

## Meadowvale Theatre Marketing and Promotions

Through the Culture Division at the City of Mississauga, Meadowvale Theatre connects residents to experiences in arts and culture by providing promotion support for Event organizers that use our facilities.

### PROMOTION TACTICS

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#### Mississauga Culture Website

[Culture.Mississauga.ca](http://Culture.Mississauga.ca)

All public events that take place in a Culture Division facility are represented on the Mississauga Culture website. Content can be submitted to your event liaison 5 to 7 days before you would like it published. The content must include:

- 200 word description of event with dates, show times. Please note, content may be edited for promotional purposes
- Organizer contact info
- Image: 1200x600 pixels (png format preferred)

#### City of Mississauga's Internal Staff Intranet

The City of Mississauga has an employee information channel where your event will be promoted and seen by over 5000 staff members. The content and images submitted for the website will be re-used for this purpose.

#### Discover Mississauga Visitor Guide and Website (Self-Serve)

You can submit your own event to the Discover Mississauga website and calendar listing.

- Register for an account at [www.discovermississauga.ca/login](http://www.discovermississauga.ca/login).
- Listing on the event calendar includes 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)
- For more info, contact [discover@mississauga.ca](mailto:discover@mississauga.ca).

#### City of Mississauga Community Events Calendar (Self-Serve)

Post your event at <http://www.mississauga.ca/portal/residents/eventscalendar>

#### Community Group 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 Groups have access to additional advertising opportunities. For more information, go to [www.mississauga.ca/communitygroups](http://www.mississauga.ca/communitygroups).

## PAID ADVERTISING OPPORTUNITIES

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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, contact 416-440-6698.

### MiWay Transit Advertising

To advertise on buses, contact Lamar Advertising, 905-364-2201, a minimum of four (4) weeks before campaign start. To advertise in transit shelters, contact OUTFRONT Media, 416-521-6437.

### Mobile Signs

Contact mobile sign companies directly. Only Registered Groups are able to book mobile signs on roadways. For more information, go to

[www.mississauga.ca/communitygroups](http://www.mississauga.ca/communitygroups).

## MEADOWVALE THEATRE

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### Theatre Website

[www.meadowvaletheatre.ca](http://www.meadowvaletheatre.ca)

### Meadowvale Theatre Lobby TV Screens

These screens can be used for promotion during your event. Submit an image or video to [meadowvale.theatre@mississauga.ca](mailto:meadowvale.theatre@mississauga.ca) 6 weeks prior to your scheduled Event date. If no image is provided, a standard template will be used with your Event name.

- Image size: 1920x1080 pixels (jpg format preferred)
- Video Format: .mp4 using H.264 codec | 30fps | Max 8Mbps bitrate

### Signage

Meadowvale Theatre allows free standing signage inside and outside of the Facility, subject to the following:

- Signs must not be posted at any time on the pillars, building, walkways, or trees
- Signage must not obscure any City sponsor logos
- Content, locations and sizes for event signs must be approved by Meadowvale Theatre 6 weeks prior to the first Event date