

midland.ca



Events Sponsorship Package



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May 23, 2026
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!

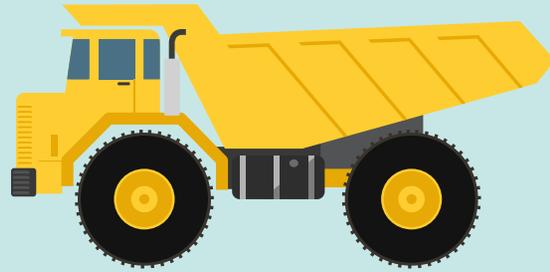
Free Community BBQ. Cash donations welcome to support a local not-for-profit organization.

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 hotdogs
/ 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





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."





SPONSORSHIP OPPORTUNITIES



Participants 144 golfers

Gold Sponsor \$10,000.00

- Recognized as Lunch Sponsor
- Recognized on Online Auction Platform
- 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 from the Mayor

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 from the Mayor

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

\$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

\$3000.00

Bronze Sponsor

- Recognized as Breakfast 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

\$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





Mayor's Charity Golf Tournament



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

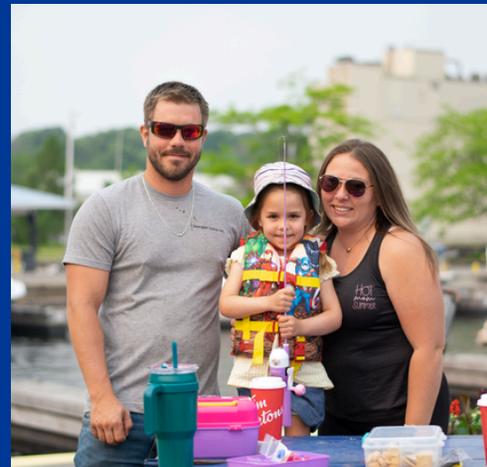


Each year the Town hosts a Fishing Derby at the Midland Harbour, a free event for children up to the age of 16.

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



Sponsor Opportunities



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



June 6, 2026

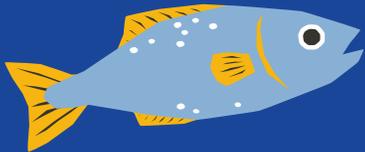
9:00am - 1:00pm

Sponsor Opportunities



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



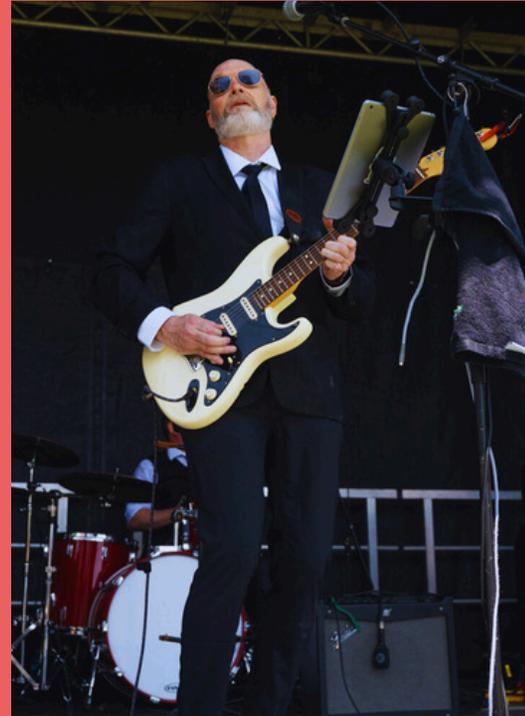
Prize Sponsor

\$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



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%



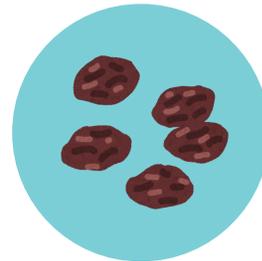
FIRST TIME

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%



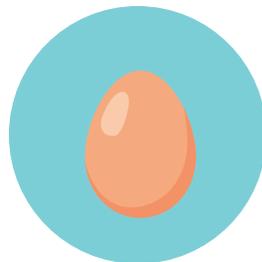
GENDER

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
- 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!



**June 13, 2026
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



July 1, 2026

midland.ca/canadaday

10:30am Civitan Parade
11:00am - 10:00pm Festivities
2026 Fireworks at dusk

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

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 Opportunites Available



Fireworks Sponsor opportunity will be available in 2026*

Happy Canada Day



Sponsor Opportunities

Fireworks Sponsor

- Logo on all main signage
- Linked logo on website promotion
- Logo on marketing materials including posters and flyers
- Dedicated social media promotion from Midland Tourism

\$5000.00

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

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

Sundays in July and August*

6:00pm - 8:00pm



Program Overview

Music in the Park for 2026

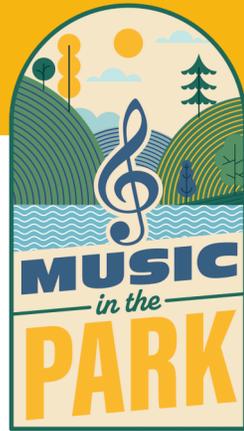
Sunday evenings in July and August, residents and visitors will enjoy free, live musical entertainment at the Rotary Stage in Little Lake Park.

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.



*Exact dates vary

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

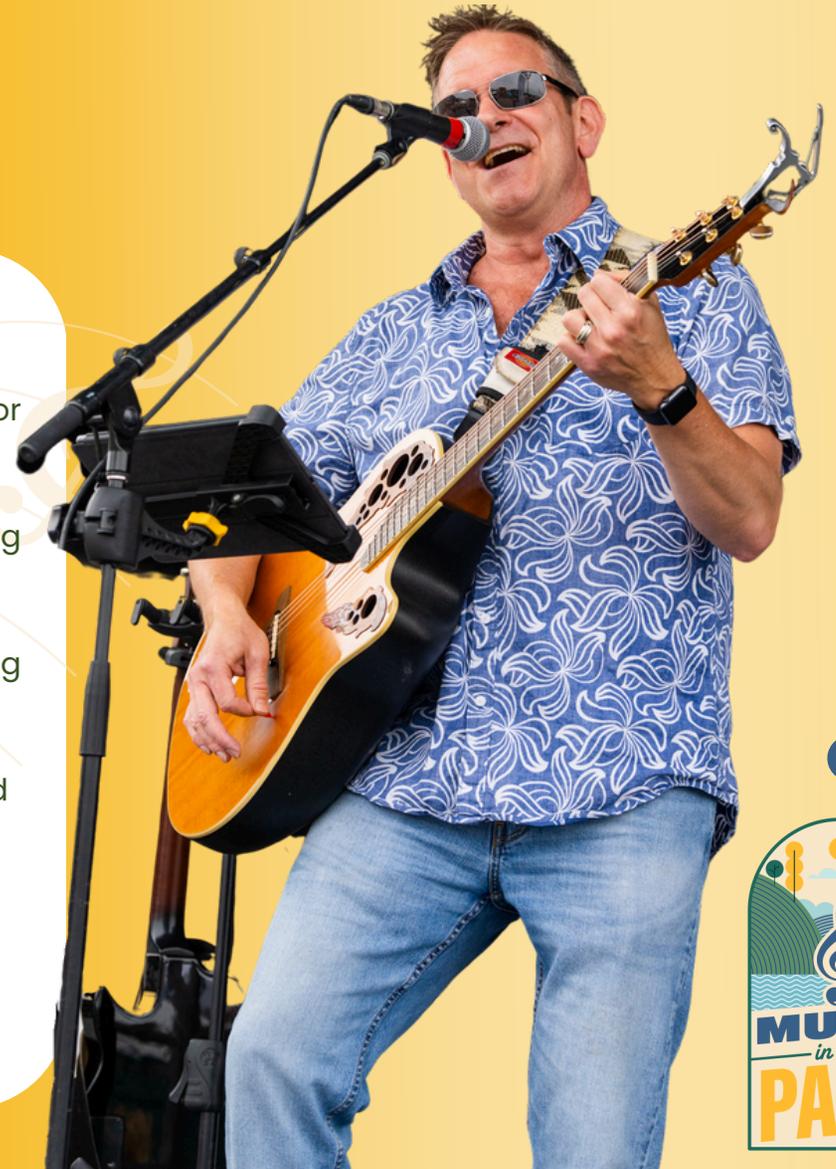
\$4,000.00



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



August 8 & 9, 2026

Saturday 10:00am - 11:00pm

Sunday 10:00am - 4:00pm

Georgian Bay Waterfront Festival

The Georgian Bay Waterfront Festival is a brand new event that combines a celebration of Midland's reputation as a mural community as well as our beautiful waterfront.

The event includes community art engagement activities, make and take activities hosted by community organizations, live music into the evening, tug boats, 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

**Georgian Bay
Waterfront
Festival**



Event Sponsor

- Promoted in ascending sponsorship order based on contribution levels
- Logo on event signage
- Linked website promotion
- Logo on marketing materials including posters and event hand-out
- Dedicated social media post from Midland Tourism

\$1000.00 - \$7,500.00

Stage Sponsor

- Logo on signage at the stage area
- Linked website promotion
- Logo on marketing materials including posters and event hand-out
- Dedicated social media post from Midland Tourism
- Mention by emcee on stage

\$5,000.00

Face Paint Sponsor

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

\$3,000.00

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

\$2,500.00

Tug Boat Sponsor or Tug Contest Sponsor

- Website promotion
- Logo on marketing materials including posters and event hand-out
- Social media promotion from Midland Tourism

\$1,000.00

Vendor Area 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

midland.ca/waterfrontfestival



**Georgian Bay
Waterfront
Festival**

Community Art Engagement Sponsor

- Logo on dedicated art station signage
- Logo on event signage
- Linked website promotion
- Logo on marketing materials including posters and event hand-out
- Dedicated social media post from Midland Tourism

\$5,000.00

Looking for other ways to contribute?

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.





August 16, 2026
11:00am - 5:00pm

The Cruisin' Classics Car Show rolls into town with a stunning lineup of vintage, classic, and custom vehicles that'll have engines revving and heads turning.

Stroll through rows of beautifully restored cars, chat with passionate owners, and soak up the nostalgic vibes of chrome, curves, and classic horsepower.

With a lively downtown atmosphere, great local shops and eateries, and fun for all ages, Cruisin' Classics is the perfect day out for car enthusiasts, families, and anyone who loves a bit of retro flair.

1st Prize Sponsor: \$250.00

Logo recognition on Town website, social media and event signage. Post-event logo recognition when announcing first place winner.

2nd Prize Sponsor: \$100.00

Logo recognition on Town website, social media and event signage. Post-event logo recognition when announcing first place winner.

2nd Prize Sponsor: \$50.00

Logo recognition on Town website, social media and event signage. Post-event logo recognition when announcing first place winner.

August 22, 2026

The Midland Fire Department
presents

911 Motorcycle Tour

Honouring Canada's fallen emergency first responders. The foundation's mission is placing Automated External Defibrillators (AEDs) in communities and providing educational support to the children of fallen heroes.

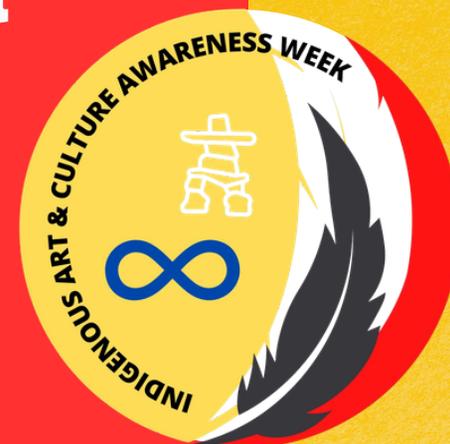
Lunch Sponsor **\$100.00 - \$500.00**

- Logo on signage at seating area
- Website promotion on midland.ca/ride
- Logo on local marketing materials
- Logo on local sponsor thank-you signage
- Social media promotion on Midland Tourism





Indigenous Art and Culture Awareness Week



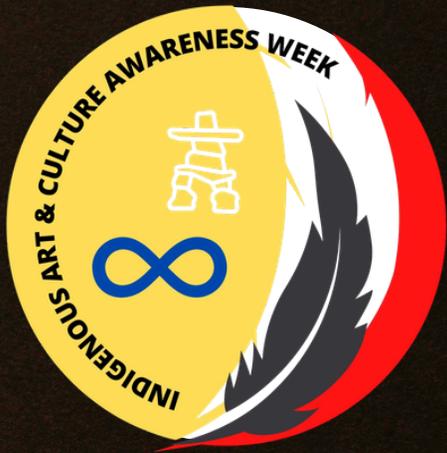
Indigenous Art and Culture Awareness Week is an initiative featuring various organizations within North Simcoe who wish to highlight the work of Indigenous creatives through various mediums, such as dance, food, literature, music, visual arts, and crafts.

Since its inception, the goal of Indigenous Art and Culture Awareness Week has been to promote and preserve Indigenous traditions, stories, and practices.

This community-driven project creates authentic experiences, most of which are free, for residents and visitors to gain a deeper understanding and appreciation of Indigenous art and culture in North Simcoe.

September 21- 27, 2026

Sponsorship Opportunities



Breakfast Sponsor

- Signage at Breakfast
- Logo on Poster
- Logo on Passport
- Logo on Website
- Social Media Post

\$1000.00



Boat Shuttle Sponsor

- Signage at Dock
- Logo on Poster
- Logo on Passport
- Logo on Website
- Social Media Post

\$1,000.00



Program Sponsor

- Signage at Event
- Logo on Poster
- Logo on Passport
- Logo on Website
- Social Media Post

\$500.00 - \$1,000.00





Contact us

 705-526-4275 x 2277

 aforget@midland.ca

 www.midland.ca

 midlandtourism

 midlandtourism

