

CELEBRATING THE SPIRIT OF THE SEASON

Dear Friends and Neighbours;

Have we got some jolly news for you! Preparations have already begun for the 17th Annual SantaFest Parade in Vaughan scheduled for Sunday, November 27th, 2016.

Hard to believe that what started out as a neighbourhood gathering in Maple, has evolved into a premier community event full of excitement and anticipation. And it's all because of YOU! Without the commitment and continuing community support of our Sponsors, the SantaFest Volunteer Community Board could not successfully deliver this spectacular outdoor event! As a not-for- profit community group, we rely solely on business and community leaders such as yourselves who year after year drive this event to its premier position in our community.

We are proud to announce that we are continuing with the celebration of the *SPIRIT OF THE SEASON*, with spectacular multicultural floats showcasing traditional sounds and sights of the holiday season, all parading down **International Way** along the parade route.

This will be in addition to our annual colourful floats, the various colour guards, the leading marching bands, the parade clowns, the decorated vehicles, all in anticipation of the arrival of Santa in his newly decorated float.

AND there's more! Continuing this year is **Santa's Block Party**: before the Parade, spectators will be encouraged to visit various locations along the route to enjoy some pre-parade family friendly fun!

The attached package outlines the incentives and rewards for the various levels of support. Thank you for showing your community spirit by helping us bring smiles, memories and the joy of the season to all!

Please contact us at: <u>info@santafestinmaple.com</u> or visit our website at <u>www.santafestinmaple.com</u> to learn more on how YOU can take a leading role in contributing to our success.

For all marketing and media inquiries, please email info@santafestinmaple.com.

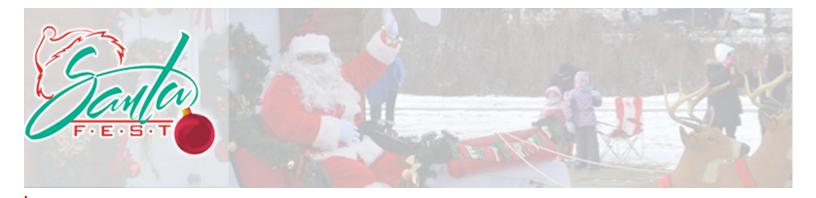
We look forward to counting on you as one of our many partners in this cherished community tradition.

Thank you for your consideration.

Enza Barbieri

SantaFest Chair





SPONSORSHIP

Financial sponsorship and services in kind partnerships make this event possible. All funds are used to cover necessary operating expenses to make our parade a safe and enjoyable one.

The deadline for sponsorships and partnership program is midnight November 6th. 2016. This will allow adequate time for printing of promotional materials.

Parade Date – Sunday November 27th, 2016

Level Inc	entive		
JINGLE BELL	Premium Corporate Logo placement in all related Marketing, PR and Promotional materials		
	Premium Corporate Logo placement in all related print advertising		
ROCK (\$5,000) • Includes entry fee	Corporate Name recognition in all online and e-marketing communications		
• includes entry fee	Corporate Name recognition included in all PR / Media releases		
Not applicable to services in kind	Corporate Name recognition at Press Conference with opportunity to speak at podium		
	Corporate Name recognition in all social media sites including SantaFest official Facebook page		
	Corporate logo on event website with hotlink		
	Dignitary status at kick start of parade with premium position of Corporate Banner along parade route		
	(Banner to be supplied by Sponsor)		
	Corporate Sponsor to receive Recognition plaque		
	Corporate Name may be acknowledged on local television		
	Corporate Logo placement in all related Marketing, PR and Promotional materials		
FROSTY THE	Corporate Logo placement in all related print advertising		
SNOWMAN	 Corporate Name recognition in select online and e-marketing communications Corporate Name recognition included in select PR 		
(\$2,000)	Corporate Name recognition included in select PK Corporate Name recognition at Press Conference		
• Includes entry fee	Corporate Name recognition on SantaFest official Facebook page		
	Corporate logo on event website		
	Corporate Banner along parade route (Banner to be supplied by Sponsor)		
	Corporate Name may be acknowledged on local television		
	Corporate Sponsor to receive Recognition plaque		
DECK THE HALLS (\$1,000) • Includes entry fee	Corporate Logo included in select promotional materials		
	Corporate name included in SantaFest Full Page thank you ad		
	Corporate Name recognition on SantaFest official Facebook page		
	Corporate Logo on event website		
	Corporate Banner along parade route (Banner to be supplied by Sponsor).		
	Corporate Sponsor to receive Recognition plaque		
	Corporate name included in SantaFest Full Page thank you ad		
SILVER BELLS	Corporate Name recognition on SantaFest official Facebook page		
(\$500)	Corporate Logo on event website		
• Includes entry fee			
	Corporate Name recognition on SF official Facebook page		
SNOWFLAKE	Corporate name listed on event website		
(\$250)			



SPONSORSHIP FORM

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Parade Date - Sunday November 27th 2016

Company Name				
Contact				
Address				
City	Province	Postal Code		
Email		Telephone		
Website				
Sponsorship Package:				
☐ JINGLE BELL ROCK	\$5,000			
☐ FROSTY THE SNOWMAN	\$2,000			
☐ DECK THE HALLS	\$1,000			
☐ SILVER BELLS	\$500			
□ SNOWFLAKE	\$250			
Please make cheques payable to "SantaFest" and send along with this completed form to: SantaFest P.O. Box 772 Maple, Ontario L6A 1S7 Email: info@santafestinmaple.com				
Signature				