

SPONSORSHIP OPPORTUNITIES

SANTAFEST PARADE 2025



✦ vaughan.ca/santafest ✦







Message from the Mayor

I am proud to announce the return of one of our most beloved holiday traditions here in the city of Vaughan – the Santafest Parade!

This celebration brings together thousands of residents in a joyful display of unity, culture and festive spirit. It will feature vibrant holiday-themed floats, marching bands, entertainers and, of course, a visit from Santa Claus himself!

More than just a parade, this event is a chance to connect with the community. Through sponsorship, your organization will have the opportunity to spread holiday cheer and proudly showcase the work you do. Sponsorship includes valuable brand visibility through event promotions, recognition on-site and online, and the chance to engage with all attendees.

As you explore this package, you will see the many different ways you can be involved in this year's parade as a partner with benefits tailored to various levels of support. Your contribution will enhance programming and help make this event truly magical.

I look forward to welcoming you all to the City's 2025 Santafest Parade, and thank you – your support and participation will help make this holiday season truly memorable for families across the city.

A handwritten signature in black ink, appearing to read 'Steven Del Duca'.

Steven Del Duca
Mayor

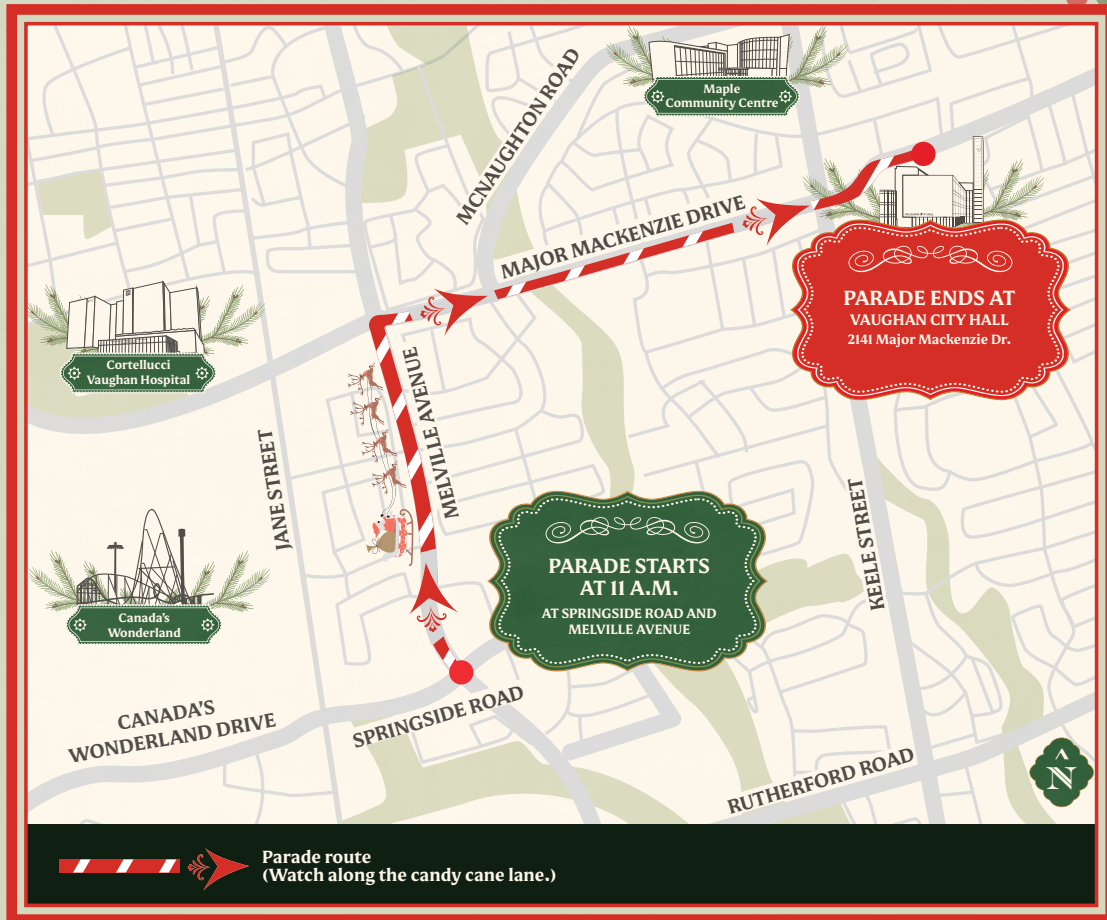


Santafest Parade

The City of Vaughan is excited to bring back a beloved holiday tradition this year – the Santafest Parade! As a valued member of our community, we invite your organization to participate in this joyful celebration that brings together families, friends and neighbours in the spirit of the season.

This event will include:

- local bands, schools and community groups
- fun-loving characters
- floats
- Santa Claus



When and where will the Santafest Parade take place:

Saturday, Nov. 29 at 11 a.m.

The parade will begin at the intersection of **Springside Road and Melville Avenue**. It will then:

- proceed north on Melville Avenue
- turn east on Major Mackenzie Drive
- finish at Vaughan City Hall (2141 Major Mackenzie Dr.)

Sponsorship Levels

BENEFITS	EVENT \$15,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$2,500
RECOGNITION				
Company name recognition on marketing materials	logo	logo	logo	text
PRINT AND SIGNAGE				
Posters	•	•	•	
Vaughan City Hall atrium banners	•	•		
Mobile signs across Vaughan	•			
Postcard mailed to all Vaughan homes	•	•		
DIGITAL				
Bridge and billboard signs across Vaughan	•			
10 digital outdoor signs across Vaughan	•			
Static TV ads at Vaughan community centres, libraries and Vaughan City Hall	•			
Santafest post-event video posted on City website and YouTube channel	•	•	•	•
eNewsletter sponsor thank you page	•	•	•	•
Recreation Vaughan eGuide - thank you page	•	•	•	•
Public Service Announcement	•			
WEB AND SOCIAL MEDIA				
Sponsor page	•	•	•	•
Web link on vaughan.ca/santafest	•	•	•	•
Social media handles on @RecVaughan and @VaughanRecreation	•	•	•	•
Event online listings - various websites (i.e. Festival and Events Ontario)	•	•		
EVENT DAY				
Inclusion of one float entry into the Santafest Parade	•	•	•	•
EXCLUSIVE OPPORTUNITIES				
First right of refusal for following year's Santafest Parade	•			
Two-year renewal option	•	•	•	
Invitation to Sponsor Appreciation Event	•	•	•	•

Community Impact and Value

Partner with the City of Vaughan in delivering free, award-winning events to the community!

Customized corporate sponsorship benefit packages are available at a variety of levels with featured benefits that include enhancement of company profile as an engaged corporate citizen; increased visibility and recognition of company brand/logo; inclusion in the Santafest Parade marketing materials; and activation and cross-promotional opportunities.

Benefits of sponsorship include the potential for:

- Increasing brand visibility
- Increasing consumer engagement
- Increasing web traffic
- Building of clientele and competitive advantage
- Building successful partnerships

Benefits of sponsorship to the community:

- Strong community involvement and engagement that assists in the building of cohesive and strong communities
- Provides opportunities for community participation and supports volunteerism
- Raises local awareness and city profile
- Supports small businesses and increases culture and tourism
- Facilitates community spirit
- Assists in creating memorable moments and supports importance of human connections

Become a sponsor

Contact us for further details to customize a package suitable for your budget and marketing needs.

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