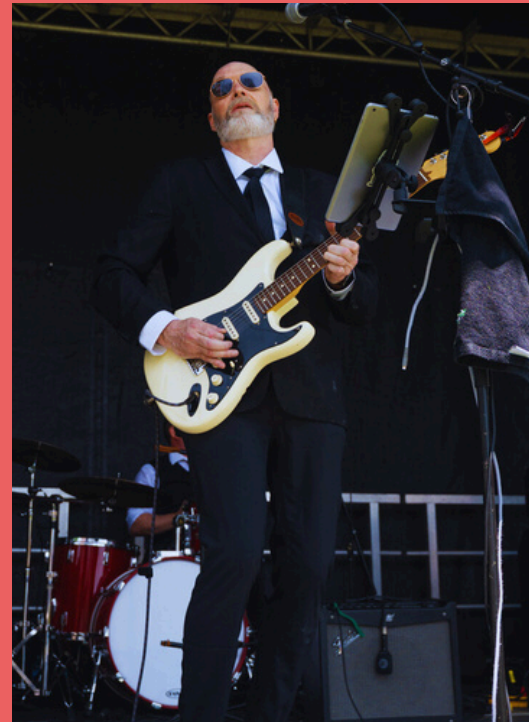


midland.ca



# Events Sponsorship Package





# 2026 Partnership Opportunities



# Festival Overview

**Ontario's Best Butter Tart Festival presented by Chapman's** 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 Festival in June 2013, the vendors sold out of all 10,000 butter tarts within the first 2 hours! The number of butter tarts available has increased each year since. In 2025, there were more than **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. The event includes unique local vendors, a stage with live entertainment, street buskers, a free shuttle, kids zone, food trucks, as well as the must-see butter tart contest.

## Festival Stats

- **60,000+** attendees
- **300,000+** butter tarts
- **200+** vendors, including butter tarts, food, and handmade items
- Named a **Top 100 Festival** from **Festivals & Events Ontario** annually since 2019
- Listed as one of **Canada's Top 12** Best Summer Food and Drink Festivals by **Forbes**
- Up to **140** butter tart contest entries
- Over **78%** of visitors surveyed in 2025 said they would return next year
- Butter Tart Stamp received from **Canada Post** in 2019



# 2025 Attendee Demographics



## LOCATION

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



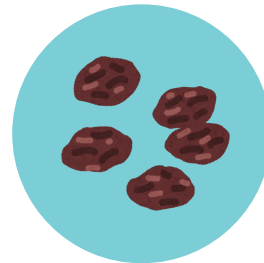
## FIRST TIME

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%



## EXPERIENCE RATING

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



## HEARD ABOUT EVENT

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



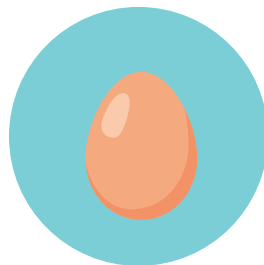
## GENDER

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



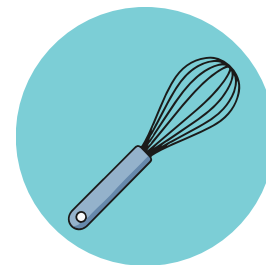
## SPENDING

\$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%



## PLANS TO RETURN

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

# 2026 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 **\* sold**
- Shuttle Sponsor \$7,500.00 **\* sold**
- Kids Zone Sponsor \$7,500.00 **\* sold**

## Partnership Options:

- Festival Partner \$5,000.00
- Festival Patron \$1,000.00 - \$3,000.00
- Experiential Marketing \$2,500.00

## 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 - **47,000+ average page views**
- Prime on-site booth space for activating
- On-site recognition, included in emcee announcements
- Social media promotion - **27,000+ followers**

 [buttertartfestival](#)  [bestbuttertartfestival](#)



**The Greatest  
The Tastiest  
The Original**

*The Sweetest Day of the Year!*

A stylized logo of a butter tart, featuring a yellow tart shell with a red swirl on top, outlined in black.

**June 13, 2026  
9:00am - 5:00pm**



# Contact us



705-526-4275 x 2277



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www.buttertartfestival.ca



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