

CreativeHub 1352
connect | collaborate | create



MISSISSAUGA



Festival of Trees

Sponsorship Package
— 2024 —



December 2nd to 16th, 2024
Small Arms Inspection Building
1352 Lakeshore Road East, Mississauga, ON



The fourth annual Mississauga Festival of Trees is a celebration of local art, artists, makers, performers, and entertainers, featuring innovative art installations, light displays, music, vendor markets, and workshops — all centered around the magic of the holiday season.

The Mississauga Festival of Trees provides Ontarians meaningful exposure to arts, culture, and heritage. The festival will feature over 80 Canadian small businesses and makers, 13 Canadian installation artists, 10 Canadian musicians, and over 20 Canadian cultural producers.

"Experience a magical festival at Mississauga's annual Festival of Trees." - **blogTO**

"An enchanting time awaits visitors at the Annual Festival of Trees event." - **MISSISSAUGA**

"The Best Holiday Events 2021" - 

7,000

EXPECTED
FESTIVAL OF TREES
ATTENDEES

80+

LOCAL SMALL
BUSINESSES AND
PRODUCERS

13+

CANADIAN
INSTALLATION
ARTISTS

600+

COMMUNITY
VOLUNTEERS

Our past and present partners:

Canada

Ontario

McKenna LOGISTICS CENTRES

MISSISSAUGA

Sheridan

mississauga
tourism

FRAM + Slokker

LAKEVIEW
VILLAGE

Morguard

PORT CREDIT™
COMMUNITY FOUNDATION
Giving back

Our Impact

Supporting the Mississauga Festival of Trees provides a platform to engage with numerous artists, exhibits, educators, students, and attendees in a meaningful way.

Our Attendees

This year we project an estimated number of 7,000+ viewers to Festival. This year's events will be supported by CreativeHub's virtual community of 14,823 followers across social media, e-newsletter platforms, and a bustling website with more than 47,000 annual users based in Mississauga, Toronto, the GTA, and beyond.



8,223+ Social Media Followers



6,600+ Newsletter Subscribers



Mississauga (41%)
Toronto (27%)



1,114,463 Annual Social Media Impressions
67,319 Annual Social Media Engagement



47,000 Yearly Website Visitors



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

In 2023, nearly 52,000 people experienced CreativeHub 1352 events and activities!



How we market our events

The Festival will be widely promoted widely in the weeks and months leading up to the beginning and end of the Festival. Extensive radio, print & social media campaigns offer excellent brand exposure and awareness for festival sponsors.

Past event media partnerships have been organized with DailyHive, Yelp, 105.9 The Region, SAUGA 960 AM, LookLocal, Curbex, and more.



About the Festival

Since 2016, CreativeHub 1352 has emerged as a powerful force in developing the Small Arms Inspection Building as a dynamic cultural hub.

What is CreativeHub 1352?

CreativeHub 1352, previously Small Arms Society, is a non-profit, charitable, community-driven organization which exists for the advancement of Mississauga's community cultural development through the arts, heritage, and environmental sciences (Charitable Status #848778866RR0001).

Working with community partners, CreativeHub 1352 fosters year-round creative multidisciplinary programming for the benefit of the Mississauga community. Through collaboration with the City of Mississauga, we are a key stakeholder in the reuse and programming of the Small Arms Inspection Building, a designated Ontario heritage building, as a creative hub.

The 2024 Mississauga Festival of Trees

The Mississauga Festival of Trees, December 2-16, 2024, is an multi-day event showcasing local art, artists, makers, performers, and entertainers, gathering the community to experience contemporary tree art installations, artistic light displays, musical performances, artisan markets, and public arts/heritage workshops. Held in the designated Ontario Heritage site, the Small Arms Inspection Building, the Festival unites artists, artisans, and performers from diverse backgrounds, to provide Ontarians meaningful exposure to art and heritage, as well as learning, employment, and mentorship opportunities.

Central to the Festival is the commission and exhibition of art installations created by a diverse group of artists on their interpretation of trees. These pieces represent the meaning and understanding of trees in different cultural contexts; with aim to showcase the diversity of lived experiences/heritage in Ontario.

The Mississauga Festival of Trees is a celebration of arts, heritage, and community, to transform the Small Arms Inspection Building, a restored heritage treasure, into a winter wonderland of arts through a curated tree art installation program.

Your Investment	Presenting (\$10,000)	Heritage (\$5,500)	Pillar (\$3,500)	Pier (\$2,500)	Friend (\$1,000)
Title Sponsor - Festival Name	●				
Event Title Sponsor- Opening Night		●			
Event Title Sponsor - Workshops		●			
Art/Artist Installation Sponsor			●		
Opportunity to access attendees through a Festival Booth	●				
Collaborative post and tag with your logo on social media recognizing your support	●	●	●	●	
Social media mentions/tagging of your business as a sponsor when announcing Festival & posting event photo/video highlights	●	●	●	●	
Festival Digital Program Guide Ad	Full Page	3/4	1/2	1/4	
Acknowledgment in Festival Program Guide with logo	●	●	●	●	●
Corporate logo and link on Festival website	●	●	●	●	●
Recognition and logo in Email Newsletters	●	●	●	●	●
Special mention at VIP Reception thanking you for your support	●	●			
VIP Festival Passes	●	●	●	●	●

Customized options are available upon request.

Media Sponsorship

Customized, in-kind packages will be considered. For additional media sponsorship opportunities, please contact us.



Media Sponsor Opportunities:

- Opportunity to expose your media organization to a broad National, Provincial, and Local audience of 7,000 attendees.
- Signage and/or media presence at the event.
- Listing as Media Sponsor on Festival marketing collateral
- Featured in Festival digital program, shared with attendees and newsletter subscribers
- Logo and recognition on Festival website
- Social media exposure on all platforms
- VIP invitation to VIP Opening Reception
- Festival passes
- Sponsor photo opportunities and publicity during the festival
- Additional opportunities are available upon request

Role of the Media Sponsor:

- Promote the Festival in related digital/print media outlets
- Commitment of media coverage of the Festival before/during/after event
- Increase media exposure of the Festival in all media channels and outlets associated with your company to promote decision makers' attendance
- Share communications about the Festival on Instagram, Facebook, Twitter, and other social media platforms as applicable
- Conduct interviews with CreativeHub 1352's staff to promote the Festival



Sunshade Canopy, 2022
Alyssa Scott
Photos: Sanborg Productions

Contact Us

CreativeHub 1352

Charitable Status #848778866RR0001

info@creativehub1352.ca



 www.creativehub1352.ca  [@creativehub_1352](https://www.instagram.com/creativehub_1352)

  [@creativehub1352](https://www.facebook.com/creativehub1352)  info@creativehub1352.ca

