2026 HYDE PARK SANTA PARADE

SPONSORSHIP OPPORTUNITES



November 28, 2026

HYDEPARKPARADE.CA

2026 HYDE PARK SANTA PARADE

SPONSORSHIP OPPORTUNITES

HYDEPARKPARADE.CA

NOVEMBER 28, 2026

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!



2026 HYDE PARK SANTA PARADE

SPONSORSHIP OPPORTUNITES

HYDEPARKPARADE.CA

NOVEMBER 28, 2026



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)

2026 HYDE PARK SANTA PARADE

SPONSORSHIP OPPORTUNITES

HYDEPARKPARADE.CA

NOVEMBER 28, 2026





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



2026 HYDE PARK SANTA PARADE

SPONSORSHIP OPPORTUNITES

HYDEPARKPARADE.CA

NOVEMBER 28, 2026



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





2026 HYDE PARK SANTA PARADE

SPONSORSHIP OPPORTUNITES

HYDEPARKPARADE.CA

NOVEMBER 28, 2026

TO BECOME A SPONSOR, PLEASE CONTACT:

info@hydeparkparade.com



Brought to you by

HPBIA

LIONS INTERNATIONAL

[redacted]

DISCLAIMER: SPONSORSHIPS SECURED AFTER OCTOBER 1, 2026, MAY NOT BE INCLUDED IN EVENT POSTERS OR OTHER PRINTED PROMOTIONAL MATERIALS DUE TO PRODUCTION DEADLINES.