



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: info@santafestinmaple.com or visit our website at www.santafestinmaple.com 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	Incentive
JINGLE BELL ROCK (\$5,000) • Includes entry fee Not applicable to services in kind	<ul style="list-style-type: none"> Premium Corporate Logo placement in all related Marketing, PR and Promotional materials Premium Corporate Logo placement in all related print advertising Corporate Name recognition in all online and e-marketing communications Corporate Name recognition included in all PR / Media releases 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
FROSTY THE SNOWMAN (\$2,000) • Includes entry fee	<ul style="list-style-type: none"> Corporate Logo placement in all related Marketing, PR and Promotional materials Corporate Logo placement in all related print advertising Corporate Name recognition in select online and e-marketing communications Corporate Name recognition included in select PR Corporate Name recognition at Press Conference 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	<ul style="list-style-type: none"> 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
SILVER BELLS (\$500) • Includes entry fee	<ul style="list-style-type: none"> Corporate name included in SantaFest Full Page thank you ad Corporate Name recognition on SantaFest official Facebook page Corporate Logo on event website
SNOWFLAKE (\$250)	<ul style="list-style-type: none"> Corporate Name recognition on SF official Facebook page Corporate name listed on event website





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:

- | | |
|---|---------|
| <input type="checkbox"/> JINGLE BELL ROCK | \$5,000 |
| <input type="checkbox"/> FROSTY THE SNOWMAN | \$2,000 |
| <input type="checkbox"/> DECK THE HALLS | \$1,000 |
| <input type="checkbox"/> SILVER BELLS | \$500 |
| <input type="checkbox"/> 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 _____ Date _____

THANK YOU FOR YOUR SUPPORT

