

2026 HYDE PARK SANTA PARADE

SPONSORSHIP OPPORTUNITIES



November 28, 2026

HYDEPARKSANTAPARADE.COM





THE PARADE STARTS AT 10:00 AM BEHIND SHERWOOD FOREST MALL AND TRAVELS WEST ALONG GAINSBOROUGH ROAD!



The Hyde Park Lions Club, in partnership with the Hyde Park Business Improvement Association (Hyde Park BIA), and Gateway Church are proud to present the 2026 Hyde Park Santa Parade!

This year's theme is Vintage Christmas! With colourful floats, festive music, community groups and plenty of Christmas spirit, there's something for the whole family to enjoy.

And, of course, Santa and Mrs. Claus will be making their way through Hyde Park!

HELP US GIVE BACK

Families are encouraged to bring along non-perishable food donations to help local families facing unprecedented challenges this holiday season. A volunteer team of cheerful Elves will be along the parade route to collect donations from spectators.

So bundle up, bring your family and friends, and help us make the 2026 Hyde Park Santa Parade a magical celebration for our community!





BIG RED

\$5000
ONE OPPORTUNITY
TITLE SPONSOR

- Distinctive sponsor is mentioned in media and press releases
- Individual sponsor mentions with radio and television advertising
- Top logo placement with a link on the website
- Dedicated sponsor spotlight post on social media
- Top logo placement on posters
- Top 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)



SILVER & 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)



HOLLY JOLLY

\$1000

TEN OPPORTUNITIES

EVENT SPONSORS

- 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)



DECK THE HALLS

\$500

FIFTEEN OPPORTUNITIES

BUSINESS PROMOTION

- 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)



REINDEER SQUAD

\$300

UNLIMITED OPPORTUNITIES

NO FLOAT OPTION

- 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

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NOVEMBER 28, 2026



**TO BECOME A SPONSOR,
PLEASE CONTACT:
info@hydeparkparade.com**



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