



# CREATIVE CRAFT BEER FESTIVAL

MISSISSAUGA

Beer & Drink  
Vendor Package  
2024

CreativeHub1352  
connect | collaborate | create



  
**CREATIVE  
CRAFT**  
BEER FESTIVAL  
MISSISSAUGA



# About our Event



A Craft Beer Festival focused on the craft, small scale breweries, the arts, heritage, and community.

CreativeHub 1352 is proud to present Mississauga's third annual Creative Craft Beer Festival, June 14th and 15th, 2024.

Creative Craft will bring people together for two days of great beers, ciders, food, and entertainment in one of the GTA's most interesting historical venues, the Small Arms Inspection Building, a relic of WWII.

Through the selection of 15+ drink vendors, we are hoping to curate a beer and drink experience that introduces visitors to the variety of craft beer in Ontario! We are seeking a variety of vendors that are able to offer craft beer, cider, wine, spirits, and non-alcoholic drinks that can meet a variety range of visitor tastes and preferences.

## Session Times:

Friday, June 14th, 6pm-11pm

Saturday, June 15th, 12pm-5pm

Saturday, June 15th, 6pm-11pm

## Who we are:

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CreativeHub 1352 is a non-profit, charitable, community-driven organization that brings creative people together and strengthens community cultural development. Working with community partners, The Hub fosters year-round creative multi-disciplinary programming spanning the arts, culture, heritage, and environmental sciences. We're a key tenant at the Small Arms Inspection Building, owned by the City of Mississauga. All proceeds are reinvested into programs and services that our organization delivers to better the community.

Only now in its 3rd year of operation, it's important for us to make sure the Mississauga Creative Craft Beer Festival is a successful win for both our vendors and for our community members. As a charitable non-profit organization, part of CreativeHub's mission statement is to provide opportunities to vendors, small businesses, and community members through meaningful programming. We look forward to growing this event with you!

## The Event

- Third annual Craft Beer Festival in Mississauga
- Over 1,700 attendees visited the Festival in 2023
- Backed by a strong marketing presence with over 8,000 followers across social media, 6,600+ newsletter subscribers, and 47,000+ yearly website visitors
- Live music and entertainment at each session
- Support of volunteers when available to assist with set-up and teardown
- Capacity of 800 tickets per session, indoors and outdoors, 3 sessions
- Featuring 20+ craft breweries, cideries and others, as well as delicious food offerings

## The Venue

- Within walking distance of Long Branch GO train station, Toronto and Mississauga bus transit
- Within 5km of 35,000 Long Branch & Port Credit homes, or 800,000 people
- High visibility intersection at Dixie and Lakeshore Roads
- Quick and easy access to major roads and the QEW
- Ample free parking for vendors and visitors
- Access to 18,000 sq. ft. light-filled indoor air-conditioned space
- 10' x 10' booths available; 2 loading dock access areas
- Electrical Service 120 volts, up to 13 amps subject to booth location
- Water and electrical access to be arranged in advance



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



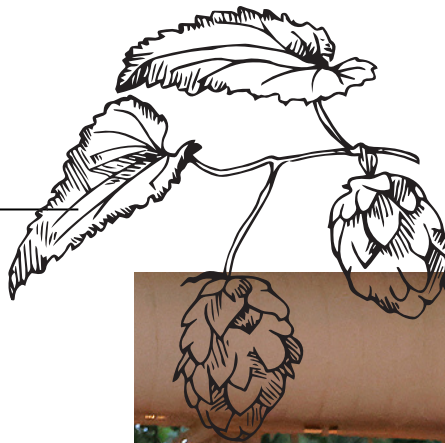
47,000 Yearly  
Website Visitors



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

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





# 10x10 Booth

## \$325

### Our Commitment:

- 1 table (6' x 30") and 2 chairs
- Electrical service - 1 outlet
  - \$25 fee per outlet
  - Power needs must be identified in application
- 4 exhibitor passes
- 3 bags of ice (per day)
- Overnight secure and refrigerated storage
- Easy load in and out
- Convenient parking onsite for vendors
- Media kits and other promotional materials
- Blanket vendor insurance

### Your Commitment

- Have fun and build your brand
- Must be in attendance at all 3 sessions
- Valid Smart Serve licence(s) for all staff serving alcohol\*

*\*We require a list of all staff, including full names and Smart Serve licence number.*



**\$50 early bird discount if you sign on before March 18, 2024!**

*No HST applicable. All funds are in Canadian Dollars and payable to CreativeHub 1352 (c/o 42B Woodlawn Avenue, Mississauga ON L5G 3K6). At the time of the event, all vendors are required to meet the Health and Safety Regulations set out by government agencies and MCCBF Committee. If required, a COVID-19 safety plan will be provided.*

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## Ticket/Token Redemption:

Customers will purchase tokens at \$2.50 each, and redeem tokens with a brand representative in return for your product (beer, cider or another alcoholic beverage).

1 token = a 4 oz portion. Vendors will receive \$2.00 (80%) per token received.

Each attendee will receive a sampling glass upon entry with 2 complimentary tokens. Brewers will be reimbursed the same amount (\$2.00) for each of these tokens used at their booth.

## Payment:

Reconciliation will occur within 15 business days of the close of the Festival, with vendor reconciliation of the token amounts for each session.

## Promoting Your Brand:

- Your logo and links on the festival webpage with a dedicated landing page
- You will be included in festival promotional material
- You will receive at least 1 featured social post with your brewery information on our MCCBF Facebook & Instagram page
- You will be included in press releases sent to media partners and sponsors





#getcrafted

# Apply Now

**McKenna** LOGISTICS CENTRES

  
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Apply online now at:

<https://www.creativehub1352.ca/apply-mccbf-drink-vendor>

A member of the Mississauga Creative Craft Beer Committee will contact all applicants.

 [www.creativehub1352.ca](http://www.creativehub1352.ca)  [mississaugabeerfestival@gmail.com](mailto:mississaugabeerfestival@gmail.com)

 @MississaugaCreativeCraftBeerFestival  @creativecraftbeerfestival

 @creativehub\_1352   @creativehub1352