

SPONSORSHIP OPPORTUNITIES

SANTAFEST PARADE

2026



Sunday, Nov. 29 at 1:30 p.m.

✪ vaughan.ca/santafest ✪







Message from the Mayor

I am delighted to invite you to be part of one of our most beloved holiday traditions in the city of Vaughan – the Santafest Parade!

This celebration will bring thousands of residents together in a vibrant display of community spirit, culture and seasonal cheer with holiday-themed floats, marching bands, entertainers and, of course, a visit from Santa Claus himself.

The Santafest Parade is a meaningful opportunity to connect with the community. As a sponsor, your organization can help spread holiday joy while highlighting the important work you do. Sponsorship offers valuable brand visibility through event promotions, on-site and online recognition, and opportunities to engage directly with attendees.

Within this package, you'll find a range of partnership options designed to suit various levels of support – each offering unique benefits. Your contribution will play a key role in enhancing the parade's programming and creating a truly magical experience for all.

I look forward to welcoming you to the City of Vaughan's 2026 Santafest Parade. Thank you in advance for your support – together, we can make this holiday season truly unforgettable for families across Vaughan.

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

Steven Del Duca
Mayor, City of Vaughan

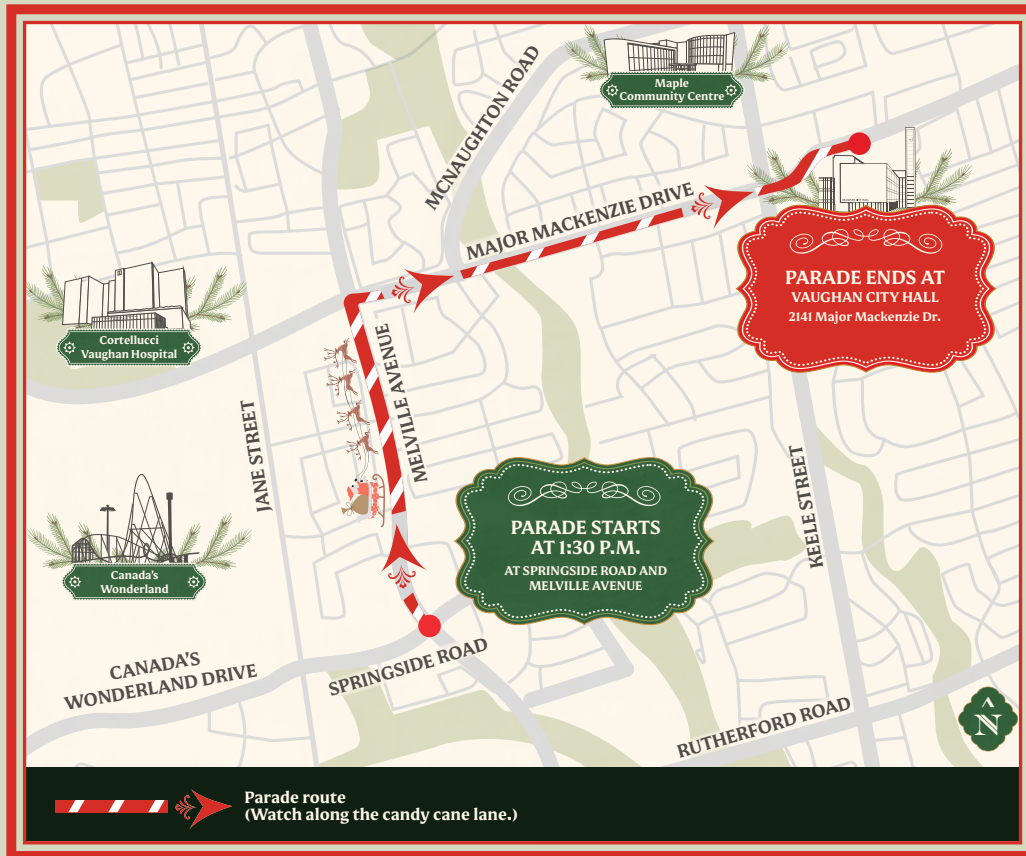


Santafest Parade

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:

Sunday, Nov. 29 at 1:30 p.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
Logo recognition as Event Sponsor on applicable marketing materials	logo			
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	•			
Outdoor digital signs across Vaughan	•			
Static TV ads at Vaughan community centres, libraries and Vaughan City Hall	•			
Post-event video (posted on City website and YouTube channel)	•	•	•	•
Post-event thank you in City of Vaughan eNewsletter	•	•	•	•
Thank you page in Recreation Vaughan eGuide	•	•	•	•
Company name in applicable media products	•			
WEB AND SOCIAL MEDIA				
Company name listed on vaughan.ca/santafest	•	•	•	•
Weblink on vaughan.ca/santafest	•	•	•	
Social media handles on @RecVaughan and @VaughanRecreation	•	•	•	
Event online listings on various websites (e.g. Festival and Events Ontario)	•	•		
EVENT DAY				
Inclusion of one 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	•	•	•	•

Santafest 2025

Key Impressions

PAID MEDIA IMPRESSIONS

13.2 million

ORGANIC MEDIA IMPRESSIONS

7.8 million

TOTAL MEDIA REACH

21.1 million





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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