



## CELEBRATING THE SPIRIT OF THE SEASON

Dear Friends and Neighbours:

Have we got some jolly news for you! Preparations have already begun for the **20<sup>th</sup> Annual SantaFest Parade in Vaughan** scheduled for **Sunday November 24<sup>th</sup>, 2019**.

### **YES! IT'S OUR 20<sup>TH</sup> YEAR!**

Hard to believe that what started out as a neighbourhood gathering in Maple in 1999, 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@vaughansantafest.com](mailto:info@vaughansantafest.com) or visit our website at [www.vaughansantafest.com](http://www.vaughansantafest.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@vaughansantafest.com](mailto:info@vaughansantafest.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**

Chair, Vaughan SantaFest





## 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 1<sup>st</sup>, 2019**. This will allow adequate time for printing of promotional materials.

### Parade Date – Sunday November 24<sup>th</sup>, 2019

Level	Incentive
<b>JINGLE BELL ROCK (\$5,000)</b> • Includes entry fee  <b>Not applicable to services in kind</b>	<ul style="list-style-type: none"> <li>• Premium Corporate Logo placement in all related Marketing &amp; Promotional materials</li> <li>• Premium Corporate Logo placement in all related print advertising</li> <li>• Corporate Name recognition included in Media Release &amp; Media Kick Off E-Vite</li> <li>• Corporate Name recognition at Media Kick-Off with opportunity to speak at podium</li> <li>• Corporate Name recognition on SantaFest Facebook page &amp; Instagram</li> <li>• Corporate logo on event website with hotlink</li> <li>• Dignitary status at start of parade with Premium Placement of Corporate Banner along parade route (Banner to be supplied by Sponsor)</li> <li>• Corporate Name acknowledged on Parade Day social media broadcast &amp; Video</li> </ul>
<b>FROSTY THE SNOWMAN (\$2,000)</b> • Includes entry fee	<ul style="list-style-type: none"> <li>• Corporate Logo placement in select related Marketing &amp; Promotional materials</li> <li>• Corporate Logo placement in select print advertising</li> <li>• Corporate Name recognition on SantaFest Facebook page &amp; Instagram</li> <li>• Corporate logo on event website</li> <li>• Corporate Name recognition at Press Conference</li> <li>• Corporate Banner along parade route (Banner to be supplied by Sponsor)</li> <li>• Corporate Name acknowledged on Parade social media broadcast &amp; Video</li> </ul>
<b>DECK THE HALLS (\$1,000)</b> • Includes entry fee	<ul style="list-style-type: none"> <li>• Corporate name included in SantaFest thank you ad</li> <li>• Corporate Name recognition on SantaFest Facebook page &amp; Instagram</li> <li>• Corporate Logo on event website</li> <li>• Corporate Banner along parade route (Banner to be supplied by Sponsor)</li> </ul>
<b>SILVER BELLS (\$500)</b> • Includes entry fee	<ul style="list-style-type: none"> <li>• Corporate Name recognition on SantaFest social media sites including SantaFest official Facebook page &amp; Instagram</li> <li>• Corporate Logo on event website</li> </ul>
<b>SNOWFLAKE (\$250)</b>	<ul style="list-style-type: none"> <li>• Corporate name listed on event website</li> </ul>





## SPONSORSHIP FORM

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### Parade Date – Sunday November 24<sup>th</sup>, 2019

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@vaughansantafest.com](mailto:info@vaughansantafest.com)

Signature \_\_\_\_\_ Date \_\_\_\_\_

**THANK YOU FOR YOUR SUPPORT**

