



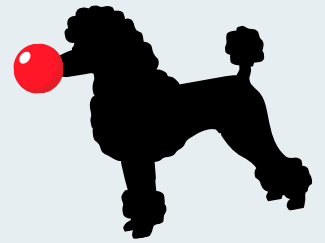
**SANTA PAWS IS
COMING TO THE HYDE
PARK SANTA PARADE!**

NOVEMBER 22, 2025

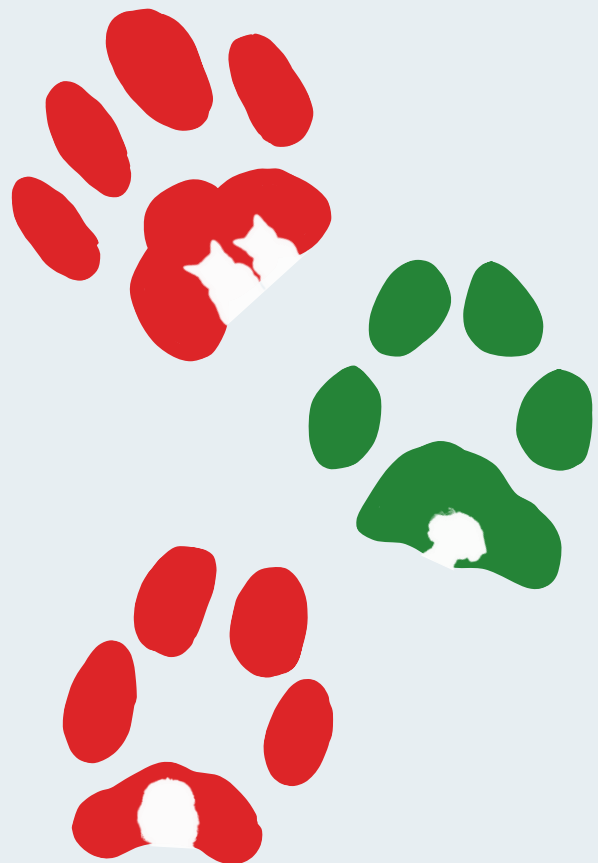
**SPONSORSHIP
OPPORTUNITIES**



GET READY, HYDE PARK!



Santa Paws is coming to Hyde Park for a tail-wagging Christmas celebration! This year's parade will feature a furry theme of wagging tails, holiday cheer, community spirit, and, of course, Santa Claus himself. Run entirely by volunteers, the parade brings joy to Hyde Park while raising funds for local charities and collecting food for the Northwest London Resource Centre. We'd love for you to join the fun by sponsoring this year's event – it's a PAWSitively perfect opportunity to connect with the community, share your holiday spirit, and be part of a parade that's all about paws, Claus, and Christmas magic!





Big Red

\$5000

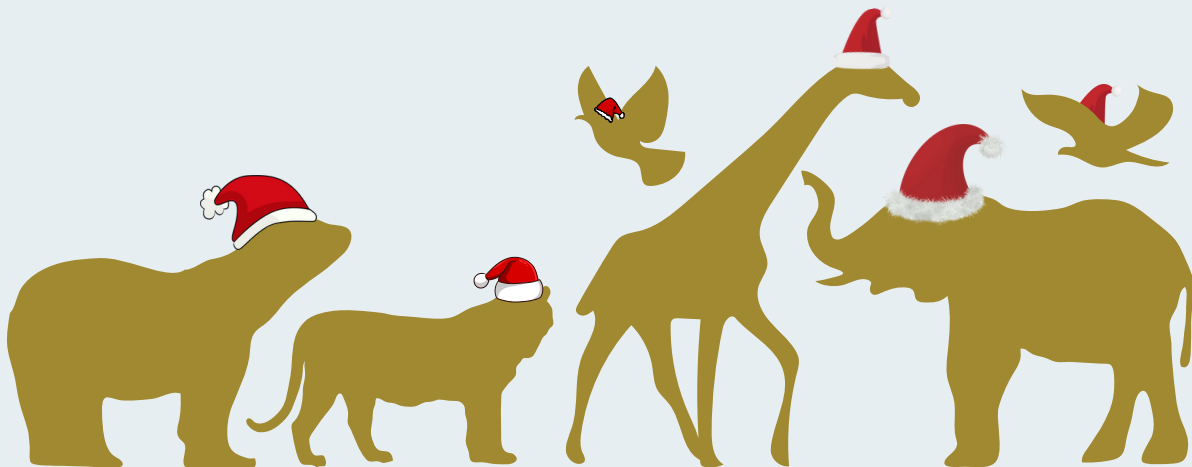
One

7



SOLD

- "Brought to you by" logo on press releases
- Individual logo on all print and television advertising
- Top logo placement on all print and television advertising
- Dedicated space on all print and television advertising
- Top logo placement on all print and television advertising
- Top logo placement on all digital promotions
- Your logo displayed on parade-day signage and banners
- Media recognition at parade (if available)
- Float fee included (float entry not mandatory)



Tier

1

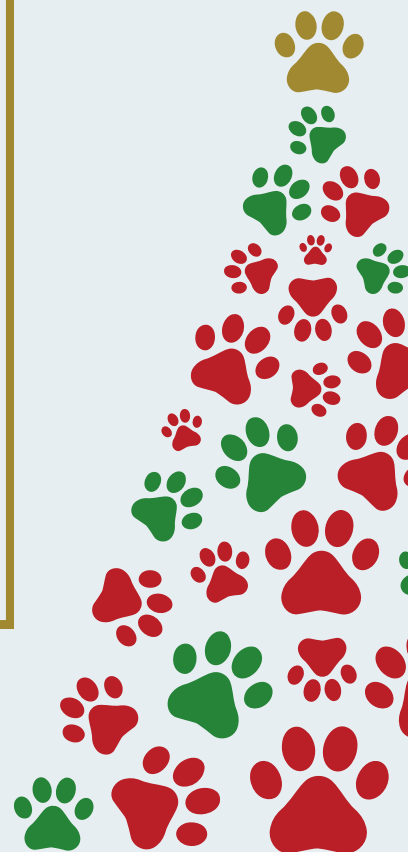
Silver and Gold

\$2500

Two Opportunities

"Brought to you by"

- "Brought to you by..." is mentioned in media and press releases
- Individual sponsor mentions with radio and television advertising
- Premium logo placement with a link on the website
- Dedicated sponsor spotlight post on social media
- Premium logo placement on posters
- Premium logo placement on digital promotions
- Your logo displayed on parade-day signage and banners
- Media recognition at parade (if available)
- Float fee included (float entry not mandatory)



Tier

2

Holly Jolly

\$1000

Ten Opportunities

Event Sponsor Package

- Listed as an event sponsor in media and press releases
- Group sponsor mentions with radio and television advertising
- Your logo with a link on the website
- Shared sponsor recognition posts on social media
- Mid logo placement on posters
- Mid logo placement on digital promotions
- Float fee included (float entry not mandatory)



Tier
3 **Deck the Halls**
\$500
Fifteen Opportunities
Business Promotion Package

- Your name and logo are listed on the website
- Group sponsor mentions posts on social media
- Your name and logo are listed on digital promotions
- Float fee included (float entry not mandatory)



Tier
4 **Reindeer Squad**
\$300
Unlimited
No Float Package

- Your name is listed on the website
- Group sponsor mentions posts on social media
- Your name listed on digital promotions
- No float included



Benefit / Recognition	Big Red (\$5,000)	Silver & Gold (\$2,500)	Holly Jolly (\$1,000)	Deck the Halls (\$500)	Reindeer Squad (\$300)
Category Recognition	Title Sponsor	"Brought to you by" Presenting Sponsor	Event Sponsor Package	Business Promotion Package	No Float Package
Exclusive Opportunities	1	2	10	15	unlimited
Name/Logo in Media & Press Release	✓ "Distinctive sponsor" mention	✓ "Brought to you by" mention	✓ listed as "Event Sponsor"	-	-
Print Advertising	✓ with top logo placement	✓ with premium logo placement	✓ mid logo placement	-	-
Radio & TV Mentions	✓ individual sponsor mention	✓ individual sponsor mention	✓ group sponsor mention	-	-
Website Recognition	✓ logo with link, top placement	✓ logo with link, premium placement	✓ logo with link	✓ name/logo listed	✓ name listed
Social Media Posts	✓ dedicated sponsor spotlight post	✓ dedicated sponsor spotlight post	✓ shared sponsor recognition posts	✓ group sponsor mention posts	✓ group sponsor mention posts
Digital Promotions	✓ logo, top placement	✓ logo, premium placement	✓ logo/name, mid placement	✓ name/logo listed	✓ name listed
Logo on Parade-Day Signage/Banners	✓	✓	-	-	-
Media Recognition at Parade (if available)	✓	✓	-	-	-
Float Fee Included (Float Entry is NOT mandatory)	Yes	Yes	Yes	Yes	No

**TO BECOME A SPONSOR,
PLEASE CONTACT:**

INFO@HYDEPARKPARADE.COM



BROUGHT TO YOU BY:

