



**JUNE 14
2025**



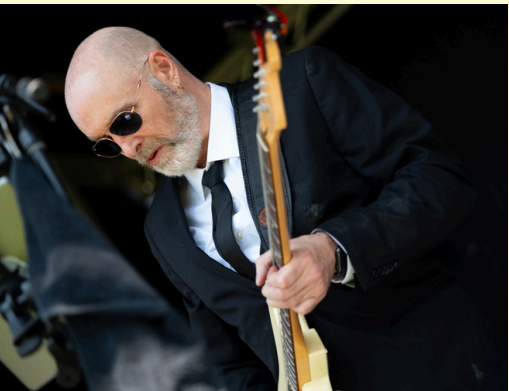
2025 POST-EVENT REPORT

ABOUT

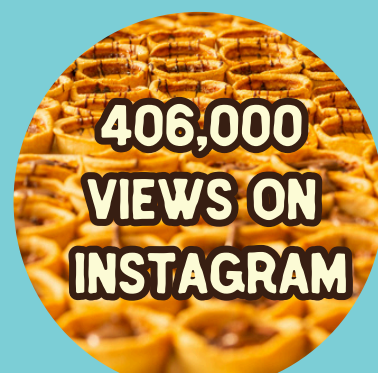
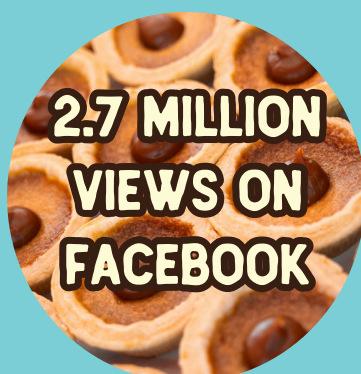
Ontario's Best Butter Tart Festival presented by Chapman's is Canada's original and largest butter tart festival. Each year on the second Saturday in June, an average of 60,000 visitors come to downtown Midland, Ontario for this delicious festival. In 2025, there were over 300,000 butter tarts for sale.

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, a Kids' Zone, and last but not least, a butter tart contest.

This report provides an overview of the demographics and attendees, sponsors, marketing, public relations, social media, and website analytics of the 2025 event.



OVERALL RESULTS



ATTENDANCE & DEMOGRAPHICS



LOCATION

Central Ontario: 67%
Southwestern Ontario: 9%
Eastern Ontario: 4%
Northern Ontario: 6%
Toronto: 13%
USA: 1%



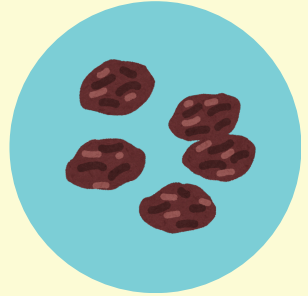
FIRST TIME

Yes: 48%
No: 52%



GROUP SIZE

1: 67%
2: 9%
3: 4%
4: 6%
5-9: 13%
>10: 1%



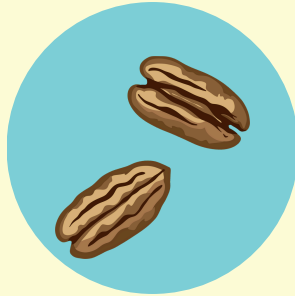
AGE

<17: 11%
18-34: 25%
35-49: 20%
50-64: 29%
>65: 15%



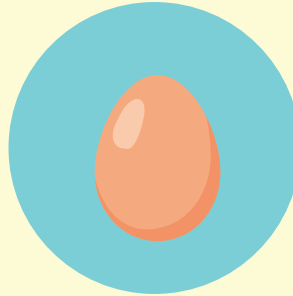
GENDER

Female: 64%
Male: 34%
Other: 1%
Prefer not to say: 1%



SPENDING

\$0-\$24: 6%
\$25-\$49: 22%
\$49-\$100: 37%
More than \$100: 36%



OVERNIGHT STAY

Yes: 33%
No: 67%



STAYED AT

Local hotel/motel: 33%
B&B or Airbnb: 6%
Family or friends: 34%
Cottage or camping: 28%



HEARD ABOUT EVENT

Attended in the past: 35%
Word of mouth: 25%
Social media: 25%
Radio: 6%
T.V.: 4%
Newspaper: 1%
Other: 4%



EXPERIENCE RATING

Excellent: 72%
Good: 26%
Average: 2%
Fair: 1%
Poor: 0%



PLANS TO RETURN

Yes: 78%
No: 2%
Maybe: 20%

SPONSORS



PRESENTED BY



Sponsored By



PRESENTING SPONSOR



get cracking
Egg Farmers of Ontario

CONTEST SPONSOR



SHUTTLE SPONSOR



EVENT SPONSOR

FESTIVAL PARTNERS



FESTIVAL PATRONS



ON-SITE ACTIVATIONS

CHAPMAN'S ICE CREAM

Presenting Sponsor. Handed out samples of their New Super Premium Plus Butter Tart Ice Cream at their prime activation location at King and Elizabeth Streets.

EGG FARMERS OF ONTARIO

Contest Sponsor. Sponsored and participated in the Egg Farmers of Ontario Butter Tart Contest and engaged with festival visitors from their prime activation location at King and Elizabeth Streets.

GREAT CANADIAN MEAT COMPANY

Shuttle Sponsor. Sponsored the shuttle that brought attendees to and from the event from designated parking lots. Activated on-site to interact with festivalgoers and hand out samples.

ACCESS STORAGE

Festival Partner. Activated on-site to interact with festivalgoers and hand out branded tote bags.

DESJARDINS ONTARIO CREDIT UNION

Festival Partner. Activated on-site at Harbourside Park with their popular chill zone and 360-degree photo booth.

MAGIC WINDOW

Festival Partner. Magic activated by giving demonstrations of their product and also booked in home consultations with attendees.

SPONSOR ACTIVATIONS



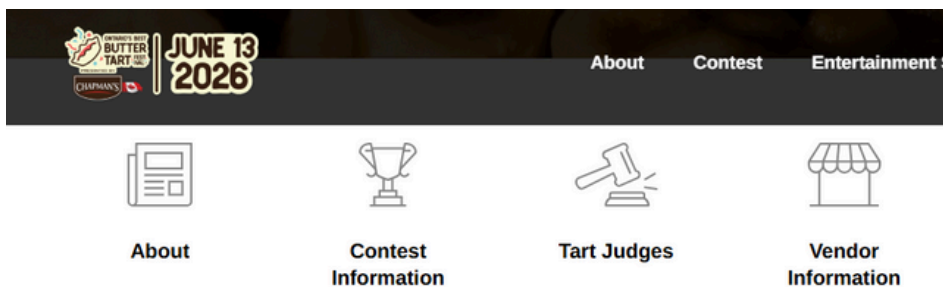
MARKETING

- Radio, TV & Newspaper Advertisements
- Heart of Georgian Bay Discovery Guide
- Posters
- Boosted Meta Posts
- Town of Midland page (buttertartfestival.ca)
- FEO, Simcoe County, To-Do Ontario Calendars

TACTICS INCLUDED

BUTTERTARTFESTIVAL.CA

47,000 Views



COMMUNITY POSTERS

200 Printed



PUBLIC RELATIONS

- News Release
- Event Listings
- Pre- and Post-Event Media Interviews on Breakfast Television, The Social, The Good Stuff with Mary Berg, etc.
- Toronto Star Feature
- Social Media Campaigns

TACTICS INCLUDED



FOOD AND DRINK

A judge from Ontario's Best Butter Tart Festival tells us about his favourite butter tart winners

Local content creator Clement Leung had the enviable task of judging the festival's Wild Style category.

Updated June 18, 2025 at 11:55 a.m. | June 17, 2025 | 2 min read | (3)



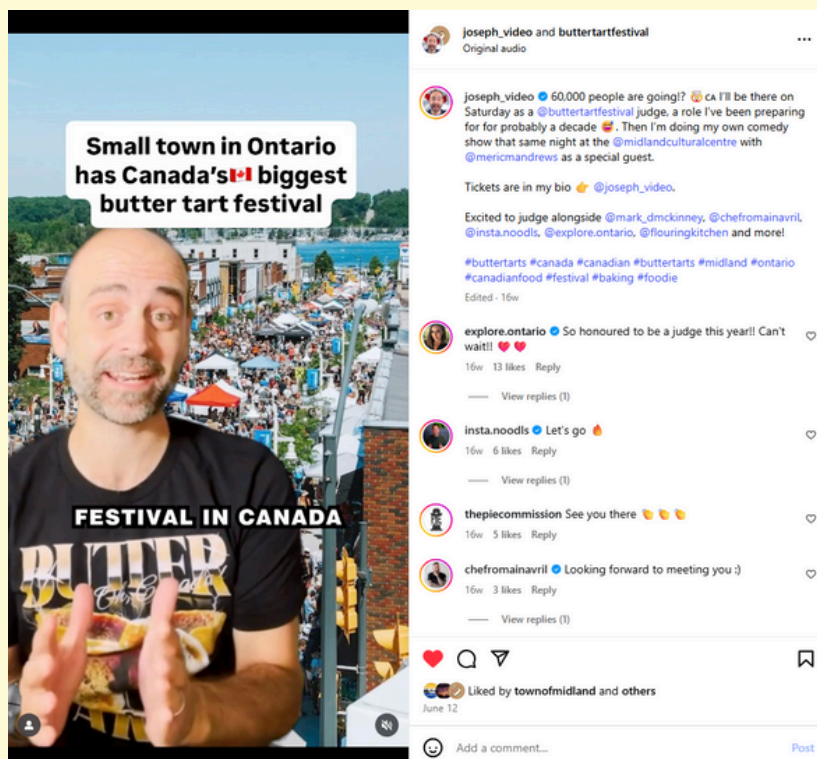
SOCIAL MEDIA

- Posts on Instagram, Facebook, Twitter
- Highlighted Festival Sponsors
- Tagged Sponsors Posts
- Posts by Celebrity Judges – Mark McKinney, Insta.Noodls (734K followers) Joseph DeBenedictis (95.1K followers), and Romain Avril (109K followers)
- General Festival Promotion
- Collaboration Posts with Butter Tart Judges
- Boosted Meta Ads

TACTICS INCLUDED

TOP PERFORMING INSTAGRAM POST

Views: 114,200



TOP PERFORMING FACEBOOK POST

Views: 49,600

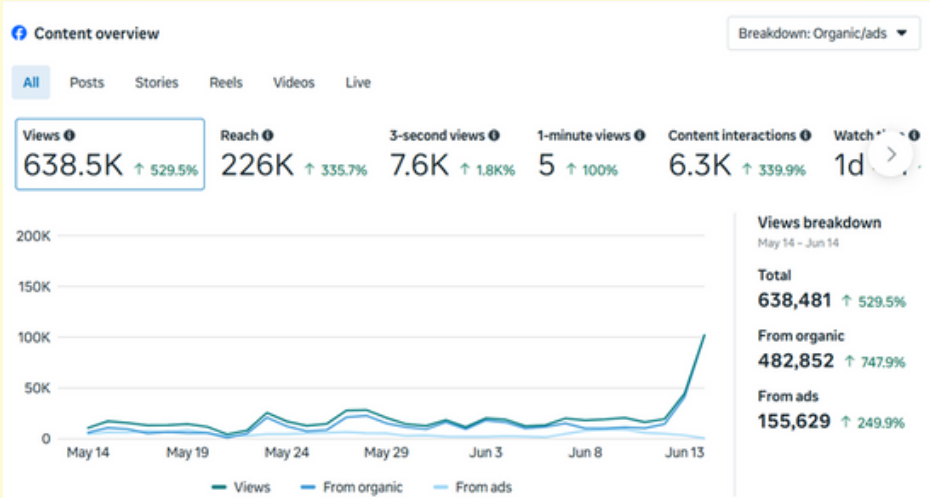
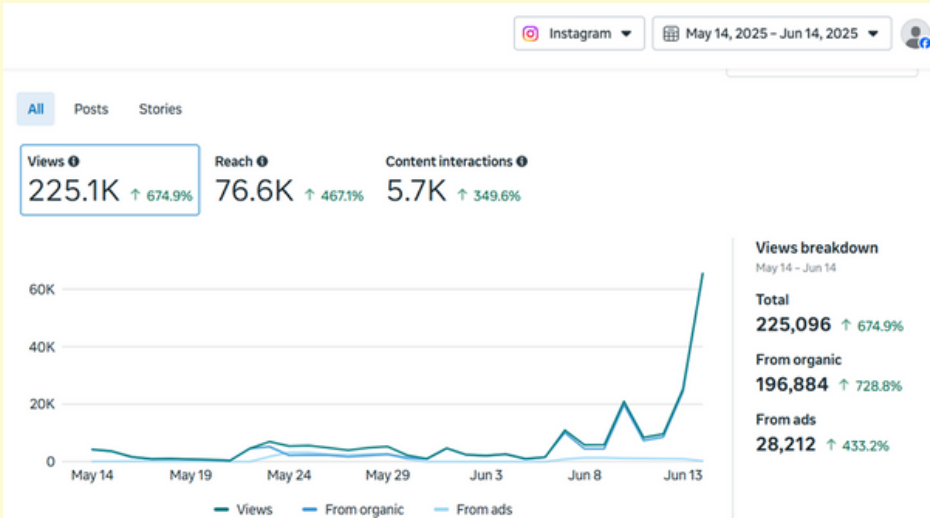


SOCIAL MEDIA

SOCIAL MEDIA HIGHLIGHTS FOR 2025 (JANUARY 1 – OCTOBER 1)

Views: 3,105,900
Reach: 1,115,600
Content Interactions: 37,600
Link Clicks: 9,000
Visits: 79,500
Additional Followers: 5,200

SOCIAL MEDIA SNAPSHOT (MAY 14 – JUNE 14)



Calling all butter tart enthusiasts: we're...

Mon May 26, 7:00am

45.9K 172
32 29



The butter tart madness has started...

Sat Jun 14, 7:20am

41.7K 534
106 28



Want to be part of something sweet?...

Wed May 14, 1:00pm

39.3K 52
5 14



We've got the sweetest scoop—an...

Sat Jun 14, 2:25pm

38.3K 412
59 49



Happy National Butter Tart Day,...

Sun Jun 1, 7:05am

25.9K 295
12 138



We're thrilled to announce that Mark...

Fri May 23, 7:38am

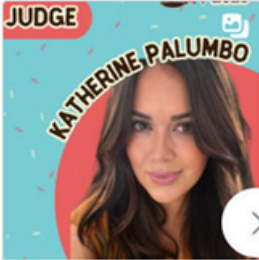
19.2K 325
27 140



The butter tart madness has started...

Sat Jun 14, 6:52am

17.3K 317
3 14

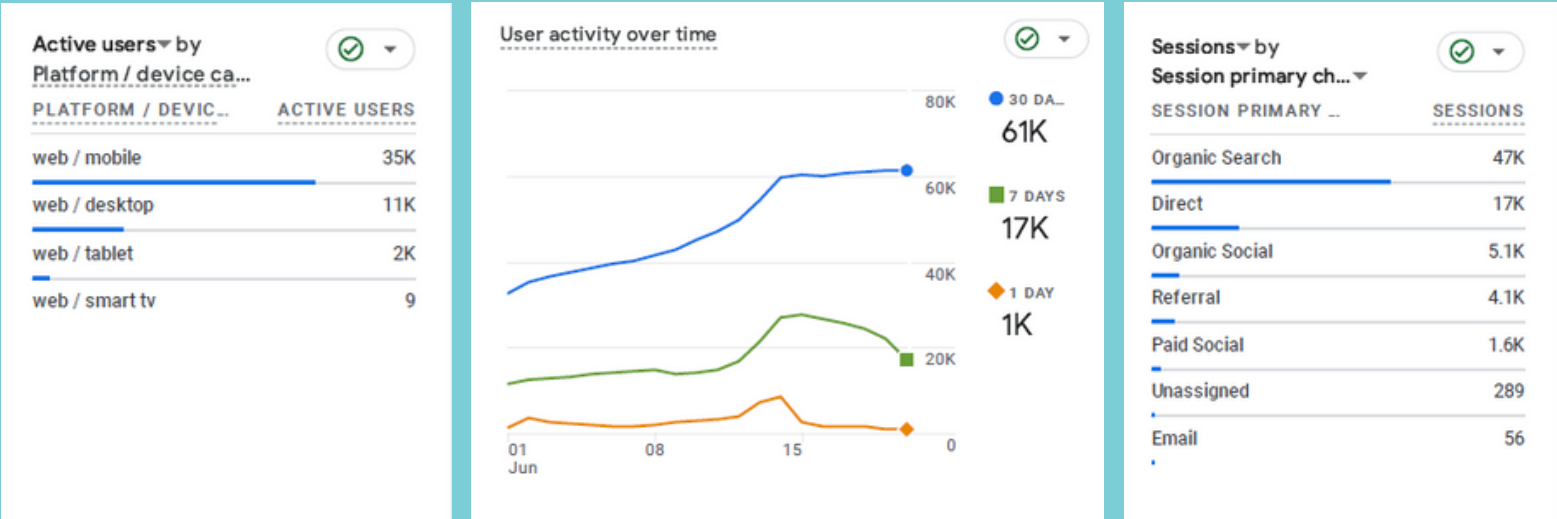
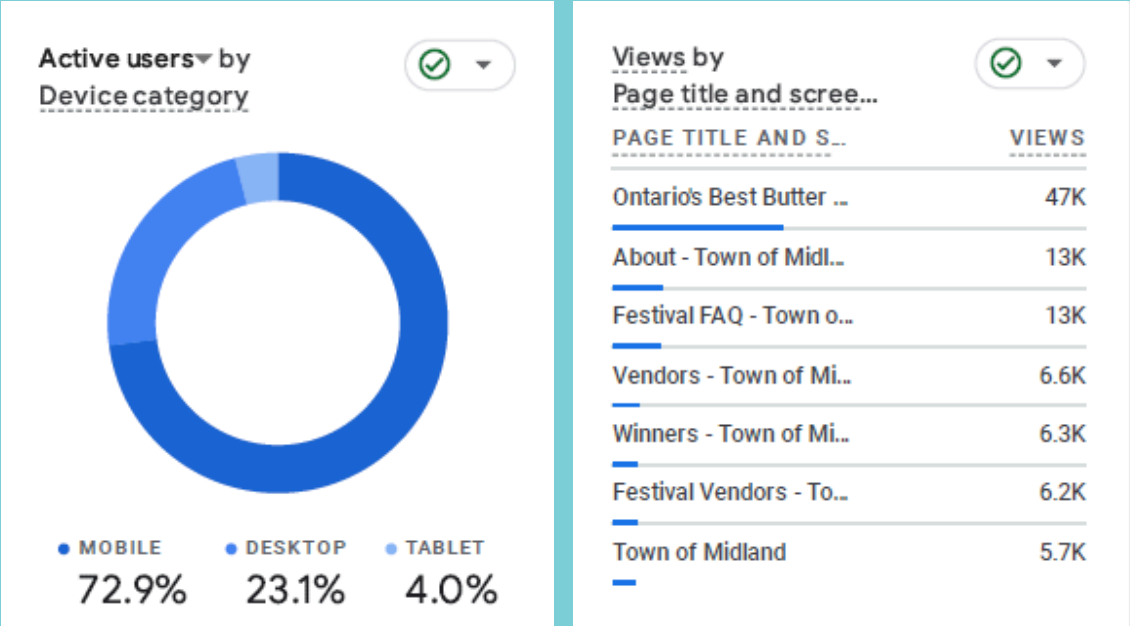
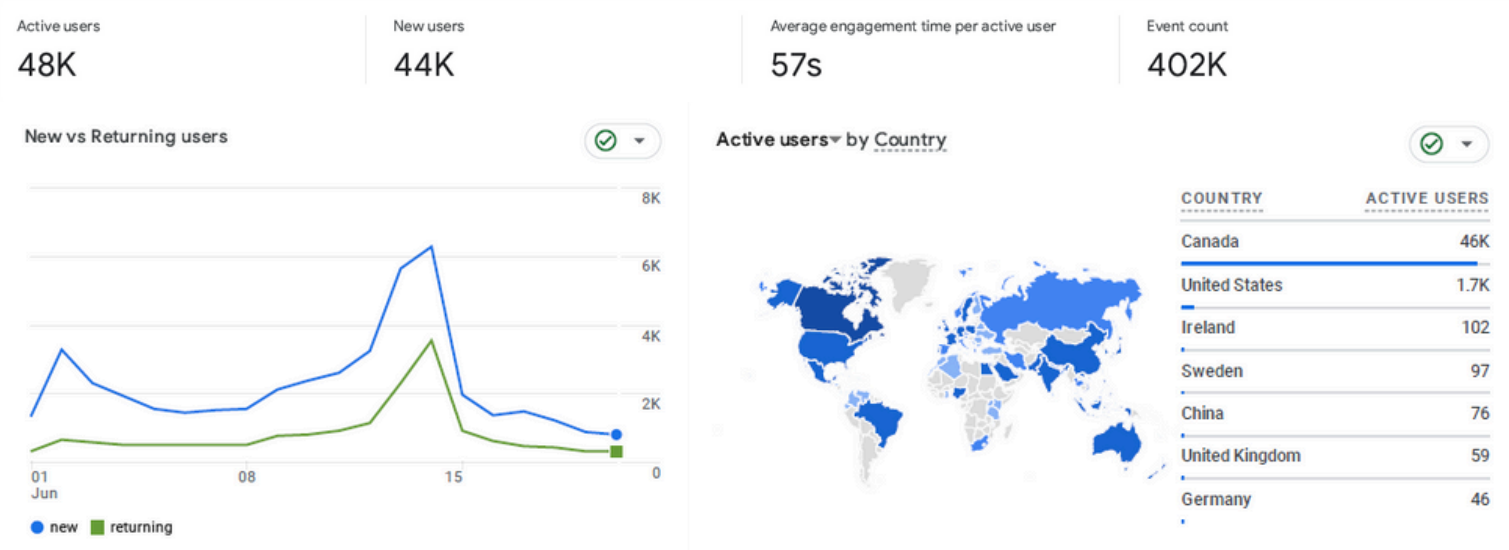


Introducing Katherine Palumbo,...

Sun Jun 8, 9:00am

17.1K 68
6 8

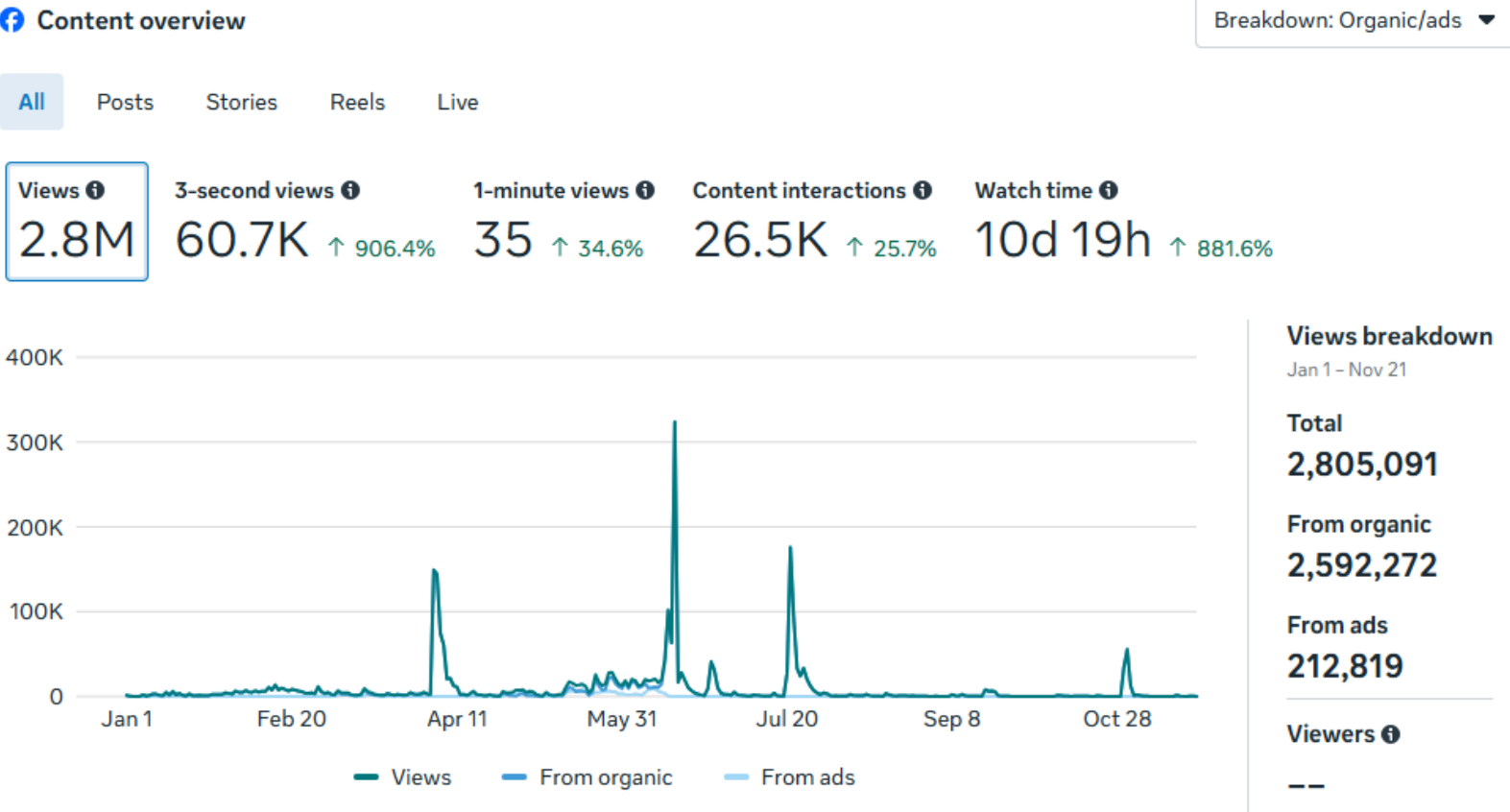
WEBSITE ANALYTICS



**THANK
YOU!**



WWW.BUTTERTARTFESTIVAL.CA



ONTARIO'S BEST BUTTER TART FESTIVAL

CHAPMAN'S

JUNE 14 2025

Ontario's Best Butter Tart Festival

Published by Alicia Tegrif · April 4 ·

Ice cream + butter tarts = a true Canadian dessert! The best of both worlds in one bite.

#SuperPremiumPlus #ChapmansIceCream #ButterTartIceCream #Canada — with Chapman's Ice Cream.

Edit Boost post

3.3K 585 752

Like Comment Share

Most relevant

Chapman's Ice Cream

33w Love Reply Hide 2

Kim Hollingshead Carey

I'd pay a tariff for this ice cream!!

33w Care Reply Hide 29

Ontario's Best Butter Ta...

14 Replies

Nancy Rollinson Gibson

Comment as Ontario's Best Butter Tart...



🌸🍦 Ice cream + butter tarts = a true...

Fri Apr 4, 5:03am

491.4K

6.1K

1.8K

765



Happy National Ice Cream Day! 🍰🍦 ...

Sun Jul 20, 9:00am

391.7K

2.3K

773

325



That's a wrap on the sweetest day of the...

Sun Jun 15, 2:19pm

327.0K

572

98

40



We're still blown away by this year's turnout...

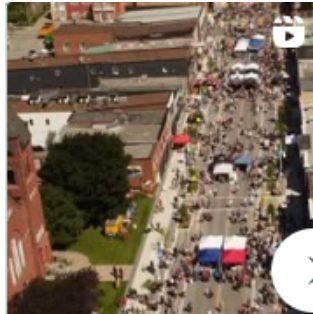
Thu Oct 30, 7:00am

106.7K

231

31

18



Relive the magic from above! Ontario'...

Thu Jun 26, 8:41am

101.7K

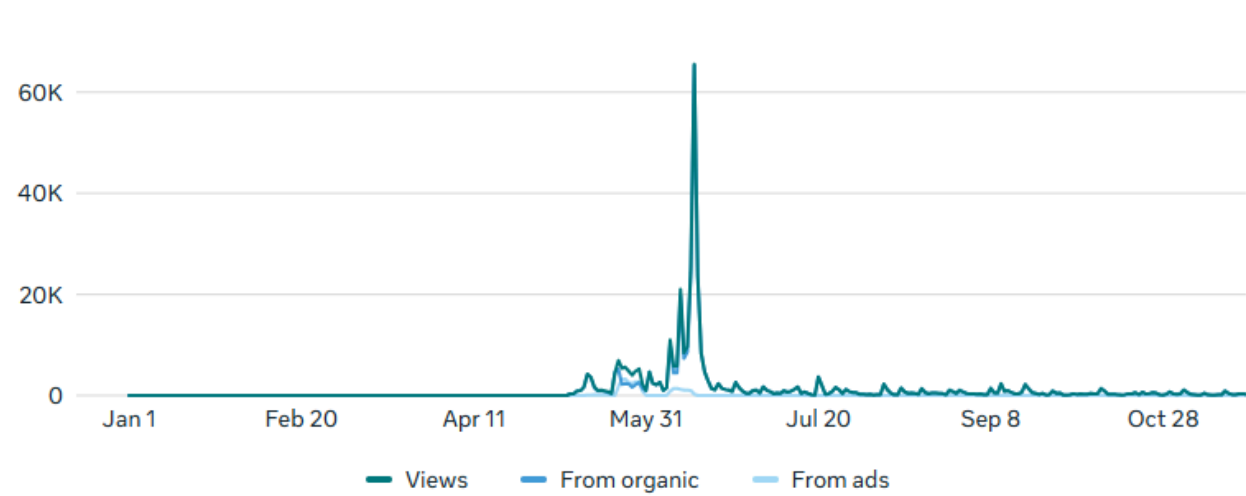
753

100

76

All Posts Stories

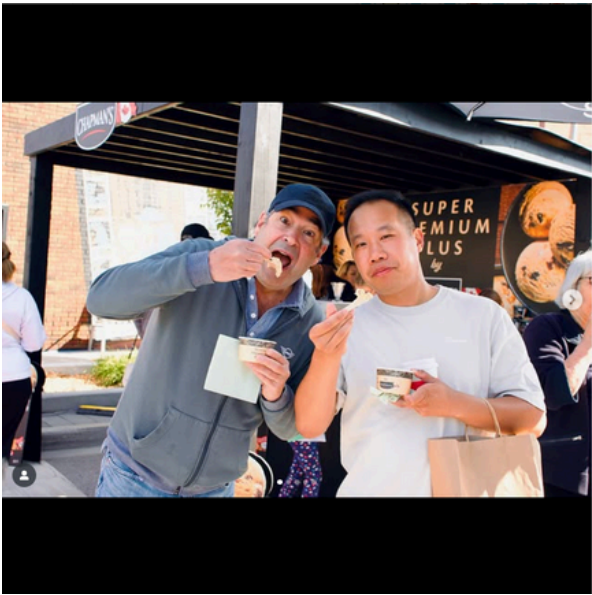
Views 364.9K Reach 116K ↑ 257.5% Content interactions 8.5K ↑ 100%



Views breakdown

Jan 1 – Nov 21

Total 364,882
From organic 336,665
From ads 28,217



buttertartfestival and chapmansicecream
Midland, Ontario

buttertartfestival The butter tart madness has started 🍮 spend your Saturday with us in Midland, ON! Don't forget to visit @chapmansicecream for a taste of their Super Premium Plus Butter Tart Ice Cream! 🍮

insta.noodls Let's go @dicks.world 🍕🍕🍕

View insights Boost post

Liked by chapmansicecream and 315 others

Add a comment...

Top content by views

Boost content See all content

butter tart festival

FESTIVAL IN CANADA

60,000 people are going!?! 🇨🇦 I'll be...

Thu Jun 12, 5:30am

79.7K 2.2K 71 2.4K

JUNE 14 2025

Ice cream + butter tarts = a true...

Fri Apr 4, 5:03am

21.1K 538 21 796

The butter tart madness has started...

Sat Jun 14, 6:52am

18.7K 316 3 15

JUDGE MARK MCKINNEY

We're thrilled to announce that Mark...

Fri May 23, 7:38am

17.8K 325 27 140

ONTARIO'S BEST BUTTER TART FESTIVAL

Butter tarts and ice cream – could there b...

Fri Mar 21, 10:01am

17.4K 405 25 503