

MEDIA KIT

Secret Gathers®

Some gatherings are worth finding

secretgathers.com



About

A quieter way to find what's worth showing up for.

Secret Gathers® uncovers small, authentic gatherings happening quietly across Ontario and brings them to the people who will love them. The farm dinners and the private concerts. The workshops held in barns, backyards, and studios by hosts who pour care into every detail.

We don't run the events. We find them. Everything shared through Secret Gathers comes from a real host doing real work, and reaches an audience looking for exactly that.

| The Circle™

The people who receive what we uncover, before word gets around.

| Host Circle™

The farmers, chefs, musicians, and makers who bring the gatherings to life.

| Gather Stories™

Written features that introduce a host and their work to a wider audience.

AT A GLANCE

FOUNDED
2024

FOCUS
Small in-person gatherings across the province

BASED IN
Ontario, Canada

ONLINE
secretgathers.com



Founder

Meghan Anderson

Meghan Anderson is the founder of Secret Gathers®, an Ontario platform that uncovers small, authentic gatherings happening quietly across the province and connects them with the people who will love them.

With more than fifteen years in digital strategy and web development, she built the platform with the instincts of someone who has spent a career helping small businesses reach the right audience.

The idea came from a dinner with strangers in Aruba, where she was marking her twentieth wedding anniversary. A long, family-style table. A mystery menu. A courtyard strung with light. By the time dessert arrived, the strangers felt like old friends. She came home asking why those nights were so hard to find in Ontario. Secret Gathers is her answer.

She came home asking why those
nights were so hard to find in Ontario.

For the press

Story Angles

01 Finding something real in an age of artificial.

As feeds fill with images that may or may not be real, Secret Gathers® points the other way. Toward a table you can sit at, a host you can meet, a night that only exists if you show up. Real rooms, real people, nothing to scroll past.

02 The quiet economy of Ontario's makers.

Behind every gathering is a farmer, chef, musician, or artist building something on their own terms. Secret Gathers is a window into the makers and dreamers of Ontario creating real and unforgettable experiences.

03 The case for the smaller room.

Not every night needs a thousand tickets and a sponsor banner. There is a growing appetite for shorter guest lists and closer tables, and the platform is built entirely around it.

04 Dinner with strangers.

The experience that started it all. A couple in Aruba opened their courtyard for dinner with strangers every night. No menu, no agenda. Just people sharing a table. Secret Gathers was born from that one evening and exists to recreate that feeling across Ontario.

05 The Anti-Eventbrite

As mainstream event platforms grow more transactional, Secret Gathers is doing the opposite. Hand-curating small gatherings that don't advertise, don't scale, and don't compromise on intimacy. A story about what happens when discovery is human, not algorithmic.

Brand

Using the Logo

Give the logo room to breathe. The height of the G in the wordmark sets the minimum clear space on every side. Keep that space free of text, images, and competing elements.



Do & Don't



Use the two-tone logo on a dark, low-contrast ground.



Don't place the light logo on a pale background.



Don't recolour or flatten it to one tone.



Don't stretch, squash, or distort it.



Don't set it on a colour that swallows the script.

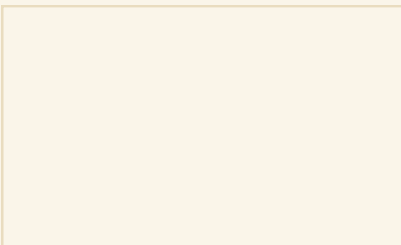
Brand

Colours



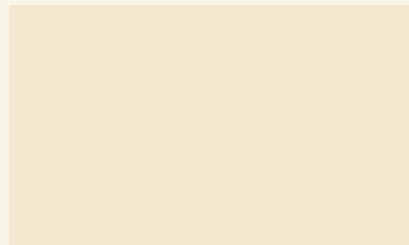
DARK EVERGREEN

#2F362B



WHISPER CREAM

#FAF5E9



WARM PARCHMENT

#F2E7CF



COPPER

#B56628



SAGE

#4A5441



MUTED SAGE

#929F7C



Logo files live in the brand asset folder.



[DOWNLOAD LOGO FILES](#)

Contact

Let's talk.

For press, partnerships, or a closer look at what we're building.

media@secretgathers.com

I N S T A G R A M

@secretgathers

T I K T O K

@secretgathers

F A C E B O O K

Secret Gathers



[DOWNLOAD LOGO FILES](#)

Secret
Gathers®

Some gatherings are worth finding

secretgathers.com