



MISSISSAUGA CELEBRATION SQUARE



MISSISSAUGA CELEBRATION SQUARE

Table of Contents

3

About Mississauga Celebration Square

4

Mississauga Celebration Square

8

Mainstage

10

Live Events & Media Production Services

14

Booking Information

17

Marketing & Sponsorship

22

Vendors at the Square

24

Safety & Security

27

About the City of Mississauga

29

Contact

About Mississauga Celebration Square

Mississauga Celebration Square is an outdoor public space and the City's premiere outdoor event venue located in the heart of downtown Mississauga.

 celebrationsquare.ca

Since opening in 2011, Celebration Square has hosted over 500 events and welcomed millions of visitors from near and far.

Throughout the year, visitors head to the Square to enjoy the seasonal fountain or skating rink, delicious food vendors, digital screen events, playing on the lawn – and that's when the Square isn't busy with a host of award-winning free events and festivals. Celebration Square offers more than 50 events and festivals throughout the year, delivering an attendance of more than 725,000 visitors annually.

Celebration Square's summer season offers an eclectic variety of events, including weekly fitness classes and movie nights, concerts, a Canada Day Celebration and a wide variety of independently produced festivals that showcase the arts, cultural diversity and talent Mississauga has to offer; the venue is home to three of the top 100 festivals and events, as recognized by Festivals and Events Ontario (FEO).

Mississauga Celebration Square

Location

301 Burnhamthorpe Road W.

The Square is located in downtown Mississauga, adjacent to Mississauga Civic Centre, Central Library and Square One Shopping Centre, surrounded by residential buildings and restaurants.

Owned and Operated by



Capacity Size

30,000

Public Transit

Easily accessible by Mississauga public transit routes and a short walk from City Centre GO Transit Terminal.

Accessibility

Mississauga Celebration Square is an award-winning accessible venue, and recipient of the 2017 Rick Hansen Award. Mississauga Celebration Square met a range of criteria for award consideration, including: addressing or overcoming accessibility issues, having accessibility features, improving quality of life for people with disabilities and being an example of best practices for others.

Accessible features at the Square include:

- Indoor and outdoor accessible washrooms
- Elevated viewing areas
- Ramps throughout the Square
- Designated TransHelp stop area
- Assistive listening devices
- Mobility device charging stations



Mississauga Celebration Square

Location

301 Burnhamthorpe Road W.

The Square is located in downtown Mississauga, adjacent to Mississauga Civic Centre, Central Library and Square One Shopping Centre, surrounded by residential buildings and restaurants.

Owned and Operated by



Capacity Size

30,000



Food and Beverage

Throughout the summer season, the Square has daily food trucks serving up delicious treats. During events, organizers have the option of bringing on a host of vendors to satisfy the appetites of visitors.

The Fountain

During the summer, Celebration Square is home to the largest interactive water feature in Mississauga. Located on the Upper Square, kids of all ages enjoy splashing and cooling off from May to October.



Skating Rink

In the winter season, the water feature is transformed into Mississauga's largest outdoor ice rink and offers a unique and free urban ice-skating experience.

Dimensions: 147' x 155'

Mississauga Celebration Square

Location

301 Burnhamthorpe Road W.

The Square is located in downtown Mississauga, adjacent to Mississauga Civic Centre, Central Library and Square One Shopping Centre, surrounded by residential buildings and restaurants.

Owned and Operated by



Capacity Size

30,000



Amphitheatre

The Amphitheatre is an outdoor space available for smaller theatre shows, events and performances. Seating is in traditional fixed, multi-level amphitheatre style and is concrete; the **seating capacity is 300 people**. Lighting, sound equipment and other technical services are available to organizers that wish to rent the space.

The Amphitheatre is located on the north-east portion of the Upper Square, near the Civic Centre, Art Gallery of Mississauga and The Fountain/rink.

Mississauga Celebration Square

Location

301 Burnhamthorpe Road W.

The Square is located in downtown Mississauga, adjacent to Mississauga Civic Centre, Central Library and Square One Shopping Centre, surrounded by residential buildings and restaurants.

Owned and Operated by



Capacity Size
30,000

Onsite Event Coordinators

Our skilled Onsite Event Coordinators supervise load-in/load-out, ensure that Celebration Square Guidelines and City By-laws are followed, and serve as the event organizer's point of contact for all event-day venue dealings.

Onsite Event Coordinators and Building Service Technicians are mandatory for all Large Events from the beginning of load-in to the end of load-out.

Live Events & Media Production team

The experienced and talented Live Events & Media Production team includes in-house technical production staff who will work with event organizers from the planning stages right through to execution.





MAINSTAGE

Mainstage

Celebration Square's mainstage comes equipped with lighting, audio and video systems as well as technical staff to operate. This ensures staging festivals are fun and easy. The technical crew is non-union and use of the core team is mandatory to ensure a successful event. Guest lighting designers and audio engineers are always welcome.

Dimensions

Outside: 40' x 40' x 4'
Playing Space: 30' x 30'

Floor Type

Concrete with built in cable trays (covered by diamond steel plates)

Mainstage Access

Stairs; ramp stage left

Backstage Roof

16' high

Roof Height

Top: 50' Steel: 30'





LIVE EVENTS & MEDIA PRODUCTION SERVICES

Technical Production Services Package

The technical production team provides full event production services. Service include:

- Technical Coordination
- Lighting Operators
- Audio Operators
- Video Switching
- Camera Operators
- Technical Producers & Systems Technicians



Digital Screens

Two Digital Screens (16'x28' each) are available for all Large Events. They can be used to show live stage performances, provide information (event schedules or maps), introduce artists, recognize sponsors and show films, movies or animations.

Resolution: (actual) 300px high, 540px wide

Main Screens: Pixel Pitch 16mm

Accessory Screens: Pixel Pitch 22mm

Main Screens Content Resolution: HD 1920x1080

Accessory Screens Content Resolution: 1280x720 mapped

Additional equipment, services and/or staffing are also available upon request.

Celebration Square uses the industry standard 4-hour minimum call for all staff, and has strict guidelines for meal breaks to ensure compliance with the Ontario Ministry of Labour.

Technical Production Services Package

The technical production team provides full event production services. Service include:

- Technical Coordination
- Lighting Operators
- Audio Operators
- Video Switching
- Camera Operators
- Technical Producers & Systems Technicians

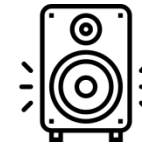


Additional equipment, services and/or staffing are also available upon request.



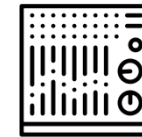
Lighting

- 1 x Grand MA 2 Light
- 12x Chauvet Maverick Storm 1 Wash
- 36x Chauvet Colorado 1 Quad



Speakers

- FOH Meyer Milo w/M3D
- MON 8 x RCF NX15



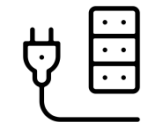
Consoles

- FOH DigiCo Quantum 338 w/ Waves
- MON DigiCo Quantum 338



Wireless

- 6x Shure ULX-D RF w/ Beta 87
- 4x Sennheiser EW G4 IEM's



Digital Snake

- 48 x Digital Inputs onstage
Optocore configured as dual preamps

Celebration Square uses the industry standard 4-hour minimum call for all staff, and has strict guidelines for meal breaks to ensure compliance with the Ontario Ministry of Labour.

Technical Production Services Package

The technical production team provides full event production services. Service include:

- Technical Coordination
- Lighting Operators
- Audio Operators
- Video Switching
- Camera Operators
- Technical Producers & Systems Technicians



AMPHITHEATRE TECH INFO



Audio

- 4x Electro-Voice Sx300E
- 2x Shure Wireless SM58's
- Mic Kit is shared with the Mainstage



Lighting

- 10x Colorado Tri Tours



Banner Bar

- Located upstage Centre the size is 18' wide by 12' tall

Additional equipment, services and/or staffing are also available upon request.

Celebration Square uses the industry standard 4-hour minimum call for all staff, and has strict guidelines for meal breaks to ensure compliance with the Ontario Ministry of Labour.





BOOKING INFORMATION


[9:00pm - FAOUZIA - Main Stage - 60
min]
(IMAG, Lower Thirds)

Booking Information

Event bookings at Celebration Square are processed by our Event Services team. All booking inquiries are evaluated on a number of criteria. All event arrangements are considered tentative until a contract has been issued and executed. To inquire about booking an event at Mississauga Celebration Square, please contact us at:

 celebration.square@mississauga.ca
for general inquiries

 celebrationsquare.ca

 dial 3-1-1 within city limits

Large Events

There is a competitive application process to host large events at Mississauga Celebration Square. A Large Event is any pre-planned, organized activity with an expected attendance of 1,000 or more that will be facilitated with the support and expertise of City staff. Applications to host a large event are accepted in the fall, and are evaluated by the Mississauga Celebration Square Community Reference Group.

Small Events


Small Events have approximately 1,000 attendees or less, and do not require the main stage concert systems. Small events may only include one commercial or display vendor and one food vendor. Celebration Square has seasonal food vendors through the summer months who will be onsite and selling during Small Events. Small Events are considered on a case-by-case basis, based on the availability of City resources. Small Event Applications must be submitted a minimum of 12 weeks prior to the event date to be considered.





Organizers are encouraged to contact the Supervisor, Event Services in advance of submitting an application to discuss the event and availability of dates.

Booking Information

Event bookings at Celebration Square are processed by our Event Services team. All booking inquiries are evaluated on a number of criteria. All event arrangements are considered tentative until a contract has been issued and executed. To inquire about booking an event at Mississauga Celebration Square, please contact us at:

 celebration.square@mississauga.ca
for general inquiries

 celebrationsquare.ca

 dial 3-1-1 within city limits

Insurance Requirements

General liability insurance is required for all events at Mississauga Celebration Square. The following insurance requirements must be met for all events at the Square:

- \$5 million general liability insurance
- Name “The Corporation of the City of Mississauga” as an additional insured
- Cover all event dates including set-up and clean-up
- Proof of Insurance will only be accepted on the City of Mississauga template
- Must be signed, dated, and stamped by the insurance provider or broker

Deposit Requirements & Contract Execution

All arrangements for rentals are considered to be tentative until a contract has been signed.

For Small Events, estimated event fees are due and payable immediately on contract signing.

For Large Events, ten (10%) percent of estimated event fees are due at contract signing. For returning events, the deposit will be ten (10%) percent of the previous year’s actuals, plus the Celebration Square permit fee.



Fees & Charges

[Mississauga Celebration Square Event Fees](#)





MARKETING & SPONSORSHIP

Social Media

Three core social media accounts are leveraged to best position Mississauga Celebration Square's content and campaigns throughout the year. Each campaign and/or message is vetted to the applicable account (or multiple), in efforts to reach the correct demographics across City digital platforms.

[@saugaLIVE](#)

[@saugaCulture](#)

[@saugaParksRec](#)



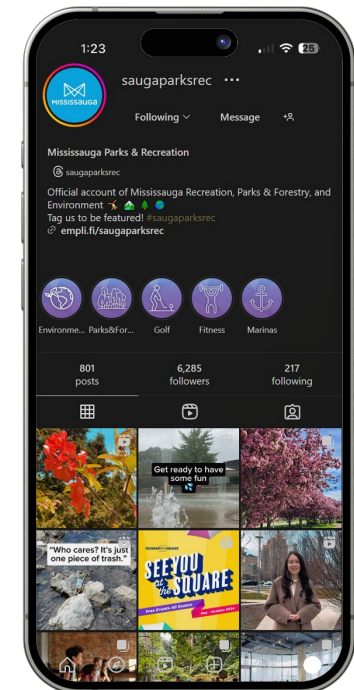
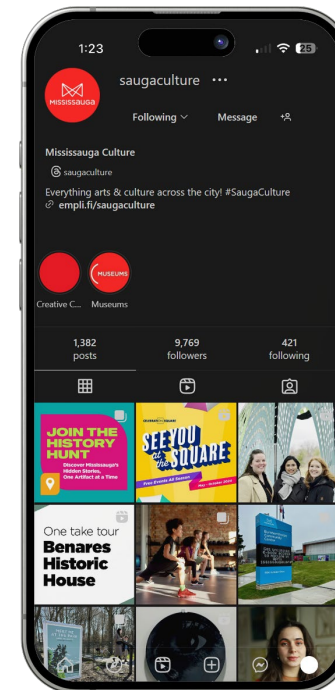
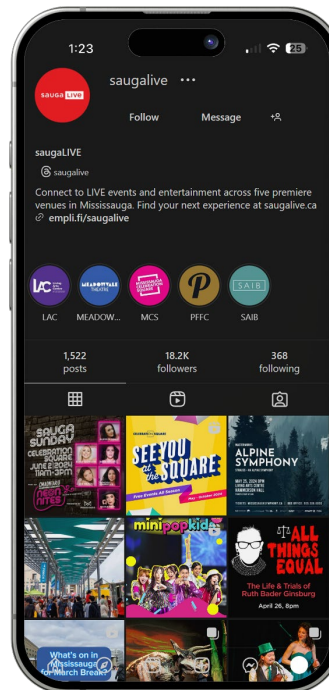
@saugaLIVE connects residents to LIVE, large-scale events and entertainment across five premiere venues in Mississauga. Find your next live experience at [saugalive.ca](#)



@saugaCulture invites Mississauga to discover the vibrant world of arts and culture throughout the city!



@saugaParksRec delivers active living and lifestyle content to Mississauga residents through Recreation, Parks, Forestry & Environmental themes



Social Media

Three core social media accounts are leveraged to best position Mississauga Celebration Square’s content and campaigns throughout the year. Each campaign and/or message is vetted to the applicable account (or multiple), in efforts to reach the correct demographics across City digital platforms.

[@saugaLIVE](#)

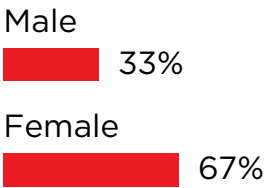
[@saugaCulture](#)

[@saugaParksRec](#)

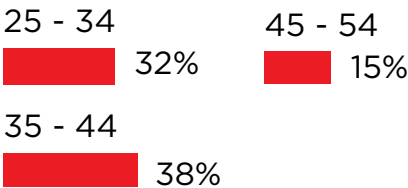
Demographics

@saugaLIVE

Gender

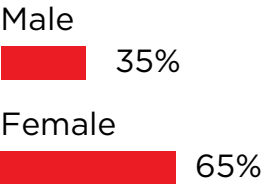


Age

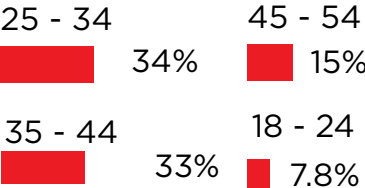


@saugaculture

Gender

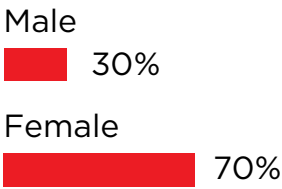


Age

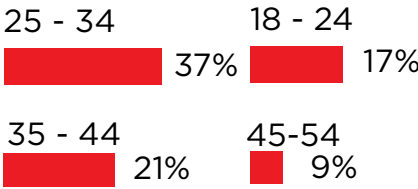


@saugaparksrec

Gender



Age



Instagram

@saugaLIVE
18.1K Followers

@saugaCulture
9.6K Followers

@saugaParksRec
6.1K Followers



Facebook

@saugaLIVE
41.8K Followers

@saugaCulture
7.1K Followers

@saugaParksRec
15K Followers



Twitter

@sauga_LIVE
14.5K Followers

@saugaCulture
10.5K Followers

@saugaParksRec
10.5K Followers


*Data is for all social media channels

*Current statistics as of January 2024


*Statistics are subject to change

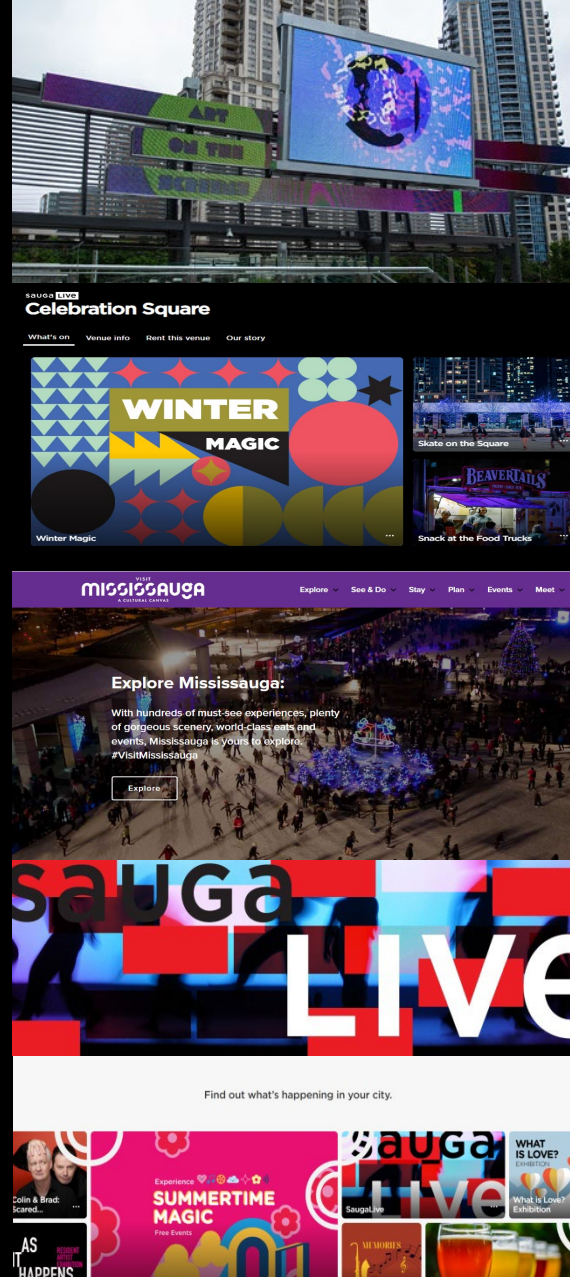
Marketing: In-Kind Assets

We will leverage our in-kind assets to ensure that your event is promoted through our networks.

 celebration.square@mississauga.ca
for general inquiries

 celebrationsquare.ca

 dial 3-1-1 within city limits



Celebration Square in-kind assets

- Digital Signage
- Venue Website
- Celebration Square Summer Calendar
- Arts & Culture Website
- VisitMississauga Website
- e-City Community Event Calendar
- Event promotion on social media channels

When advertising your event, always use “Mississauga Celebration Square”. Any and all use of the Mississauga Celebration Square logo or likeness of the venue must be approved by our marketing team, who can also supply appropriate logos.

Summer Season Promotions

Celebration Square promotes the summer event season through several channels including*:

- mississaugaculture.ca
- VisitMississauga Website
- Celebration Square Venue Digital Screens
- Gateway Screen (Burnhamthorpe/Duke of York Blvd)
- Digital Screen Network
- Social Media (organic & paid)
- Live Events eblast feature
- Celebration Square event calendar
- Transit Shelter ads,
- Google SEM

* Subject to change

Average Promotional Statistics



44 Digital Screen Networks

Located in Community Centres, arenas and libraries across the City



3M+ Impressions

For the Summer Series through strategic public relations and media campaigns



500K+ Impressions

For the Summer Series through paid/organic social media & SEM



119K+ Subscribers


Monthly eNews distribution





VENDORS AT CELEBRATION SQUARE

Vendors at Celebration Square: Overview

Organizers have the option of hosting several food and/or display vendors at the Square for their event. There is a wealth of space available under the Market Trellis and City Centre Drive for an array of food trucks, carts, trailers and booths.

 celebration.square@mississauga.ca
for general inquiries

 celebrationsquare.ca

 dial 3-1-1 within city limits

Vendor Types

All special event vendors are either commercial or display vendors and either food or non-food vendors.

Commercial vendor: Vendor who sells or displays for sale any goods, foods, or services

Display vendor: Vendor who is not selling or displaying for sale any good, foods or services (can include sponsors, info booths, free games, free food)

Food vendor: Vendor that serves or sells food

Non-food vendor: Vendor that does not serve or sell food

Mobile Licensing

Event Organizers require a Special Event License when an event includes vendors selling any service or product, when sales proceeds are being donated, when a service or product is being given out for free but is paid for by the event organizer or other **involved** party.

To obtain a license for a special event read and complete the Special Event License Application Form & Event Organizer Participation Agreement. For more information on how to obtain a license for a special event, read the [Licences and Permits webpage](#) and complete the application form.

Region of Peel Health Department

If an event will be selling or distributing food, Peel Public Health requires notification. Event organizers must complete a [Special Event Application](#) for Event Organizers a minimum of 30 days prior to the event. A Public Health Inspector will contact event organizers and vendors to review information on the forms, and obtain additional required information prior to issuing written notice to event organizers. A Public Health Inspector may also conduct inspections during the event.



SAFETY & SECURITY

Safety & Security

Health and Safety

As required by the City of Mississauga and provincial regulations, employers and workers are required to comply with fire, health and safety regulations. The following section outlines specific health and safety requirements for Celebration Square.



celebration.square@mississauga.ca
for general inquiries



celebrationsquare.ca



dial 3-1-1 within city limits

Parking

Paid parking is available in the Mississauga Civic Centre/Central Library and the Living Arts Centre. Parking spots on the layby on Burnhamthorpe can be reserved through Celebration Square.

Public Transportation

Celebration Square is easily accessible by public transportation and is surrounded by several Mississauga bus routes. For more information, including schedules and maps, visit:

mississauga.ca/miway

Vehicles

Driving is only permitted on City Centre Drive and the roadway behind the Market Trellis. Vehicles are permitted onsite only during designated load-in and load-out times. Vehicles are not permitted onsite during events with the exception of display vehicles or vehicles necessary for reasons of food safety.



Smoking Policy

Mississauga Celebration Square is smoke-free.

Safety & Security

Security

Event organizers must ensure that all participants and patrons are adequately safeguarded. Events at Celebration Square require paid duty police, professional third party security and professional first aid services (subject to approval by the City of Mississauga and/or Peel Regional Police). Event organizers must submit a security plan to Celebration Square prior to the event for consideration.

Alcohol

A Special Occasion Permit (SOP) is needed any time alcohol is sold or served anywhere other than in a licensed establishment or a private place. A Special Occasion Permit holder is responsible for the safety and sobriety of people attending the event, as well as compliance with the Liquor Licence Act and Regulations. More information, terms & conditions, and SOPs can be found on our [Alcohol Fact Sheet](#).

Washrooms

Events with expected attendance of less than 5,000 can be accommodated by the existing indoor washroom facilities located on the Upper Square, in Civic Centre, and in the Central Library. For events with an expected attendance of over 5,000, portable washroom facilities, including accessible facilities and hand washing stations, must be pre-arranged.

Weather

Outdoor events are by their nature subject to inclement weather. In the case of rain, a performance can continue provided that it is deemed safe by the Technical Services team. In the case of lightning, the technical staff are required to shut down the stage to reduce the risk of a lightning strike in accordance with the Outdoor Venues Safety Guideline for the Live Performance Industry in Ontario.



Assistive Listening Devices

Should an assistive listening device be requested, please contact our Onsite Event Coordinator. Assistive listening devices are available free of charge.



ABOUT THE CITY OF MISSISSAUGA

About The City of Mississauga

Mississauga is the largest city in the Peel Region with a total population of over 800,000 residents.

 [mississauga.ca](https://www.mississauga.ca)

 [@citymississauga](https://www.instagram.com/citymississauga)

The city is part of North America's largest and fastest growing regions, and Canada's most powerful beacon to the world with millions of people seeking economic opportunities, peace and security, and a better quality of life. With the downtown core of Mississauga being conveniently situated between two major Canadian highways, the city can boast a metropolitan reach of nearly 6 million.

VISIT
MISSISSAUGA

A vibrant and culturally-rich city, Mississauga is a top tourist destination in the country that offers its visitors a variety of entertaining, engaging and inspiring experiences through its festivals, museums, theatres, and cultural sites.

Mississauga Celebration Square



celebrationsquare.ca



Celebration.Square@Mississauga.ca



3-1-1
within city limits



Follow us at
[@saugaLIVE](https://twitter.com/saugaLIVE)
[@saugaCulture](https://www.instagram.com/saugaCulture)