

## FACT SHEET: MARKETING & PROMOTION

Mississauga Celebration Square is the city's premier location for free outdoor events, connecting residents and community groups through arts, culture and heritage. Since opening in 2011, the Square has provided a platform to reach large audiences in the effort to support diversity and innovation within the community. The Square is located in downtown Mississauga, adjacent to Mississauga Civic Centre and Square One Shopping Centre, and surrounded by residential buildings and numerous restaurants.

### CELEBRATION SQUARE SUMMER SEASON PROMOTION

Celebration Square promotes the summer event season through a number of channels including:

- Advertising on FEO webpage, Max TV Media, Cineplex, Horizon magazine, Yonge-Dundas Square, Toronto PATH for more than 13 million impressions
- Over 2,500,000 media impressions online and in print (BlogTO, Insauga, Mississauga.com, Mississauga Kids, Modern Mississauga)
- Over 9,650,000 impressions for a single event from strategic public relations and media campaigns
- Over 946,000 impressions for a single event by leveraging high profile artists on social media and online
- Culture Division Monthly ENews Blast distributed to 2,263 subscribers

### IN-KIND PROMOTION FOR LARGE INDEPENDENTLY PRODUCED EVENTS

Celebration Square promotes large independently produced events through the following channels:

#### **Official Mississauga Visitor Guide**

Celebration Square large independently produced events receive a listing in Tourism Mississauga's annual [Official Mississauga Visitor Guide](#). In 2016, the printed guide was distributed as follows:

- 100,000 copies in 445 displays across Southern Ontario including Tourism Information Centres, hotels, Toronto Pearson International Airport and drive market USA
- 20,000 copies in Mississauga at community centres, libraries, hotels, public desks and at major City-hosted tourism events (i.e. Pan AM Games, Cavalia Odyseo).
- Digital copy posted on Mississauga's Tourism website [discovermississauga.ca](#) and [seetorontonow.ca](#) (Tourism Toronto website) with 30,000+ unique online views annually
- Additional paid advertising opportunities are available (see below)

#### **Summer Calendar**

Celebration Square Large Events that take place between May and October receive a listing with the event, date and time in the Celebration Square Summer Calendar. 265,000 printed summer calendars are distributed as follows:

- Direct mail: 212,000 inserted in the tax bill mailed to residents

- Direct mail: 38,000 distributed to homes in the downtown core
- 5,000 available in 13 recreation facilities and 18 libraries across Mississauga
- 10,000 distributed at Pep Rally held at Mississauga Celebration Square on Victoria Day

The summer calendar is also displayed as follows:

- Available for download on the Culture website
- Included in the rotation on the Celebration Square digital screens
- Included in the rotation of 3 digital wayfinding signs around the Square
- On wind signs around the Square
- Transit shelter advertising (1,000,000 impressions/month)

### Social Media

Events are promoted on Celebration Square social media as follows:

- A Facebook event listing
- One (1) Facebook day of event post on each event day
- One (1) Twitter day of event tweet on each event day
- Facebook and Twitter updates during events in case of delays

Celebration Square social media reach as of November 2017:

- Celebration Square Facebook: 33,859 likes
- Celebration Square Twitter: 11,600 followers

### Culture Website [culture.mississauga.ca/events](http://culture.mississauga.ca/events)

Celebration Square events receive a full page event listing in the Culture Division events calendar that includes an image, description and details. The Celebration Square homepage annually averages 277,000 pageviews and 178,000 unique pageviews.

### Tourism Website [discovermississauga.ca](http://discovermississauga.ca)

- Listing on the event calendar including full description and images
- Additional opportunities are available for homepage banner promotions.
- The website homepage has received over 1 million page views to date (since 2014)

### Movie Night Preview

Before Movie Nights at Celebration Square, a preview of the upcoming weekend's events is aired. For Large Events in June, July and August, a listing will be included in the preview on the Thursday before the event. On average, over 2,500 people attend each movie night.

### ECity Community Event Calendar

Celebration Square Events receive a listing on the City of Mississauga's [community calendar](http://community.calendar).

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## PAID ADVERTISING OPPORTUNITIES

Event organizers can contact the following providers directly to purchase advertising:

### Gateway Sign

The Gateway Sign located on the corner of Burnhamthorpe & Duke of York is operated by Astral Media. For advertising inquiries contact Nicola Petrie, Director of Retail Sales 416-440-6698 [npetrie@outofhome.astral.com](mailto:npetrie@outofhome.astral.com).

### [MiWay Transit Advertising](#)

To advertise on buses, contact Duncan Gardner, Ontario Sales Manager, [Lamar Advertising](#), 905-364-2201, [dgardner@lamar.com](mailto:dgardner@lamar.com) a minimum of four (4) weeks before campaign start. To advertise in transit shelters, contact Rob Sinasac, Sales Manager, [OUTFRONT Media](#), 416-521-6437, [rob.sinasac@OUTFRONTmedia.ca](mailto:rob.sinasac@OUTFRONTmedia.ca).

**Mobile Signs**

To book mobile signs on the side of the road, contact any mobile sign company directly.

**Mississauga Official Visitor Guide**

To inquire about advertising in the Visitor Guide, contact [discover@mississauga.ca](mailto:discover@mississauga.ca) directly.

**COMMUNITY GROUP SUPPORT PROGRAM**

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The [Community Group Support Program](#) supports and assists not-for-profit community groups by providing access, in a fair and equitable manner, to City resources and support. Recognized Community Groups and Affiliates have access to additional advertising opportunities such as reader boards and mobile signs.