

CARASSAUGA FESTIVAL



40TH ANNIVERSARY IN 2025

ABOUT US



- Carassauga Festival is an incorporated non-profit volunteer community organization celebrating multiculturalism since 1986.
- It's an annual event that takes place the weekend following the Victoria Day long weekend.
- The festival takes place in various venues throughout Mississauga with indoor and outdoor locations. (parking lot, arenas, community center rooms/gyms, and cultural community halls) giving visitors an opportunity to 'travel and experience the world' without leaving the city.
- Our festival is unique in that Carassauga partners with various local cultural community groups to work together to create a weekend-long festival that showcases unity and appreciation of the diversity found in our city.

2024 FESTIVAL HIGHLIGHTS

Recorded Visits - 295,306
from Mississauga and Surrounding Communities

88%
OF VISITORS
From the Greater Toronto Area

10%
OF VISITORS
From the rest of Ontario

1%
OF VISITORS
From out of Province

1%
OF VISITORS
From USA and International

25 Cultural Pavilions

African, Armenian, Canadian, Caribbean, Chinese, Colombian, Croatian, Cypriot, Egyptian, Greek, Hawaiian, Indian, Indonesian, Iranian, Iraqi, Irish, Lebanese, Pakistani, Peruvian, Filipino, Polish, Portuguese, Serbian, Turkish, and Vietnamese

7
LOCATIONS

20
HOURS

13
STAGES

2,615
PERFORMERS

55
ARTISANS

3,449
VOLUNTEERS

PROGRAMMING

KEY ELEMENTS OF WHY PEOPLE VISIT OUR FESTIVAL



Entertainment

Visitors enjoy watching the cultural performances, throughout our 13 stages over the 20 hours featuring 2615 artists. The performances vary from singing, drumming to dancing and plays, highlighting local artists and cultural folklore groups. Visitors also have an opportunity to join in audience participation activities like learning to play the African drums or dancing the Hula.



Food and Cooking

Throughout the festival, food demonstrations and vendors exhibit the many ethnic cuisines found in Mississauga providing visitors with the opportunity to learn how to cook and sample the different foods. With over 50 food vendors, there are many options to pick from.



Educational Displays and Interactive Activities

Within each pavilion location, visitors have an opportunity to learn about the various cultures through artisan displays and arts and crafts. Guests can participate in cultural skills such as origami, cultural games, pottery making, Arabic writing, and more.

ADDITIONAL PROGRAMMING

Outside of festival weekend, Carassauga strives to retain our exposure throughout the year

Cultural performances and craft demonstrations at various senior residences



Senior Residences

Performance sneak previews at malls, Union Station and Kipling Station



Marketing Events

Instructional videos.
Cooking with Carassauga - cultural cooking videos
Dancing with Carassauga - cultural dance tutorials

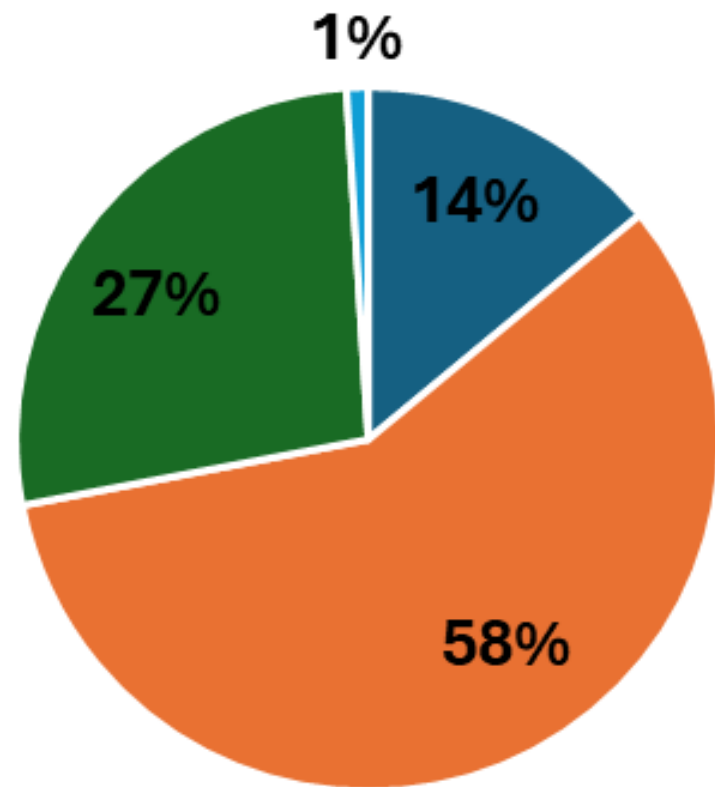


Online Programming

OPERATING BUDGET

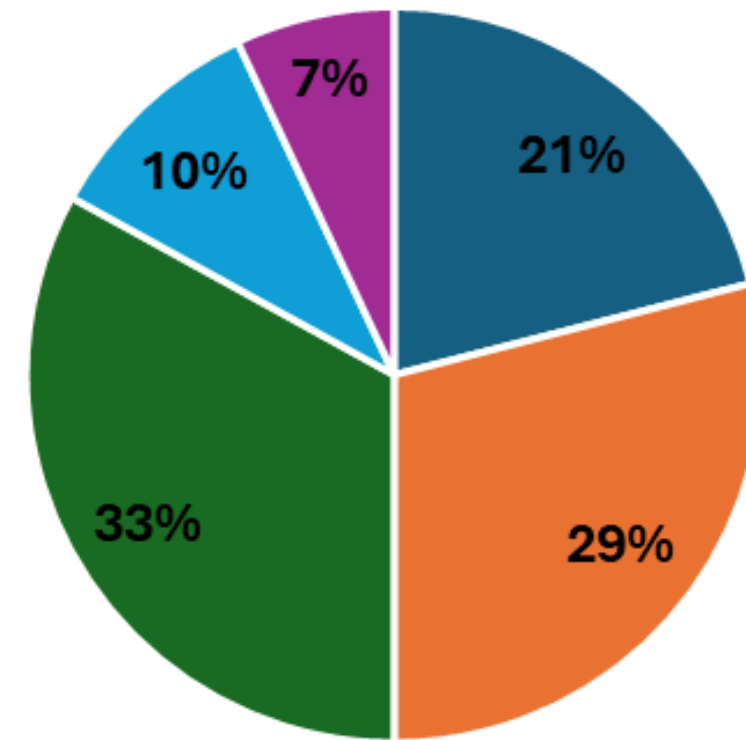
ANNUAL BUDGET OF \$600,000

Expenses



■ Marketing ■ Festival ■ Administration ■ Bingo

Revenue



■ Admission ■ Sponsorship ■ Grants ■ Vendor Fees ■ Bingo

50% OF THE FESTIVAL EXPENSES ARE
SUBSIDIES THAT ARE GIVEN TO THE
COMMUNITY GROUPS

RISK FACTORS

CURRENTLY CARASSAUGA IS IN A STRONG AND STABLE POSITION WITH AN OPTIMISTIC VIEW OF ITS FUTURE PROSPECTS. HOWEVER, LIKE ANY FESTIVAL, THE ORGANIZATION IS SUBJECT TO BOTH INTERNAL AND EXTERNAL RISKS WHICH MAY AFFECT FUTURE OUTCOMES.

01 Funding

- Loss of key operational grants or sponsors.
- Changing of government priorities relative to the arts
- Funding is program-based
- Timing of cash flows

02 Reduced partnership with Cultural Community Groups

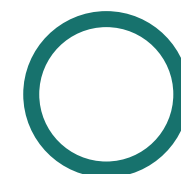
- The participation of ethnic cultural groups is fundamental to the success of the festival.
- Competing with Celebration Square festivals

03 Rising Costs

- Facility Rental and staffing charges
- Event supplies have increased (tents, staging, etc.)
- Performer fees
- Marketing

04 Departure of key personnel

- Rely on volunteers - commitment has declined
- Only 1 staff member
- Departure of city staff familiar with the festival



SUPPORT

THAT WOULD BE HELPFUL:



01

Deliver funding notice earlier in the year

02

Promotion of the event

03

City Liaison to help with all aspects of the festival planning

04

Communication and partnership with community organizations



THANK YOU

