VAUGHAN Celebrates 2027

Winterfest • Concerts in the Park • Canada Day

Sponsorship Opportunities



vaughan.ca/**events**

vaughancelebrates.ca

VAUGHAN



All images showcase authentic experiences from Vaughan Celebrates Events held in community centres and recreation facilities across the City.



2026 Canada Day
Maestro Fresh Wes



2026 Winterfest
Gabby's Dollhouse Dance Party



2026 Concerts in the Park
Bruno Mars Experience
Tribute to Bruno Mars

Dear Community Partner,

Each year, more than 30,000 residents and visitors come together to experience the Vaughan Celebrates Program, the City of Vaughan's premier series of free community events. Featuring Winterfest, Concerts in the Park and Canada Day, Vaughan Celebrates offers organizations a unique opportunity to connect with local families, engage with the community and demonstrate their commitment to enhancing quality of life in Vaughan.

Vibrant communities are built through meaningful connections. Vaughan Celebrates brings neighbours together, fosters civic pride and creates memorable experiences for residents of all ages. These signature events have become cherished traditions that reflect the diversity, energy and spirit of our growing city. Sponsorship plays an essential role in ensuring these events remain accessible, inclusive and free for residents and visitors to enjoy.

By partnering with Vaughan Celebrates, sponsors gain more than visibility. They can engage directly with thousands of community members while demonstrating a meaningful investment in one of Canada's fastest growing and most dynamic municipalities. Whether your organization is seeking to increase brand awareness, strengthen community relationships, support local initiatives or connect with new audiences, Vaughan Celebrates provides a powerful platform to achieve those goals while making a lasting impact.

The City of Vaughan is proud to be recognized internationally for excellence in festivals and events, including receiving the prestigious designation of Festival and Event City from the International Festivals & Events Association. This distinction reflects our commitment to delivering exceptional event experiences and creating valuable partnership opportunities for the organizations that help make them possible.

Thank you for considering a partnership with the Vaughan Celebrates Program. Together, we can continue creating memorable community experiences, fostering meaningful connections and enriching the lives of residents, families and visitors across Vaughan.

We look forward to partnering with you.

Sincerely,

Anita Micoli-Falcone
Recreation Manager of Events, Theatre & Studio Operations

Winterfest

Vaughan's annual Winterfest celebration brings families and community members together for a free event featuring interactive activities, live entertainment and seasonal programming. Attracting more than 10,000 attendees each year, Winterfest provides sponsors with a meaningful opportunity to engage with families while supporting one of Vaughan's most anticipated winter traditions.

Concerts in the Park

Celebrating more than three decades of community entertainment, Concerts in the Park bring six free live performances to neighbourhoods across Vaughan each summer. Welcoming more than 10,000 attendees annually, the series creates opportunities for sponsors to connect with residents in a relaxed, family-friendly setting while supporting accessible experiences throughout the city.

Canada Day

Vaughan's Canada Day celebration is one of the City's signature annual events, bringing together more than 10,000 residents and visitors for a day of live entertainment, cultural experiences, food and family activities. The event offers sponsors exceptional visibility and engagement opportunities while supporting a celebration that showcases Canadian pride, community spirit and Vaughan's vibrant cultural diversity.

> *It is a great family event! We come every year."* Canada Day Attendee

> *My kids loved the free activities! Especially the free stuffed animals from Vaughan Fire and Animal Services."*
>
> Winterfest Attendee







2026 Key Media Impressions

Audience Reach & Community Impact

31.7K
Total attendees in 2026

94K+
Attendees over the last three years

100%
Free programming

Award-Winning
Internationally recognized event program

Marketing & Promotional Reach

711K+
Social Media Impressions

87M+
Digital Signs & Billboards

2.1M+
Print, Digital, TV & Radio

Why Partner with Vaughan Celebrates?

Sponsors choose Vaughan Celebrates for:

- Community Engagement and Impact
- Brand Visibility
- Audience Reach
- Promotional Exposure
- Meaningful Partnerships

Your sponsorship supports:

- Community Involvement & Engagement
- Free Community Programming
- Culture, Tourism & Local Economy
- Community Spirit & Civic Pride
- Meaningful Community Participation
- Memorable Experiences & Human Connection







Past Sponsor Photos





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

ALEX MURDOCH

alex.murdoch@vaughan.ca **905-832-2281 ext. 3002**

SPONSORSHIP BENEFITS

Sponsorship Levels & Benefits

	PRESENTING $50,000 All three events	EVENT $40,000 All three events	MARQUEE $25,000 All three events	SPOTLIGHT $15,000 All three events	FEATURE $8,000 Per event	ACTIVITY $5,000 Winterfest only	COMMUNITY $2,500 Per event
Recognition							
Exclusive "Presented by" Recognition	●						
Marketing Material Recognition	**logo**	**logo**	**logo**	**logo**	**logo**	**logo**	**Name Recognition**
Print & Signage							
Event Posters & Promotional Signage	●	●	●	●			
City Hall Banner Recognition	●	●					
Vaughan Mobile Sign Recognition	●						
Event Postcard	●	●	●	●			
Community Event Signage	●	●	●	●	●	Activity Specific	
Digital							
Bridge & Billboard Recognition	●	●					
Digital Outdoor Sign Recognition	●						
Municipal Facility Digital Screen Recognition	●	●					
Promotional Video Recognition	●	●	●	●	●	●	●
Recreation Vaughan eGuide Recognition	●	●	●	●	●	●	●
Media Recognition Opportunities	●						
Sponsor Event Invitation	●	●					
Geotargeted Digital Advertising Recognition	●	●					
Sponsor Spotlight Opportunity	●	●	●				
Web & Social Media							
Web Recognition	●	●	●	●	●	●	●
Social Media Recognition	●	●	●	●	●	●	●
eNewsletter Recognition	●	●	●	●	●	●	●
Event Day							
Main Stage Banner Recognition	●	●	●	●	●	●	●
Main Stage Screen Recognition	●	●	●	●	●	●	●
Sponsor Video Recognition	●	●					
Recognition During Official Remarks by Mayor	●	●					
Event-Day Verbal Recognition	●	●	●	●			
Opportunity to Deliver Greetings	●						
Community Engagement Space	●	●	●	●	●	●	●
Activity Sponsorship Recognition						●	
VIP Hospitality Access*	●	●					
Exclusive Opportunities							
First Right of Refusal for Future Sponsorship Opportunities	●						
Multi-Year Renewal Opportunity	●	●	●	●	●	●	●
Sponsor Appreciation & Networking Event	●	●	●	●	●	●	●
***VIP Hospitality Access for Sponsor**	**10 guests**	**5 guests**					

2026 Vaughan Celebrates Concerts in the Park Event



VAUGHAN

It's our city...
Let's *celebrate* it together!

Contact us to become a sponsor

ALEX MURDOCH
alex.murdoch@vaughan.ca 905-832-2281 ext. 3002

vaughan.ca/**events**

vaughancelebrates.ca

Awards Received

2025 IFEA World Festival and Event City Award

Winterfest

2024 FEO 100 Festivals & Events Ontario
2023 Award Winner Pinnacle Awards
2020 FEO 100 Festivals & Events Ontario
2019 FEO Achievement Award Festivals & Events Ontario
2017 FEO 100 Festivals & Events Ontario
2015 FEO Achievement Award Festivals & Events Ontario
2014 FEO 100 Festivals & Events Ontario
FEO2016 Achievement Award

Concerts in the Park

2024 FEO 100 Festivals & Events Ontario
2023 Award Winner Pinnacle Awards
2023 FEO 100 Festivals & Events Ontario
2021 FEO Achievement Award Festivals & Events Ontario
2019 FEO 100 Festivals & Events Ontario
2014 FEO 100 Festivals & Events Ontario
FEO2016 Achievement Award

Canada Day

2024 FEO 100 Festivals & Events Ontario
2024 Award Winner Pinnacle Awards
2023 Award Winner Pinnacle Awards
2023 FEO Best Promotional Campaign Festivals & Events Ontario
2023 FEO 100 Festivals & Events Ontario
2021 FEO Achievement Award Festivals & Events Ontario
2020 FEO Best Social Media Campaig Festivals & Events Ontario
2016 FEO 100 Festivals & Events Ontario
FEO2016 Achievement Award