



Mississauga Made.

Support Local.
Stakeholder Toolkit.



SUPPORT LOCAL
#MISSISSAUGAMADE

mississaugamade.ca

#MississaugaMade.

Mississauga Made is an online initiative inspired to support and promote local Mississauga products, businesses, artists, stories, activities and experiences within our community.

The Mississauga Made marketplace is a **FREE** promotional advertising opportunity for all locally-based businesses. As we start to reopen and rebuild our neighbourhoods we encourage our residents to stand together and support locally-based businesses, services and talents in our community.

Our goal for Mississauga Made is to create a centralized hub for all things Mississauga Made, so residents, visitors or fellow businesses alike can start to **Shop Local. Source Local & Support Local.**





Join the Movement.

Share & spread the word.
We want to hear from you!



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Are you a Local Business? Or Artist?

Here's how you can get involved.

Step
1

JOIN THE MOVEMENT
Join the Mississauga Made Movement and +Add Your Listing to the MississaugaMade.ca Marketplace.

Step
2

JOIN THE CONVERSATION
We invite you to join the conversation on social, and tag your local posts with the hashtag [#MississaugaMade](https://MississaugaMade.ca).

Step
3

FOLLOW & SHARE
Follow us [@VisitMississauga](https://VisitMississauga), and tag us in your local content so we can share and feature your business across our channels.

Are you registered for the Tourism Mississauga Business Newsletter? If not, you can sign up [HERE](#).



SUPPORT LOCAL
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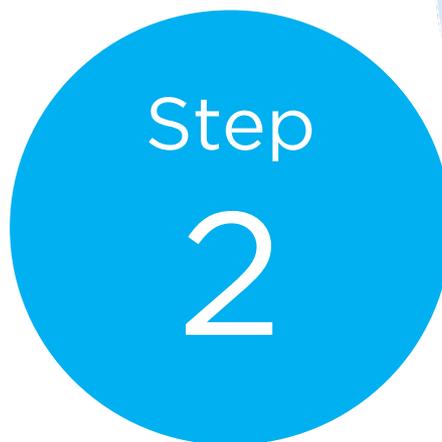
mississaugamade.ca

Are you a Local Restaurant? Or Grocer?

Here's how you can get involved.



JOIN THE MOVEMENT
Join the Mississauga Made Movement and +Add Your Listing to the MississaugaMade.ca Marketplace.



JOIN THE CONVERSATION
Join the conversation on social, and tag all your local posts with the hashtag #MississaugaMade [@VisitMississauga](https://www.instagram.com/VisitMississauga)



JOIN RITUAL ONE
As part of Mississauga Made, [Sign up for Ritual ONE](#) today, and start receiving online orders - 100% Commission FREE!

Are you registered for the Tourism Mississauga Business Newsletter? If not, you can sign up [HERE](#).



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Are you a Local Stakeholder? Or BIA?

Here's how you can help to spread the word.



JOIN THE MOVEMENT
Lead by example and
Join the Movement.
+Add Your Listing to the
MississaugaMade.ca
Marketplace.

JOIN THE CONVERSATION
Join the conversation on
social, and tag all your local
posts with the hashtag
#MississaugaMade
[@VisitMississauga](https://www.instagram.com/VisitMississauga)

PROMOTE & SHARE
Promote and share the
Mississauga Made campaign
in your local newsletters to
all your local members and
contacts.

Are you registered for the Tourism Mississauga Business Newsletter? If not, you can sign up [HERE](#).



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Join the Conversation.

#MississaugaMade.
@VisitMississauga



SUPPORT LOCAL
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Join the Conservation #MississaugaMade

Join the Mississauga Made Conversation online, and support, follow, & tag the following hashtags and handles;

Campaign
Hashtags

#MississaugaMade
#SupportLocal

Campaign
Accounts

@VisitMississauga
@VisitSauga
(Twitter)

Partner
Accounts

@CityMississauga
@MississaugaEDO



Share & Spread the Word

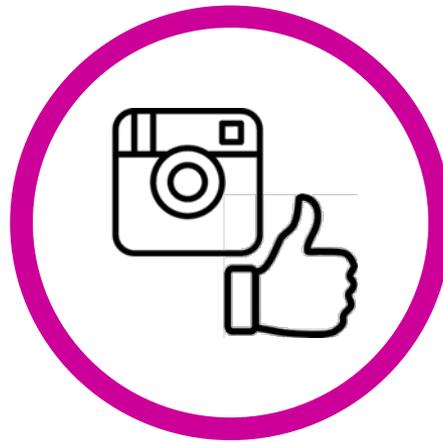
#MississaugaMade

Included in the Mississauga Made Toolkit, you will find;



SAMPLE COPY

To be used across your social channels, emails & newsletters.



IMAGES & ASSETS

Campaign assets, images & templates for use across social media.



IDENTIFIER

Mississauga Made identifier assets that you can add to your website.



Join the Conversation via email

SAMPLE EMAIL

Dear (insert name)
We are excited to share a local campaign in support of you and your local business!

Mississauga Made is a FREE online marketplace initiative, inspired to support and promote local businesses across the City. During these difficult times, the Mississauga Made program encourages our residents to stand together and support locally-based businesses, services and talents across our community.

To learn more about the program and how you can get involved or join the #MississaugaMade Movement, visit www.MississaugaMade.ca

SAMPLE NEWSLETTER

Join the Mississauga Made Movement, TODAY!
Support Local and +Add your listing online to the #MississaugaMade marketplace for FREE!
To learn more visit: www.MississaugaMade.ca



Download [Mississauga Made Campaign Assets](#)
(Google Drive)



SUPPORT LOCAL
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Join the Conversation on Facebook

SAMPLE POSTS

The Mississauga Made movement is here! We're joining the movement to support our locally-based businesses, services and talent. Check out our listing and search for others to take part in supporting the #Mississauga community!
www.mississaugamade.ca

Tag @VisitMississauga

It's amazing to see the Mississauga community coming together to support local! We've joined the Mississauga Made movement and now you can too. Support local businesses like us and find local options for everything you need here:
www.mississaugamade.ca

Tag @VisitMississauga



Download [Mississauga Made Campaign Assets](#)
(Google Drive)



SUPPORT LOCAL
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Join the Conversation on Instagram

SAMPLE INSTAGRAM COPY

We've joined the #MississaugaMade movement!

.

This initiative encourages the Mississauga community to buy from local restaurants, shops, and businesses to ensure that we all do our part to support our city.

.

You can do your part by clicking the link in our bio to find a local business like ours for all your needs!

[\(link to your Mississauga Made Listing\)](#)

We're proud to be part of the #MississaugaMade movement!

.

The Mississauga community is full of amazing locally-based businesses, services and talent that need our support during these uncertain times.

.

You can do your part by clicking the link in our bio to search for local businesses like ours for all your needs!

[\(link to your Mississauga Made Listing\)](#)



*Example post, identifier over your local content

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(Google Drive)



SUPPORT LOCAL
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Join the Conversation on Twitter

SAMPLE TWEETS

The #MississaugaMade movement is here! We're joining the movement to support our locally-based businesses, services and talent. Check out our listing and search for others to take part in supporting the #Mississauga community!
<https://bit.ly/34gYr9D>

(250 characters)

It's amazing to see the #Mississauga community coming together to support local! We've joined the #MississaugaMade movement and now you can too. Support local businesses like us and find local options for everything you need here:
<http://ow.ly/kGPv50zYcov>

(255 characters)



*Example post, identifier over your local content

Join the Conversation on LinkedIn

SAMPLE POSTS

We're proud to serve the Mississauga community with our services and to join the Mississauga Made initiative. Learn more: www.mississaugamade.ca

Tag @TourismMississauga

The push to support local businesses is now stronger than ever and we're proud to be part of the Mississauga Made initiative: www.mississaugamade.ca

Tag @TourismMississauga



*Example post, identifier over your local content

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(Google Drive)



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Mississauga Made.

Identifier & Campaign Assets.



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Mississauga Made Identifier

- Primary Version -



Black



Outline

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Mississauga Made Identifier

- Secondary Version -



SUPPORT LOCAL
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Black



SUPPORT LOCAL
#MISSISSAUGAMADE

White

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Mississauga Made Identifier

- Promo Version -



Black



Outline

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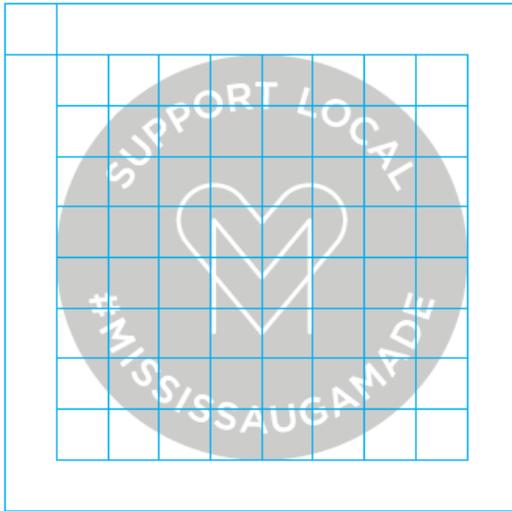


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Mississauga Made Identifier

- Clear Spacing -



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OPENING HOURS
MON-FRI 8am-3pm

Support Local.

Proudly
Mississauga.



SUPPORT LOCAL
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mississaugamade.ca

Show your Support

Proudly display the Mississauga Made identifier;



In store, on your locally-made products, or on your website!

Download [Mississauga Made Identifier](#)
(Google Drive)



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We Support You!

As a gesture of our support and as a “Thank You” for joining the Mississauga Made program, the first 300 new listings will receive*;



ONE (1) Countertop Display & Info Card
+ ONE (1) Mississauga Made Window Decal
+ ONE (1) Non-Medical @TakeCareSupply Face Mask

*Limited quantities. Available while supplies last. Valid only for listings with a physical mailing address.



Thank You.

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Any Questions.

Please contact;

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Rachael.Watson@Mississauga.ca



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