



Oakville Santa Claus Parade 2023

Saturday, November 18, 2023

9:00 a.m. (Rain or Shine)

The annual Santa Clause Parade returns to Oakville. Entering its 75th year, the Parade is one of Oakville's most enduring and endearing events. The theme this year is Holiday Movies and Icons. We value our sponsorship support and, if you're anything like the rest of us elves, we know you will be happy to be part of this Oakville tradition.

The 74th Oakville Santa Claus Parade, in 2022, had over 15,000 visitors, including children, parents and grandparents. It had 35 floats and walking groups, representing local groups and businesses. The Parade includes bands, both local and regional, which provide great energy and entertainment during the Parade and also require the greatest amount of funding.

Outlined below for your review are the various sponsorship levels and opportunities available to your business. We hope that you will see the sponsorship of the Oakville Santa Claus Parade as a great opportunity for your business to gain exposure and connectivity in Oakville.

Sponsorship Opportunities:

Platinum Sponsor - \$4000

- Company logo and website link on parade website: www.oakville.ca
- Logo on Parade materials, including flyers and signage
- Company banner in the Parade – banner produced by the Parade, held by Parade volunteers walking the Parade route; visible on YourTV Parade broadcast
- Company description on YourTV, who records the parade each year. A description of your company is provided to YourTV for announcement on TV, as your company banner passes in the Parade. (Announcement of company description is at YourTV discretion and in accordance with broadcast timelines.)
- VIP seating during the Parade
- Quote from company representative in official event new release
- Opportunity to ring the ceremonial bell to begin the Parade



Gold Sponsor - \$2500

- Company logo and website link on parade website: www.oakville.ca
- Logo on Parade materials, including flyers and signage
- Company banner in the Parade, banner produced by the Parade, held by Parade volunteers walking the parade route; visible on YourTV Parade broadcast
- Company description on YourTV, who records the parade each year. A description of your company is provided to YourTV for announcement on TV, as your company banner passes in the Parade. (Announcement of company description is at YourTV discretion and in accordance with broadcast timelines.)

Silver Sponsor - \$1500

- Cross promotional opportunity – The Oakville Santa Clause Parade will provide you with a copy of the Parade logo for use in your company newsletter, on your website and in promotional materials
- Company logo and website link on Parade website: www.oakville.ca

Bronze Sponsor - \$750

- Cross promotional opportunity – The Oakville Santa Clause Parade will provide you with a copy of the Parade logo for use in you company newsletter, on your website and in promotional materials
- Company logo on Parade website: www.oakville.ca

If you have an idea for a sponsorship opportunity not outlined above, we would be happy to entertain new creative partnerships, and look forward to discussing any ideas you may have.

Sponsorship will be accepted up to November 10, 2023.

Thank you for supporting the Oakville Santa Claus Parade.

For more information or to secure your position as a sponsor of this year's Parade, please contact:

Beth Robertson
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Oakville Santa Claus Parade Committee
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