

MISSISSAUGA
*Festival
of Trees*

Sponsorship Package

2025

December 5-14, 2025

PRESENTED BY

Creative
Hub
1352



6,000

EXPECTED
FESTIVAL OF TREES
ATTENDEES



98+

LOCAL SMALL
BUSINESSES AND
PRODUCERS

470+

COMMUNITY
VOLUNTEERS

10+


ONTARIAN
INSTALLATION
ARTISTS

50+

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" - *

Some of our past and present partners:

Canada

Ontario

Mckenna LOGISTICS CENTRES

MISSISSAUGA

Sheridan

MISSISSAUGA
VISIT

FRAM + Slokker

LAKEVIEW
VILLAGE

EDENSHAW

PORT CREDIT
COMMUNITY FOUNDATION
Giving back



The fifth-annual Mississauga Festival of Trees transforms the historic Small Arms Inspection Building into a ten-day celebration of art, heritage, and community. Drawing 6,000+ attendees and showcasing over 150 cultural producers and artists, the Festival generates nearly \$700,000 in local economic activity while delivering cultural experiences that inspire and connect communities.

From **December 5-14, 2025**, visitors will enjoy immersive tree installations, light displays, live music, artisan markets, and cultural workshops. The Festival unites diverse artists, makers, and performers, creating opportunities for learning, mentorship, and employment, while showcasing Ontario's arts and heritage.

At its core are commissioned tree-inspired works that celebrate cultural traditions and lived experiences. Festival entry is pay-what-you-can, with workshops and activities offered on a low-cost basis — ensuring accessibility while supporting artists. For sponsors, this is a unique platform to align with creativity, diversity, and community pride.

Tree Installations & Light Displays - Ongoing, December 5-14

Workshops & Performances - Ongoing, December 5-14

Vendor Markets - December 5-7 & December 12-14

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.

Your brand will connect with high-value, engaged audiences, gain regional visibility, and be celebrated as a partner driving economic growth, cultural vitality, and community pride.



8,317+ Social Media Followers



10,728+ Newsletter Subscribers



Mississauga (60.36%)
Tourists (39.64%)

Regional draw from Toronto, Etobicoke, etc.



2,162,130 Annual Social Media Impressions
45,227 Annual Social Media Engagement



44,000 Yearly Website Visitors



18-24: 3.0
25-34: 23.0
35-44: 32.7
45-54: 22.0
55-64: 13.3

In 2024, nearly 64,000 people experienced CreativeHub 1352 events and activities!



Economic Value

\$107.83 average spend per attendee

\$192,681 in total vendor sales (avg. \$2,267 per vendor)

55.8% of attendees supported local restaurants, shops, and hotels

Tourism & Reach

25% of attendees traveled from outside Mississauga

Regional draw includes Toronto, Etobicoke, and beyond

Cultural & Community Value

70% engaged with new cultural experiences (music, installations, workshops)

68% reported the Festival strengthened community pride

About CreativeHub 1352

Who Are We?

CreativeHub 1352 is a charitable non-profit that powers arts, culture, and community in Mississauga. As the lead tenant and key partner of the historic Small Arms Inspection Building, we deliver year-round programming in the arts, heritage, and environmental stewardship that engages tens of thousands of residents and visitors annually.

Our roots trace back to the successful 2008 community effort to save the SAIB from demolition. Since 2018, we've worked with the City of Mississauga to transform this landmark into a thriving cultural hub — growing attendance, expanding programming days each year, and creating opportunities for artists, makers, and community members to connect.

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

How we market our events

Each year, the Festival is promoted through a strategic, multi-channel campaign designed to deliver maximum visibility for sponsors. Campaigns span radio, print, digital, and social media, engaging local and regional audiences in the months leading up to and throughout the event.

Past media partnerships include DailyHive, Yelp, 105.9 The Region, Sauga 960 AM, LookLocal, and Curbex, generating over 2.1 million annual impressions and 45,000 engagements across CreativeHub's platforms. Sponsors benefit from brand alignment with trusted outlets, expanded regional exposure, and targeted connections with 44,000+ annual website visitors and 19,000+ digital subscribers/followers.



Your Investment	Presenting (\$10,000)	Heritage (\$5,500)	Community (\$3,000)	Friend (\$1,000)
Festival Naming Rights	●			
Opening Night or Workshops Title Sponsor		●		
Installation Title Sponsor		●	●	
Exclusive Festival Booth Access	●			
Digital Recognition – social media spotlights	●	●	●	
Festival Digital Program Guide Ad	Full Page	3/4	1/2	
Logo in Festival e-Program Guide & Print Material	●	●	●	
Logo & link on Festival website	●	●	●	●
Recognition & logo in e- Newsletters	●	●	●	●
VIP Recognition – thanks at VIP Reception	●	●		●
VIP Access - complimentary festival passes	●	●	●	●
Media Exposure – press release mentions & interviews	Quote in press release, remarks at VIP Reception, media/photo opportunities.	Mention in press release, group photo at VIP Reception, highlighted in select media coverage.	Acknowledgm ent in press release listing.	

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 6,000 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

Contact Us:

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