

SMALL HALLS FESTIVAL OVERVIEW

The 2023 Small Halls Festival runs from September until November and is a multi-venue event showcasing Clearview Township's eight community halls as well as providing an opportunity for the individual halls to fundraise with help from Clearview Township.

The **event dates** are entirely up to us between September to the first weekend in November.

- Avoid the GNE Weekend which is Sept 22-24
- Avoid anything after Remembrance Day because of conflicts with Christmas advertising and events

Marketing & Promotions

All events are listed on www.smallhallsfestival.ca

3 month radio advertising campaign on 97.7 Max FM, 95.1 The Peak FM, plus additional weeks as needed on PURE Country 106, 102 Classical FM and BIG 101.

Min of 3 months of print advertising in Creemore Echo, Stayner-Wasaga Sun, plus additional weeks as needed in Midland, Orillia, Orangeville/Shelburne and Meaford
Printed ads in In the Hills and On the Bay

10,000 printed Event Guides

3000 rack cards

9000 Activity Guides distributed

\$1000 in digital advertising on Instagram and Facebook * If grant funding is approved, I will be working with an Ad Agency to help support our digital campaign. They have more knowledge and skill for managing and tracking campaigns.

Township Reimbursement – that one is bit more difficult to answer until the requests are submitted. The township tries to provide 50% performance fees or max \$2500 per hall.

2022 was the first year Creemore Station on the Green participated. We ran a successful Murder Mystery Dinner Theatre and had an evening with Dan Needles and Ian Bell. The Murder Mystery Dinner brought in people who drove from Toronto, Hamilton, as well as Elmvale, Angus, Barrie, Collingwood and areas surrounding Creemore. We received rentals from Springwater, Barrie and Collingwood through this event.