



What is the Digital Mirror Grant?

A \$10,000 grant is available to enhance online presence. This initiative is targeted toward businesses operating in the arts and entertainment, hospitality, and music sectors that have been adversely impacted by the pandemic. Eligible businesses are invited to submit an application.

What is included:

The approved recipients of the Digital Mirror Grant program will be provided with a fully subsidized photo booth kiosk that produces high-quality photos in an engaging and experiential manner. This experience is designed to encourage guests to share branded photos with their networks, thereby promoting the venue and generating over 1,000,000 impressions every quarter. Moreover, through the grant, all hardware costs, graphic designer fees, setup, and maintenance fees will be covered, providing additional support to eligible venues.

CASE STUDIES

Museum 120 days

9302 people participated, 402,969 reach, 1,291,058 impressions

Shopping Mall: 90 days

8478 people participated, 452,550 reach, and 1,467,490 impressions.

Grant Requirements:

To be eligible for the Digital Mirror Grant program's \$10,000 grant, the approved recipient must commit to a 2-year period during which the photo booth kiosk provided will remain on their premises. Furthermore, at the end of the initial 2-year period, the approved recipient will have the option to renew the contract for another 3 years. This commitment is necessary to ensure that the full potential of the photo booth kiosk is realized and that the benefits of the grant are maximized.

What Does It Cost?

As a result of the partnership with Digital Mirror Ltd, the program is available to eligible businesses and municipalities across Canada at no cost.