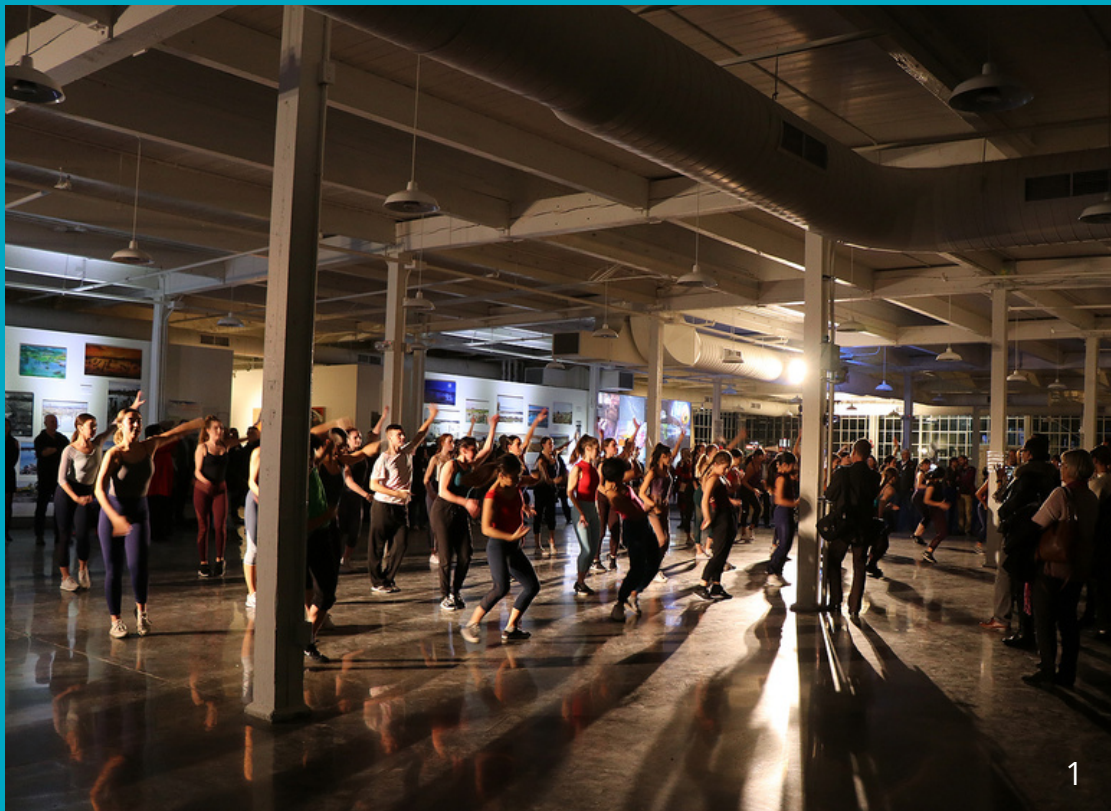


CreativeHub 1352
connect | collaborate | create

MARCH 21-23,
2024

INSITU MULTI- ARTS FESTIVAL

THE LOST EDITION



1

SPONSORSHIP PACKAGE



The fourth bi-annual, award winning InSitu Multi-Arts Festival returns to the Small Arms Inspection Building March 21-23, 2024, inviting the community to experience immersive art installations and performance.

InSitu 2024: The Lost Edition will promote Mississauga artists and performers, attracting audiences of 7,000+ from across Mississauga, Southern Ontario, and Canada in a celebration of visual and installation art, dance, music and Mississauga's creative communities.

Past winner:



7,000+

**EXPECTED
INSITU 2024 EVENT
ATTENDEES**

300+

**STUDENTS
MENTORSHIPS AND
EXHIBITION
OPPORTUNITIES**

50

**PROFESSIONAL
MISSISSAUGA-BASED
ARTISTS EMPLOYED**

100+

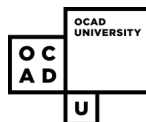
**COMMUNITY
VOLUNTEERS**



Our past and present partners:

Sheridan

 **HUMBER**

 **OCAD
UNIVERSITY**

 **METALWORKS INSTITUTE
MISSISSAUGA**


ONTARIO ARTS COUNCIL
CONSEIL DES ARTS DE L'ONTARIO

 **McKenna** LOGISTICS
CENTRES

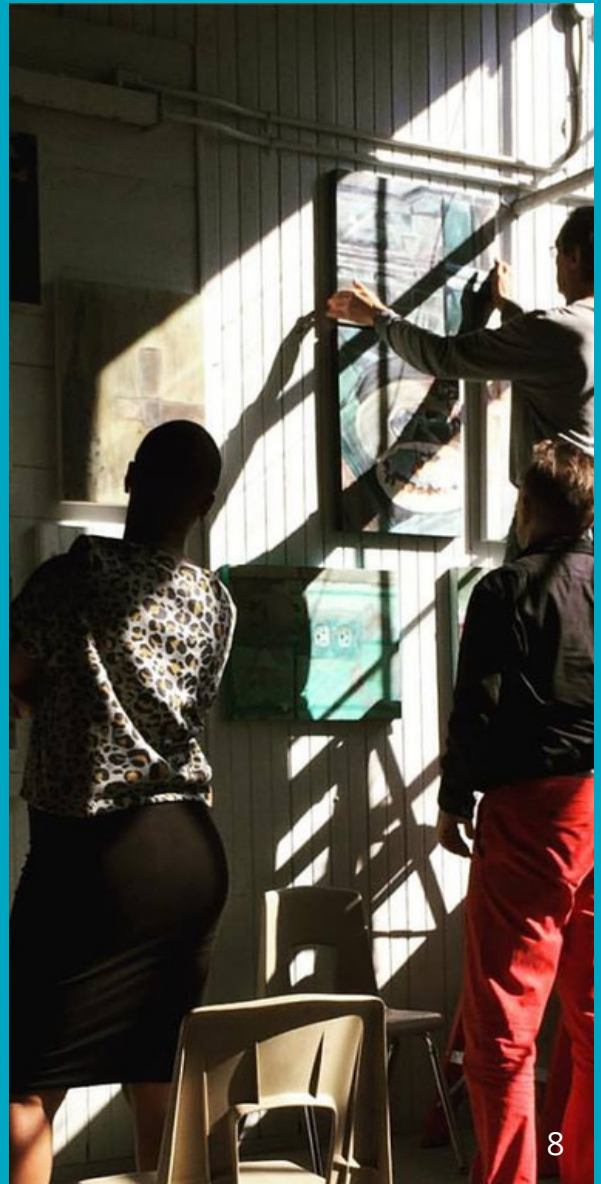

**QUEENSCORP
GROUP**


MISSISSAUGA


**LAKEVIEW
VILLAGE**


EDENSHAW


**PORT CREDIT™
COMMUNITY FOUNDATION**
Giving back



About InSitu 2024

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.

InSitu 2024: The Lost Edition

InSitu 2024: The Lost Edition will build on the award-winning digital version of InSitu2021: The Lost Museum, thelostmuseum.ca. Recipient of the Web Excellence Award, and the Ontario Art Educator of the Year awards, The Lost Museum digital version imagined a mysterious place where all things lost, forgotten, discarded or abandoned found their way. InSitu 2024: The Lost Edition will build on the lore, structure, and model of The Lost Museum to create an in-person experience for audiences as they explore the Lost Collections throughout the South and unfinished North sections of the heritage Small Arms Inspection Building.

On their travels, audiences will meet the Lost Curators – outreach artists who have worked with community artists to create curious collections of Lost Letters, Lost Books, and Lost Places. Musicians and dancers will greet the audience, popping up to animate the collections; welcoming, interacting and sharing the story of this mysterious space and its sudden appearance in Mississauga.

Since 2016, InSitu has embraced the potency of creativity in defining "place"; an opportunity to reconsider, redefine and reclaim the Small Arms Inspection Building.

Our Impact

Supporting InSitu 2024 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

InSitu 2024 will be widely promoted widely in the weeks and months leading up to and including the festival weekend. 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.

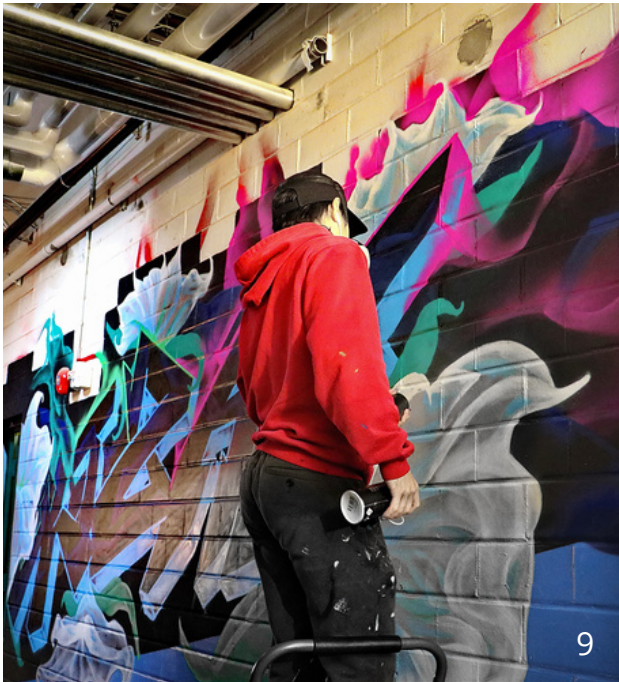


Your Investment	Presenting (\$10,000)	Heritage (\$5,500)	Pillar (\$3,500)	Pier (\$2,500)	Friend (\$1,000)
Title Sponsor - Festival Name	●				
Event Title Sponsor- Opening Night		●			
Event Title Sponsor - Workshops		●			
Art/Artist Installation Sponsor			●		
Opportunity to distribute print promotional material at event	●				
Social media mentions/tagging of your business as a sponsor when announcing Festival & posting event photo/video highlights	●	●	●		
Collaborative post and tag with your logo on social media recognizing your support	●	●	●	●	
Full page ad in Festival Program Guide	●	●	●		
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	●	●	●		

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

Contact Us

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Fund Development Specialist
CreativeHub 1352

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

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



Photo Credits

- 1 - InSitu 2018 (Photo: Sanborg Productions)
- 2 - InSitu 2021 (Photo: Noelle Hamlyn)
- 3 - InSitu 2021 (Photo: Noelle Hamlyn)
- 4 - InSitu 2018 (Photo: Voitek Pendrak)
- 5 - InSitu 2021 (Photo: Noelle Hamlyn)
- 6 - InSitu 2021 (Photo: Sanborg Productions)
- 7 - InSitu 2018 (Photo: Voitek Pendrak)
- 8 - InSitu 2016, Cawthra Park
- 9 - InSitu 2018 (Photo: Sanborg Productions)
- 10 - InSitu 2018 (Photo: Sanborg Productions)
- 11 - InSitu 2018 (Photo: Sanborg Productions)
- 12 - InSitu 2018 (Photo: Voitek Pendrak)
- 13 - InSitu 2018 (Photo: Nettie Seip)
- 14 - InSitu 2018 (Photo: Voitek Pendrak)

