



JUNE 14
2025



2025 POST-EVENT REPORT

ABOUT

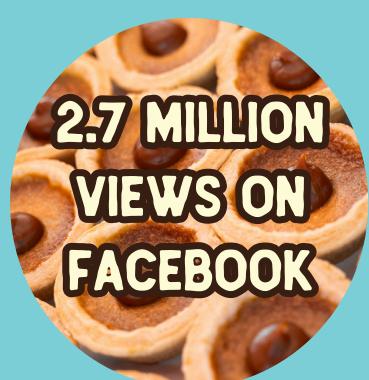
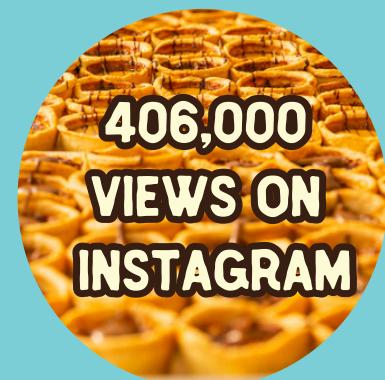
Ontario's Best Butter Tart Festival presented by Chapman's is Canada's original and largest butter tart festival. Each year on the second Saturday in June, an average of 60,000 visitors come to downtown Midland, Ontario for this delicious festival. In 2025, there were over 300,000 butter tarts for sale.

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



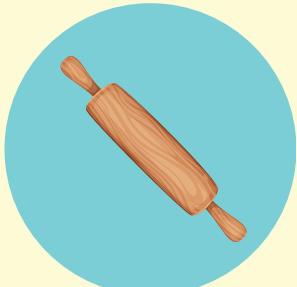
LOCATION

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



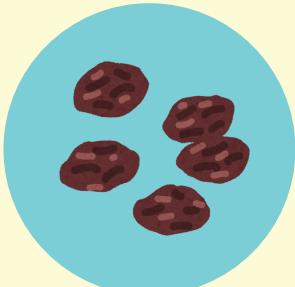
FIRST TIME

Yes: 48%
No: 52%



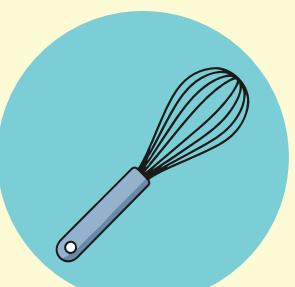
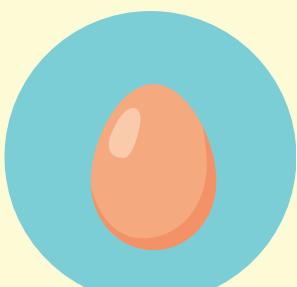
GROUP SIZE

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



Sponsored By



PRESSENTING SPONSOR



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.

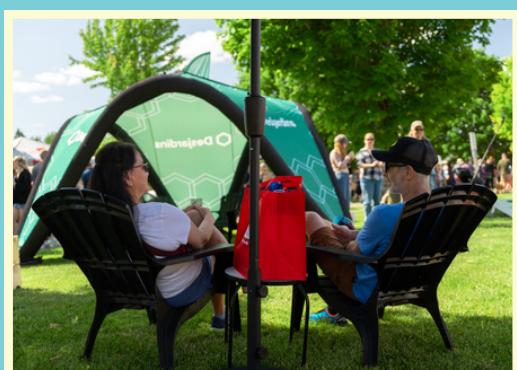
DESJARDINS ONTARIO CREDIT UNION

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



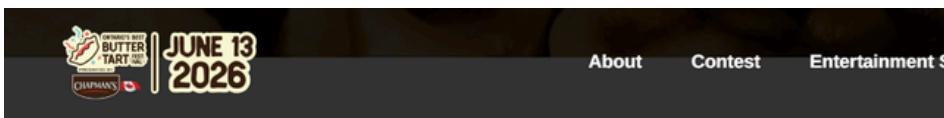
MARKETING

- 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



JUNE 13 2026

About Contest Entertainment

About Contest Information Tart Judges Vendor Information



COMMUNITY POSTERS

200 Printed



ONTARIO'S BEST BUTTER TART FESTIVAL
PRESENTED BY CHAPMAN'S

June 14, 2025

9am to 5pm Downtown Midland

THE ORIGINAL • BIGGEST • GREATEST • TASTIEST • MOST DELICIOUS

Over 300,000 Butter Tarts for Sale
Egg Farmers of Ontario Butter Tart Contest
Over 200 Unique Vendors + Food Trucks
Kids Zone
Entertainment Stage With Live Music
And So Much More!

Sponsored By CHAPMAN'S

For More Info Visit: buttertartfestival.ca

PRESENTING SPONSOR: CHAPMAN'S

CONTEST SPONSOR: get cracking

SHUTTLE SPONSOR: GREAT CANADIAN MEAT

EVENT SPONSOR: Midland

FESTIVAL PARTNERS: ACCESS STORAGE, Desjardins, magic 104.1, BOUNCE RADIO 104.1, Fresh 103.1, FARIS TEAM, KARLSON'S, THE Rock 95.1 FM, PURE COUNTRY 104.1, Scotiabank, Storage 4 All, GLUCKSTEIN, Montelista, CROWN

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)

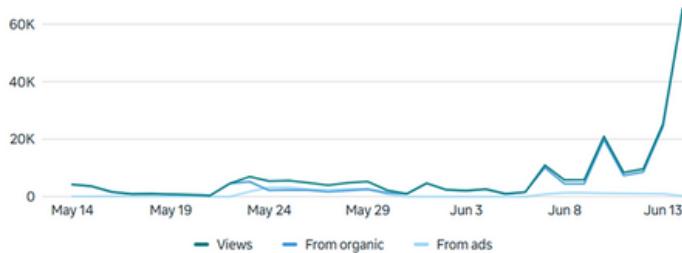
Instagram May 14, 2025 - Jun 14, 2025

All Posts Stories

Views 225.1K ↑ 674.9%

Reach 76.6K ↑ 467.1%

Content interactions 5.7K ↑ 349.6%



Views breakdown

May 14 - Jun 14

Total

225,096 ↑ 674.9%

From organic

196,884 ↑ 728.8%

From ads

28,212 ↑ 433.2%



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

Mon May 26, 7:00am

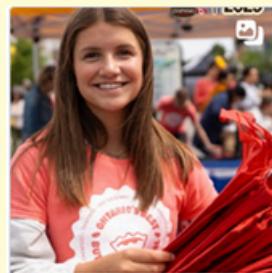
45.9K 172
32 29



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

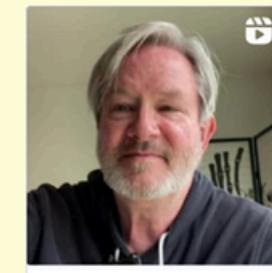
39.3K 52
5 14



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

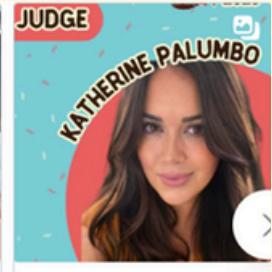
19.2K 325
27 140



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

Content overview

Breakdown: Organic/ads

All Posts Stories Reels Videos Live

Views 638.5K ↑ 529.5%

Reach 226K ↑ 335.7%

3-second views 7.6K ↑ 1.8K%

1-minute views 5 ↑ 100%

Content interactions 6.3K ↑ 339.9% 1d

200K

150K

100K

50K

0 May 14 May 19 May 24 May 29 Jun 3 Jun 8 Jun 13

Views From organic From ads

Views breakdown

May 14 - Jun 14

Total

638,481 ↑ 529.5%

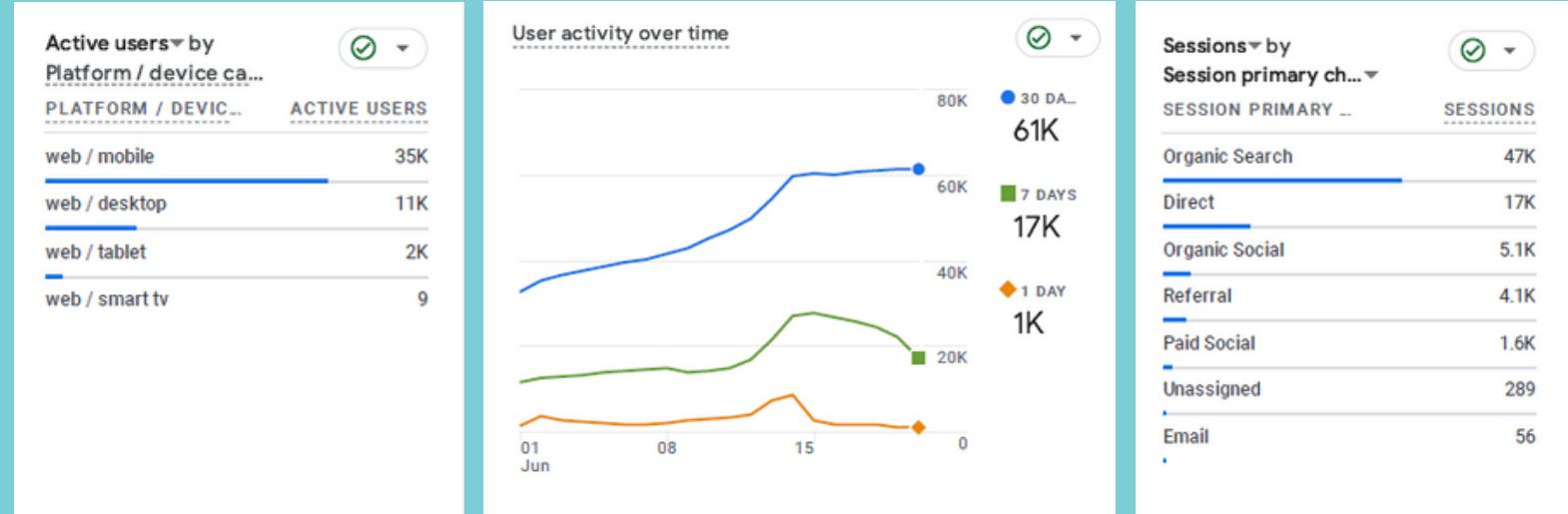
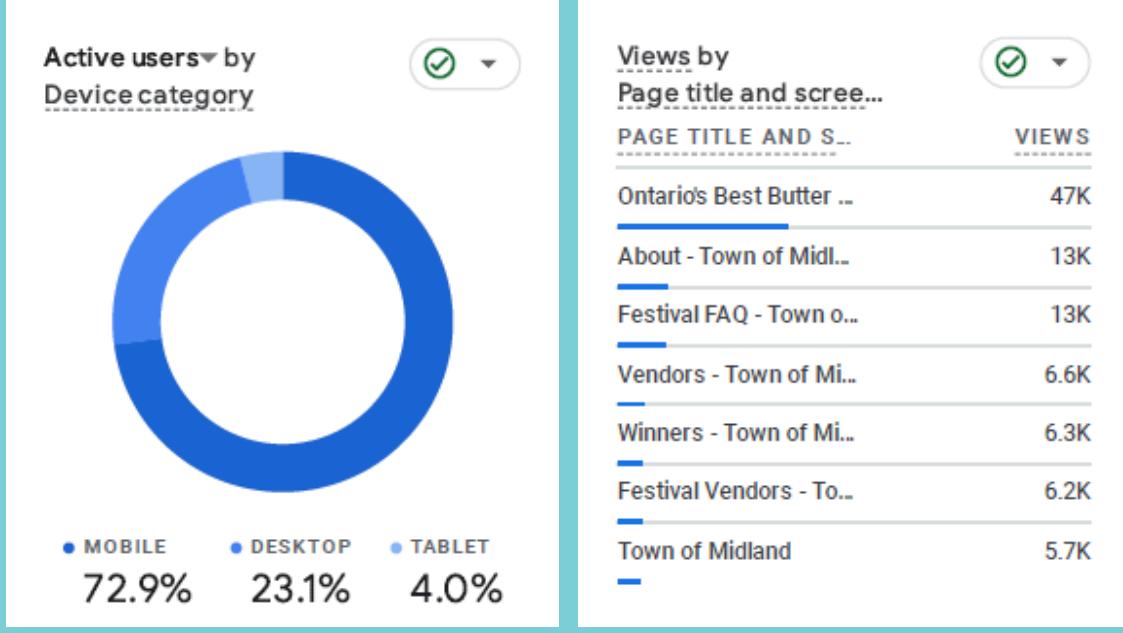
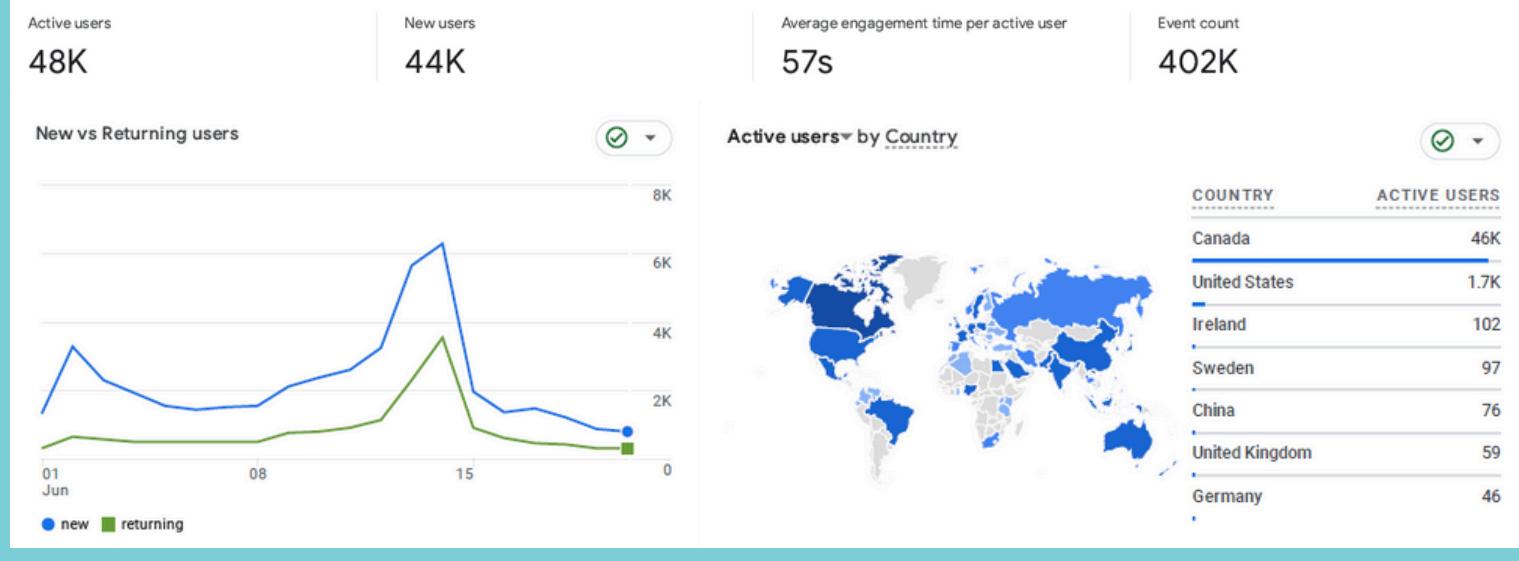
From organic

482,852 ↑ 747.9%

From ads

155,629 ↑ 249.9%

WEBSITE ANALYTICS



THANK
YOU!



WWW.BUTTERTARTFESTIVAL.CA

All Posts Stories Reels Live

Views ⓘ

2.8M

3-second views ⓘ

60.7K ↑ 906.4%

1-minute views ⓘ

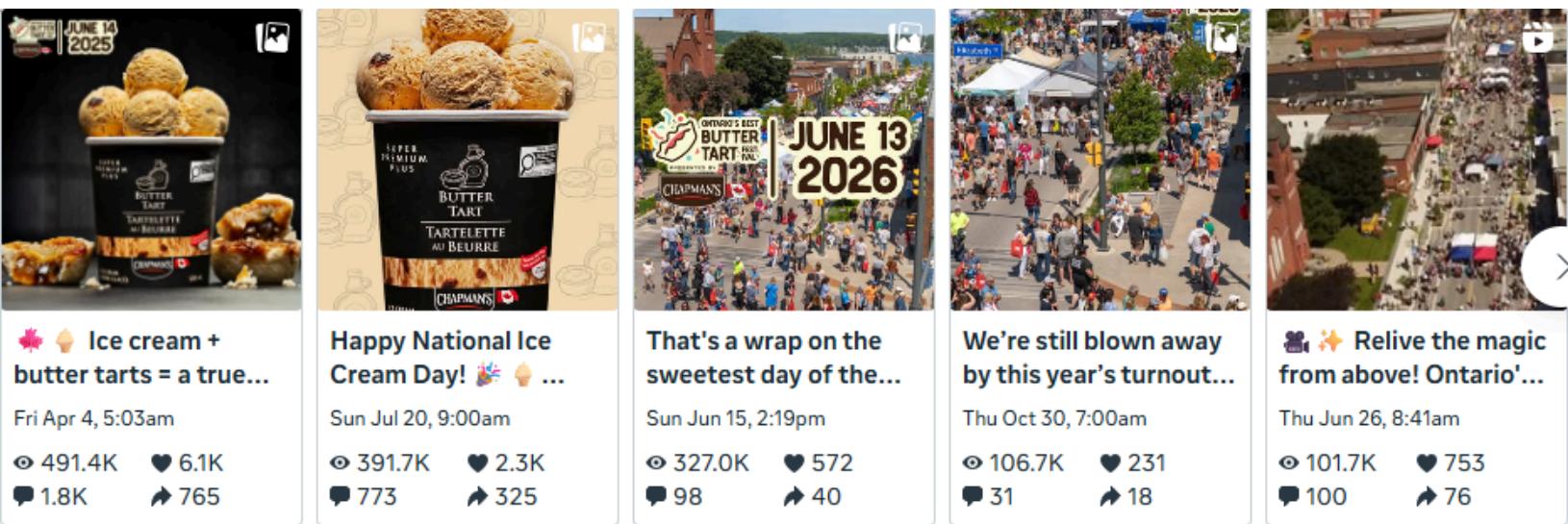
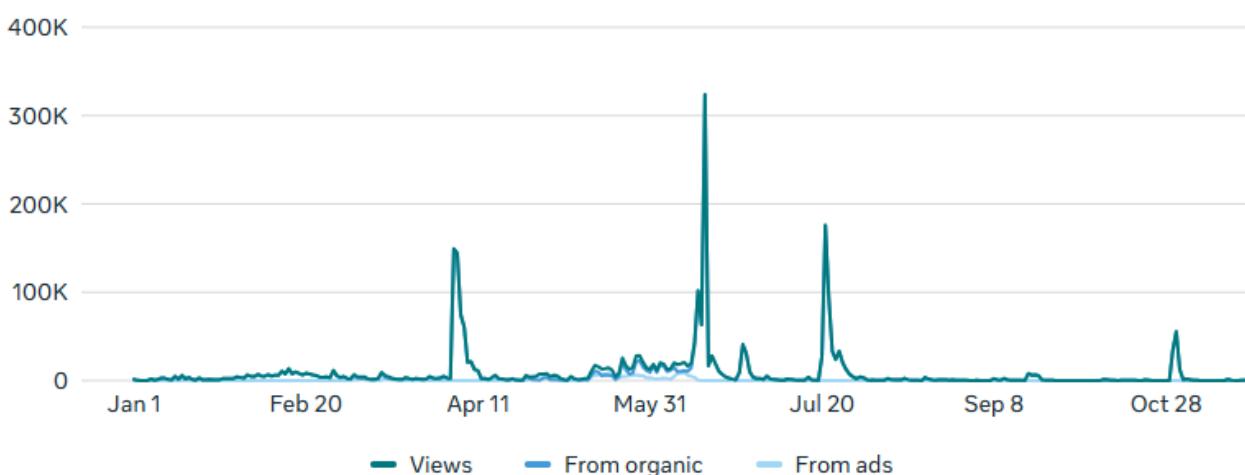
35 ↑ 34.6%

Content interactions ⓘ

26.5K ↑ 25.7%

Watch time ⓘ

10d 19h ↑ 881.6%



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 1

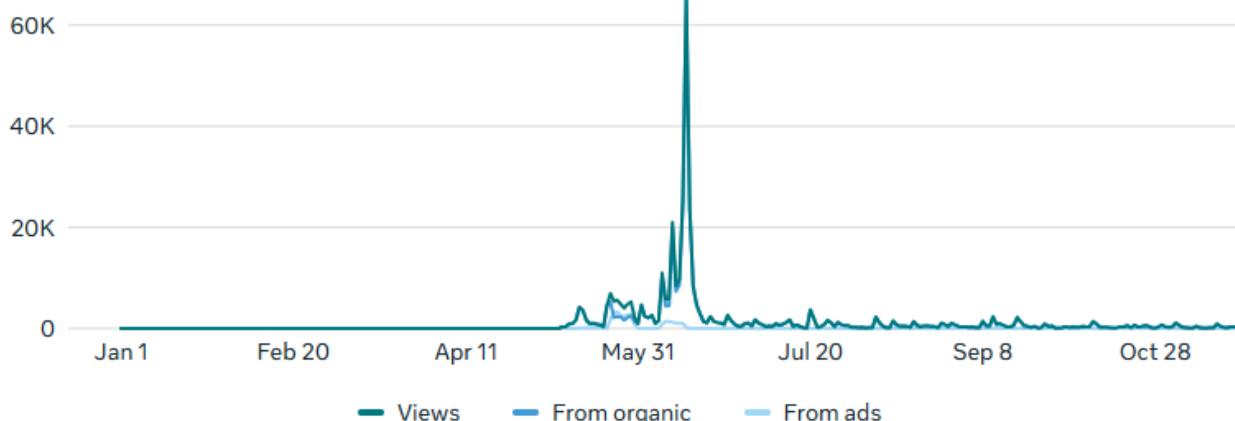
364.9K

Reach 1

116K ↑ 257.5%

Content interactions 1

8.5K ↑ 100%



Views breakdown

Jan 1 – Nov 21

Total

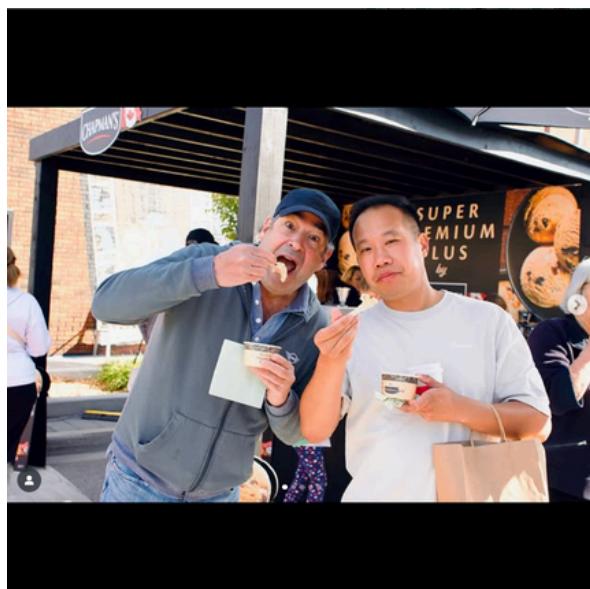
364,882

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! 🍦
23w

insta.noodls Let's go @dicks.world 🔥 🔥 🔥
23w 1 like Reply

View insights

Boost post



Liked by chapmansicecream and 315 others

June 14

Add a comment...

Post

Boost content

See all content

Top content by views



60,000 people are going!?! 🎉 ca I'll be...

Thu Jun 12, 5:30am

89.7K 2.2K

71 2.4K



Ice cream + butter tarts = a true...

Fri Apr 4, 5:03am

21.1K 538

21 796

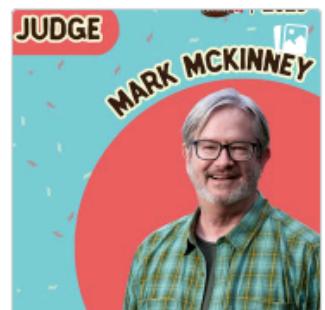


The butter tart madness has started...

Sat Jun 14, 6:52am

18.7K 316

3 15

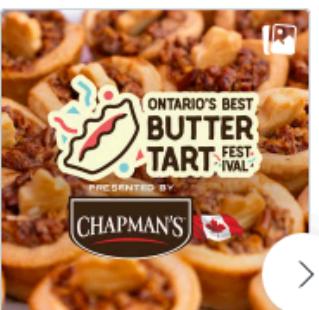


We're thrilled to announce that Mark...

Fri May 23, 7:38am

17.8K 325

27 140



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

Fri Mar 21, 10:01am

17.4K 405

25 503