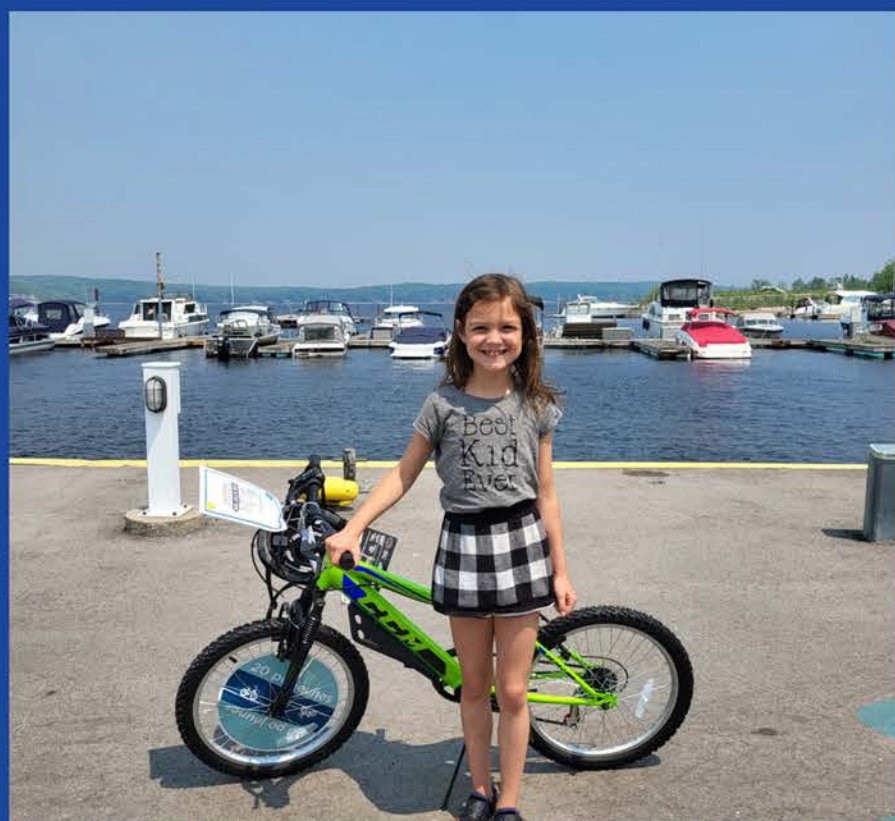
- Donate a bike and helmet, or funds for purchase
- Prominent logo on each bike and helmet donated
- Website promotion
- Logo on marketing materials including posters
- Logo on sponsor thank-you signage
- Social media promotion from Midland Tourism



Prize Sponsor

\$100.00 - \$250.00

- Logo on prize table sign at event
- Website promotion
- Logo on marketing materials including posters (\$200+ level)
- Logo on sponsor thank-you signage (\$200+ level)
- Social media promotion from Midland Tourism
- With your sponsorship, the Town will purchase prizes





2025 Partnership Opportunities



2024 Festival Overview



Ontario's Best Butter Tart Festival is Canada's original and largest butter tart festival.

Each year in June, an average of **60,000 visitors** come to downtown Midland, Ontario, for this delicious festival.

At the inaugural Butter Tart Festival in June 2013, the festival sold out of all 10,000 butter tarts within the first 2 hours. The number of butter tarts available increases each year, and in 2024 there were **300,000 butter tarts** sold.

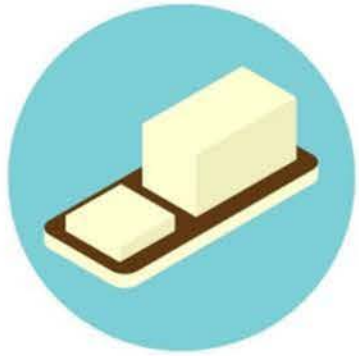
Although the festival is first and foremost about butter tarts, it also has entertainment and activities for the whole family. Programs include: unique local vendors, a stage with live entertainment, street buskers, a free shuttle, Kids Zone, 25 food trucks and last but not least, a butter tart contest.

FESTIVAL STATS

- **60,000** attendees on average
- **300,000** Butter Tarts
- **200+** Vendors, including butter tarts, food and handmade items
- Named a **Top 100 Festival or Event** from Festivals & Events Ontario
- Listed as one of **Canada's Top 12 Best** Summer Food & Drink Festivals by **Forbes**
- **140+** Butter Tart contest entries
- **81%** of visitors surveyed in 2023 said they would return again
- Butter Tart Stamp from **Canada Post** in **2019**



2024 Attendee Demographics



Location:

Local: 32%
Over 40KM: 64%
Other Ontario: 3%
Other Canada: 3%
USA: 1%



Age:

≤17: 14%
18-34: 24%
35-49: 23%
50-64: 28%
65+: 11%



Gender:

Female: 67%
Male: 31%
Other: 2%



Group size:

1: 6%
2: 31%
3-6: 51%
7-15: 11%
20+: 3%



Visitors Heard About Event:

Attended previously: 43%
Word of mouth: 39%
Social media: 36%
Radio ads: 35%
Newspaper ads: 1%
TV ads: 1%



Overnight stay:

Yes: 37%
No: 63%

*Only asked those from more than 40km away.



Where did you stay:

Friends/Friends: 40%
Cottage/Camping: 29%
Local hotel/motel: 20%
AirBnB/ B&B: 11%



Plans to return:

Yes: 80%
No: 2%
Maybe: 18%



Experience rating:

Excellent: 70%
Good: 28%



First time:

Yes: 41%
No: 59%

2025 Partnership Opportunities



Depending on the partnership level, benefits may include increased exposure through marketing and pre-promotions, a prime onsite booth location with roaming capabilities, and access to a potential audience of **over 60,000 people** in one day.

Exclusive Partnership Options:

- Festival Presenting Sponsor \$25,000.00 ***sold**
- Entertainment Stage Sponsor \$15,000.00
- Contest Sponsor \$10,000.00 ***sold**
- Photo Op Sponsor \$10,000.00
- Shuttle Sponsor \$7,500.00 ***sold**
- Kids Zone Sponsor \$7,500.00

Partnership Options:

- Festival Partner \$5,000.00
- Festival Patron \$1,000.00 - \$3,000.00
- Experiential Marketing \$2,000.00



Benefits May Include:

- Logo on marketing materials including: community posters, flyers and print ads
- Average marketing impressions
- Included in press release and media relations
- Category exclusivity
- Onsite signage including: festival map, way-finding signs, shuttle signs, and posters
- Website promotion - **40,000+ average page views**
- Prime on-site booth space for activating
- On-site recognition, included in emcee announcements
- Social media promotion - **22,000 followers**
👍 bestbuttertartfestival 📷 buttertartfestival

June 14, 2025

9:00am - 5:00pm



Happy Canada Day

Festival Overview

Midland hosts community Canada Day celebrations in Little Lake Park on July 1.

The day includes a parade, rides and activities, vendors, interactive buskers, mascots, a photobooth, a stage with live entertainment and much more.

Fireworks are held on alternating years in partnership with the Town of Penetanguishene and in 2025 the fireworks will be in Penetanguishene.

Attendance is approximately 10,000

midland.ca/canadaday



10:30am Civitan Parade

11:00am - 5:00pm Festivities

2025 Fireworks in Penetanguishene at dusk

July 1, 2025

Sponsor Opportunities

Photo Booth Sponsor

- Your branding on every photobooth picture
- Logo on signage at activity
- Website promotion
- Logo on marketing materials including posters and flyers
- Social media promotion from Midland Tourism

\$2500.00 - SOLD

Vendor Area Sponsor

- Logo on signage at vendor area
- Website promotion
- Logo on marketing materials including posters and flyers
- Social media promotion from Midland Tourism

\$500.00

Stage Sponsors

- Logo on signage at brand new stage area
- Website promotion
- Logo on marketing materials including posters and flyers
- Social media promotion from Midland Tourism

\$500.00 - \$1000.00

Multiple Opportunities Available



Fireworks Sponsor opportunity will be available in 2026*



Sponsor Opportunities

Face Painting Sponsor

- Logo on signage at activity
- Website promotion
- Logo on marketing materials including posters and flyers
- Social media promotion from Midland Tourism

\$500.00

Balloon Artist Sponsor

- Logo on signage at activity
- Website promotion
- Logo on marketing materials including posters and flyers
- Social media promotion from Midland Tourism

\$500.00

Happy
Canada
Day

Sundays in July and August, ending August 24th
6:00pm - 8:00pm



Program Overview

The Town of Midland is continuing Music in the Park for 2025

Sunday evenings in July and August, residents and visitors will enjoy free, live musical entertainment at the Rotary Stage in Little Lake Park.

With new amphitheater-style seating, a brand new stage with lighting, as well as new playground equipment nearby, residents of all ages will enjoy a fun-filled evening in beautiful Little Lake Park.



Season Presenting Sponsor



- Recognition at Music in the Park, presented by Name of Season Sponsor
- Industry exclusivity
- Mention and recognition each week
- Logo recognition at stage on weekly basis
- Logo and link to website on Town of Midland website
- Prominent logo recognition on 100 posters for distribution in Midland and within North Simcoe
- Prominent logo recognition on 500 postcards listing season schedule, for distribution in Downtown Midland locations
- Mention and tag on all weekly Midland Tourism social media posts promoting the weekly event
- Three year commitment preferred

\$4,000.00 - SOLD

Weekly Sponsor

- Listed with link to website on Town of Midland website
- Logo recognition with other weekly sponsors on 100 posters for distribution in Midland and within North Simcoe
- Logo recognition with other weekly sponsors on 500 posters listing season schedule, for distribution in downtown Midland locations
- Mention and tag on Midland Tourism social media post promoting the week being sponsored
- Mention and recognition before music begins week being sponsored
- Option to select week being sponsored, pending availability

\$250.00 per week

midland.ca/music





Tall Ships Midland

Every three years Midland is host to Tall Ships. These beautiful vessels draw thousands of visitors to the Harbour. The boats are open for tours to the public during the day on Saturday and Sunday.

2022 Attendance was 20,000



Partner Sponsor \$10,000.00

- Partner name on all promotional materials
- 10 passes for evening sail pass
- 10 deck tour passes
- Logo on Town event card and poster
- Dedicated sponsor post on social media
- Mention in media release
- Booth space at event
- Logo prominent on event signage
- Logo prominent on event website
- Logo prominent on event handout



Ship Sponsor

- 4 passes for evening sail pass
- 4 passes for deck tours
- Logo on Town event card, signage and poster
- Included in sponsor post on social media
- Logo on town event website
- Logo on event handout

\$5,000.00

Entertainment Sponsor

- 2 passes for evening sail pass
- 2 passes for deck tours
- Logo on Town event card, signage and poster
- Included in sponsor post on social media
- Logo on town event website
- Logo on event handout

\$2,500.00

Event Sponsor

- 2 passes for deck tours
- Logo on Town event card, signage and poster
- Included in sponsor post on social media
- Logo on event signage
- Logo on event handout

\$1,000.00



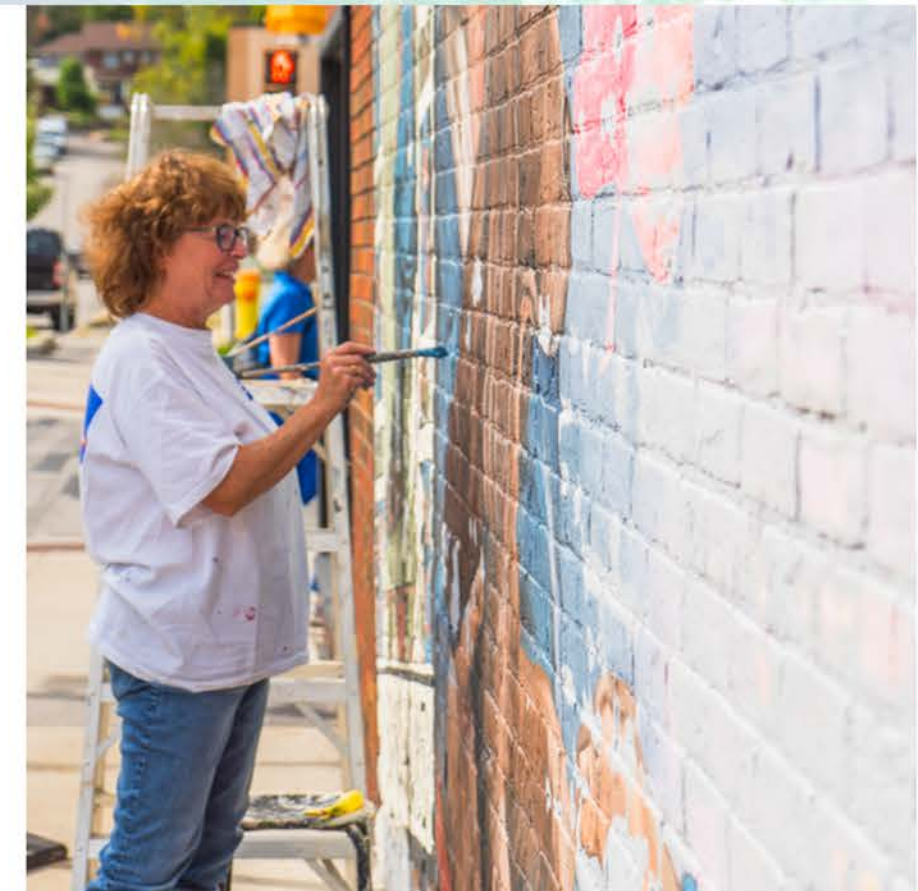
September 27, 2025
10:00am - 5:00pm

MIDLAND MURAL FESTIVAL

In 2024, the Town of Midland held its inaugural Mural Festival to celebrate Midland's reputation as a mural community.

The event includes community art engagement activities, make and take activities hosted by community organizations, live music, vendors and food trucks.

Attendees can also take self-guided tours of the murals or join a guided tour led by Town staff.



Sponsorship Opportunities

Event Sponsor

- Promoted in ascending sponsorship order based on contribution levels
- Logo on event signage
- Website promotion
- Logo on marketing materials including posters and event hand-out
- Social media promotion from Midland Tourism

\$2,500.00

\$1,000.00

\$500.00

\$250.00

Stage Sponsor

- Logo on signage at the stage area
- Website promotion
- Logo on marketing materials including posters and event hand-out
- Social media promotion from Midland Tourism

\$1,000.00

Make and Take Area Sponsor

- Logo on dedicated signage at make and take area
- Website promotion
- Logo on marketing materials including posters and event hand-out
- Social media promotion from Midland Tourism

\$1,000.00



midland.ca/muralfestival

**MIDLAND
MURAL
FESTIVAL**



Looking for other ways to contribute to the Midland Mural Festival?

If your organization has a strong commitment to arts and culture, and wants to be involved in the beautification of the town, consider sponsoring the restoration of one of Midland's murals! Or, the creation of a brand new mural!

Please contact us to discuss further.



**MIDLAND
MURAL
FESTIVAL**



Supporting Midland's Community Grant Program

The Annual Mayor's Charity Golf Tournament – a day of fun, philanthropy and community spirit!

All proceeds raised during the golf tournament will be directed to the Community Grant Program which provides financial assistance to a number of local not-for-profit organizations offering community-based programming in the areas of the arts, culture, heritage, recreation, sports, environment, health, education, social and human services.

A word from Mayor Bill Gordon

"This tournament is more than just a day of golf; this event will create a long-term, sustainable and positive impact in support of many local, not-for-profit programs in our community, while reducing the burden on the tax levy."

I want to personally thank our many sponsors, donors and participants who have already committed to supporting Midland."



midland.ca/golf

SPONSORSHIP OPPORTUNITIES



Participants 144 golfers



Gold Sponsor \$10,000.00

- Recognized as Dinner Sponsor
- Logo on all hole sponsorship signs
- Complimentary foursome
- Opportunity to have booth with promotional material at a hole
- Opportunity to provide promotional materials for player bags
- Recognized in official media release
- Company logo included on event webpage
- Recognition in post on Town social media (Facebook, Instagram)
- Company logo included on event poster
- Company logo included in golf program
- Podium mention during dinner and awards



Silver Sponsor \$5,000.00

- Recognized as Golf Cart Sponsor
- Complimentary foursome
- Opportunity to have booth with promotional material at a hole
- Opportunity to provide promotional materials for player bags
- Recognized in official media release
- Company logo included on event webpage
- Recognition in post on Town social media (Facebook, Instagram)
- Company logo included on event poster
- Company logo included in golf program
- Podium mention during dinner and awards



SPONSORSHIP OPPORTUNITIES

Hole in One Sponsor

- Opportunity to have booth with promotional material at a hole
- Opportunity to provide promotional materials for player bags
- Recognized in official media release
- Company logo included on event webpage
- Recognition in post on Town social media (Facebook, Instagram)
- Company logo included on event poster
- Company logo included in golf program
- Podium mention during dinner and awards

\$5000.00
or prize

Putting Green Contest

- Opportunity to have representative greet guests at the putting green and provide giveaway, if desired
- Company logo on signage at putting green
- Recognized in official media release
- Company logo included on event webpage
- Recognition in post on Town social media (Facebook, Instagram)
- Company logo included on event poster
- Company logo included in golf program
- Podium mention during dinner and awards

\$3000.00

Bronze Sponsor

- Recognized as Lunch Sponsor
- Opportunity to provide promotional materials for player bags
- Recognized in official media release
- Company logo included on event webpage
- Recognition in post on Town social media (Facebook, Instagram)
- Company logo included on event poster
- Company logo included in golf program
- Podium mention during dinner and awards

\$2500.00

Beverage Cart Sponsor

- Recognition with logo on beverage cart
- Company logo included on event webpage
- Company logo included on event poster
- Company logo included in golf program

\$1000.00

Birdie Sponsor

- Complimentary hole sponsorship
- Company logo included on event webpage
- Company logo included on event poster
- Company name included in golf program

\$500.00

Hole Sponsor

- Company logo displayed at one hole
- Company logo included on event webpage
- Company name included in golf program

\$250.00



Prize Sponsor

- Podium mention when prize awarded
- Company name included in golf program

- 🏌️ Best Team Score
- 🏌️ Most Honest Team Score
- 🏌️ Closest to the Pin (unisex)
- 🏌️ Straightest Drive (unisex)
- 🏌️ Longest Drive (male)
- 🏌️ Longest Drive (female)

\$150.00
or prize

Donations

Silent Auction and Raffle Prize Donations

- Company name included in golf program

**Monetary Donations of more than
\$50 are eligible for a tax receipt.**

SPONSORSHIP OPPORTUNITIES



Contact us

 705-526-4275 x 2277

 aforget@midland.ca

 www.midland.ca

 midlandtourism

 midlandtourism

