

FACT SHEET: MARKETING AND 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

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

- Advertising via online and print (Mississauga.com, InSauga, etc.) garnering 2.5M impressions
- 9.65M+ impressions for a single event from strategic public relations and media campaigns
- 946K+ impressions for a single event by leveraging high profile artists on social media and online
- 117K+ subscribers via monthly eNews distribution

Find more information on our Summer Season Marketing in the [MCS Venue Package](#).

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 are included and featured in the Tourism Mississauga's annual Official Mississauga Visitor Guide.

In 2020, the printed guide was distributed as follows:

- 100,000 copies in over 400 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, local attractions and at major City-hosted tourism events.
- Digital copy posted on Mississauga's Tourism website visitmississauga.ca with 30,000+ unique online views annually. Digital Guide is available www.visitmississauga.ca/get-around

To inquire about advertising in the Visitor Guide, see the [PAID ADVERTISING OPPORTUNITIES](#) chart below.

Tourism Website visitmississauga.ca

- Listing on the event calendar including full description and images
- Additional opportunities are available for homepage banner promotions

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](#).

PAID ADVERTISING OPPORTUNITIES

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

Gateway Sign	<p>The Gateway Sign located on the corner of Burnhamthorpe & Duke of York is operated by Astral Media. For advertising inquiries contact:</p> <p>Andy Querin, Senior Manager of Sales Astral Media 416-440-6861 andy.querin@astral.com</p>
Mississauga Transit Bus Stops and Shelters MiWay Transit Advertising	<p>To advertise your business on MiWay buses please contact:</p> <p>Steve Copeland, General Manager Lamar Advertising 905-364-2200 scopeland@lamar.com www.lamar.com a minimum of four (4) weeks before campaign start.</p> <p>To advertise your business in MiWay shelters please contact:</p> <p>George Jakji, Vice President of Sales Outfront Media 416-521-6437 george.jakji@outfrontmedia.ca www.outfrontmedia.ca a minimum of four (4) weeks before campaign start.</p>
Mobile Signs	<p>To book mobile signs on the side of the road, contact any mobile sign company directly.</p>
Mississauga Tourism Official Visitor Guide	<p>To inquire about advertising in the Visitor Guide, contact visit@mississauga.ca directly.</p>

COMMUNITY SUPPORT PROGRAM

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. Registered community groups receive exclusive access to [City benefits and resources](#) such as reader boards and mobile signs. Registered groups can also access free resources, webinars and workshops throughout the year.

MISSISSAUGA BUSINESS ENTERPRISE CENTRE

The City's Economic Development Office offers some great resources and support to small businesses and not-for-profits. For more information, check out the [Mississauga Business Enterprise Centre](#).