

VAUGHAN Celebrates

2026

Winterfest • Concerts in the Park • Canada Day

Sponsorship Opportunities



vaughan.ca/events

vaughancelebrates.ca







2025 Canada Day
Preston Pablo
Juno Award
Winning Canadian
singer-songwriter



2025 Winterfest
Frozen in Time
Frozen sign-along



2025 Concerts in the Park
X&Y
Tribute to Coldplay

Dear Friend,

The City of Vaughan is proud to offer its residents and visitors with FREE, award-winning events throughout the year. The **Vaughan Celebrates** program, comprised of Winterfest, Concerts in the Park and Canada Day events, effectively provides promotional opportunities for local businesses to engage with the community while increasing brand exposure. During the many years of the program's continued success, tens of thousands have gathered to celebrate Vaughan and enjoy stellar entertainment and activities for all ages. The **Vaughan Celebrates** program has earned national and international recognition, receiving numerous awards across various categories. In 2023, it was honored with the Gold Award for Best Overall Sponsorship Program by the International Festivals and Events Association and was named one of the Top 100 Festivals and Events in Ontario. This success is made possible through the generous support of partners like you, and we are truly grateful for your contribution and ongoing partnership.

The **Vaughan Celebrates** Sponsorship Opportunities brochure features community feedback, media impressions, event highlights, a sampling of marketing campaign materials, and an informative guide outlining sponsor benefits per event, customizable to meet your marketing needs to reach thousands of Vaughan residents, businesses, and visitors.

Your contribution will help provide your community and customers with one of the best event programs, while taking advantage of an outstanding marketing and outreach opportunity in the City of Vaughan.

For more information on sponsorship opportunities, please contact **Alex Murdoch**, Recreation Lead, Events at 905-832-2281 ext. 3002 or alex.murdoch@vaughan.ca.

We look forward to a successful and rewarding partnership in 2025.

Yours truly,

Anna Rose
Recreation Manager, Events, Theatre & Studio Operations



Winterfest

Winterfest is back as a two-day, free annual celebration that brings the community together to enjoy the best of winter! Experience skating, snowshoeing, interactive entertainment, and a variety of family-friendly activities. Taking place indoors and outdoors, Winterfest draws over 15,000 attendees each year and features live performances, engaging activity booths, food vendors, and so much more.



Concerts in the Park

Celebrating its 32nd anniversary in 2026, this beloved summer series brings six free concerts to different locations across Vaughan, highlighting a wide range of music genres. Drawing over 10,000+ attendees, it creates a lively outdoor experience for all ages, complete with live entertainment, interactive activity booths, and a welcoming atmosphere that fosters community connection.



Canada Day

Vaughan's Canada Day event remains a highlight of the summer, now hosted at the beautiful North Maple Regional Park. This free celebration features live entertainment, cultural performances, interactive activities, and a vibrant marketplace. Welcoming over 10,000 attendees, the event showcases award-winning performances, delicious food zones, and a festive atmosphere that proudly celebrates Canadian spirit and community pride.



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



2025 Key Media Impressions

Winterfest



25.5M

Digital signs & billboards



210K

Print, digital, TV & radio



38.4K

Social media impressions

Concerts in the Park



94.6M

Digital signs & billboards



170K

Print, digital, TV & radio



173.6K

Social media impressions

Canada Day



22.1M

Digital signs & billboards



2.2M

Print, digital, TV & radio



121K

Social media impressions

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 Vaughan Celebrates marketing materials; and activation and cross-promotional opportunities.

Benefits of sponsorship include the potential for:



Benefits of sponsorship to the community:



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

	PRESENTING \$50,000 all three events	EVENT \$40,000 all three events	MARQUEE \$25,000 all three events	SPOTLIGHT \$12,000 all three events	FEATURE \$7,000 per event	ACTIVITY \$5,000 winterfest only	COMMUNITY \$2,500 per event series
Recognition							
Vaughan Celebrates “Presented by” corporate logo on all marketing collateral	●						
Company name recognition on marketing materials	logo	logo	logo	logo	logo	text	text
Print & Signage							
Posters	●	●	●				
Vaughan City Hall atrium banners	●	●					
Mobile signs across Vaughan	●						
Postcard (mailed to all homes)	●	●	●	●			
Digital							
Bridge & Billboard signs across Vaughan	●	●					
10 digital outdoor signs across Vaughan (3,000,000 total daily car traffic)	●						
Static TV ads at Vaughan community centres, libraries & Vaughan City Hall	●	●					
Vaughan Celebrates video (posted on City website & YouTube Channel)	●	●	●	●	●	●	●
eNewsletter Sponsor Thank You	●	●	●	●	●	●	●
Recreation Vaughan eGuide — Thank You ad	●	●	●	●	●	●	●
Public Service Announcement (PSA)	●						
Event invitation	●	●					
Geotargeted digital ads	●	●					
Commercial video on website	●	●					
Web & Social Media							
Sponsor page	●	●	●	●	●	●	●
Weblink on vaughan.ca/events	●	●	●	●	●	●	●
Social Media handles on @RecVaughan & @VaughanRecreation	●	●	●	●	●	●	●
Event online listings - various websites (i.e. Festival & Events Ontario)	●						
Event Day							
Stage banners	●	●	●	●	●	●	●
Recognition on LED stage screen (when applicable)	●	●	●	●	●	●	●
Video on LED stage screen (30 seconds)	●	●					
Recognition on LED side stage banners	●	●	●	●	●	●	●
Video on LED side screens (30 seconds)	●	●					
Official stage recognition by Mayor	●						
Official stage recognition by Emcee	●	●	●	●			
Opportunity to deliver greetings	●						
Booth: display area for community outreach	●	●	●	●	●		●
Logo on giveaway item	●						
Booth: display area outside sponsored activity room						●	
Logo on sponsored Activity Room signage						●	
Exclusive Opportunities							
First right of refusal for following year’s Vaughan Celebrates Program	●						
Two (2) year renewal option	●	●	●	●	●	●	●
Invitation to Sponsor Appreciation event	●	●	●	●	●	●	●



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

Contact us to become a sponsor

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**Awards
Received**

Winterfest



Concerts in the Park



Canada Day

