

CreativeHub 1352
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MISSISSAUGA

Festival of Trees

Sponsorship Package — 2021 —

December 9th - 19th, 2021

Small Arms Inspection Building

1352 Lakeshore Rd East, Mississauga, ON

CreativeHub 1352 would like to thank the following agencies and businesses for their support.



Who is CreativeHub 1352?

Charitable Status #: 848778866RR0001

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We are a non-profit, volunteer-based organization, who create, collaborate and connect with visitors by developing arts, heritage and environmental events and programs at the Small Arms Inspection Building ("SAIB"), Mississauga, and the Greater Toronto Area.

About the Event

The Mississauga Festival of Trees is a new multi day event celebrating the joy of the winter season, with wonderful displays of seasonal lights, artist-created tree and wood pile installations, artisan and food markets, performances and entertainment, taking place at the historic Small Arms Inspection Building in Mississauga. Our goal is to support local charities and bring joy and happiness to people during this challenging time.



Event Highlights

Tree Installations

- 10 contemporary tree installations celebrating the winter season and the unique cultural diversity of Mississauga

Wood Piling Art Displays

- 4 stunning mosaics made of arranged and stacked firewood and logs outdoors surrounding the SAIB, created by woodworkers/community groups

Lighting Installations

- A display of lights to showcase the Small Arms Inspection Building and site during the festival.

Music & Entertainment

- An array of music and entertainment during the 10 days of celebrations.

Artisan Market (Dec 9th - 12th)

- Showcasing upwards of 44 talented artisans from across Ontario
- The perfect go-to spot for special one-of-a-kind gifts.

Culinary Market (Dec 17/18)

- Featuring an array of exceptional artisanal food vendors
- An immersive and entertaining one-stop-shop for people looking for that special food entertainment item or gift for the holiday season.
- Amuse-Bouche Tasting Event (Dec 17th)

Community Workshops & Events

- Ally Love Pajamas: Family PJ Party
- Decorative Ornament and Display Workshops
- And more!

Our Audience

Our audience is multi-generational and culturally diverse, seeking unique entertainment and community connected experiences. We draw from Mississauga, West Toronto and the Greater Toronto Area.



4,000
Social Media Followers



1,700
Newsletter Subscribers



14,000
Yearly Website Visitors



Women: 58%
Men: 42%



35-44: 25%
25-34: 24%
45-54: 22%
55-69: 16%



Mississauga (41%)
Toronto (27%)

Festival Engagement



8,000 - 10,000
Expected Event Visitors



In 2021 nearly 30,000 people have experienced CreativeHub 1352 events and activities

Lighting Displays - \$5000

The iconic Small Arms Inspection Building and site will be transformed into a **nighttime playground of projections, imagery and light from December 9-19th.**

- Company logo and recognition signage prominently displayed around the site
- Logo and ½ page advertisement in our digital program shared with 5,000 visitors
- Social media exposure on all platforms reaching over 4,000 people
- Special Invitation to the Opening Reception and private viewing of the Mississauga Festival of Trees installations and Artisan Market on the evening of December 9th.
- 4 passes to all the events and celebrations over 10 days (artisan and culinary markets, indoor and outdoor displays, family activities and more)
- Sponsor photo opportunities and publicity during the festival

Sponsorship Opportunities



More opportunities are available upon request, we will be happy to work with you to meet your interests.

Tree or Wood Piling Art Installations - \$2500

Sponsor one of 14 contemporary tree or wood piling art installations celebrating the winter season and the unique cultural diversity of Mississauga. Trees and wood pilings will be a major attraction on display indoors and outdoors during the entire festival. Selected artists and post-secondary art students will follow a curated brief to design and construct one-of-a-kind pieces on display during the festival.

- Company logo and recognition signage prominently displayed next to the exhibit
- Logo and ¼ page advertisement in our digital program shared with 5,000 visitors
- Social media exposure on all platforms reaching over 4,000 people
- Special Invitation to the Opening Reception and private viewing of the Mississauga Festival of Trees installations and Artisan Market on the evening of December 9th
- 2 passes to all the events and celebrations over 10 days (artisan and culinary markets, indoor and outdoor displays, family activities and more)
- Sponsor photo opportunities and publicity during the festival



Ally Loves Pajamas PJ Family Party - \$1500

Join author Christina Somers on December 19th as she launches her new storybook Ally Loves Pajamas. Children and families are invited to Ally's world and her love of pajamas. Ally's family PJ party features entertainment, live storytelling, dress-up and book themed activities. Event organizers are working with a number of local charities to support children and family participation for this event.

- Company logo and recognition signage prominently displayed during the event
- Logo and ¼ page advertisement in our digital program shared with 5,000 visitors
- Social media exposure on all platforms reaching over 4,000 people
- Special Invitation to the Opening Reception and private viewing of the Mississauga Festival of Trees installations and Artisan Market on the evening of December 9th
- 2 passes to all the events and celebrations over 10 days (artisan and culinary markets, indoor and outdoor displays, family activities and more)
- Sponsor photo opportunities and publicity during the event

More Opportunities

During the festival, sponsors can get involved in other ways, such as the Artisan and Culinary Food Markets, community events and workshops, the Lakeview Mitten Tree Drive, and special activities for Older Adults. Proceeds for the festival support local charities and the many CreativeHub 1352 public programs throughout the year.

We are happy to work with you to meet your interests. To be a part of the celebrations, reach us at: info@creativehub1352.ca.
Attention: Chongyang Jia



info@creativehub1352.ca



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