



Dear Local Business,

We are the Etobicoke Lakeshore Santa Claus Parade, and we invite you to join us in celebrating the holiday season with our community.

Ours is one of the largest community organized, not for profit parades in the country. We are run by a dedicated committee of volunteers, supported by community groups and businesses like you. This year we are celebrating our 33rd year as a leader in a time-honoured holiday tradition for over 50,000 of our friends, families, and neighbours.

As a local business, we know your community is important to you. We are the largest electoral ward by population in Toronto and Canada, and the families of Etobicoke Lakeshore work, shop and play locally when given the opportunity.

We would like to formally invite you to join us for...

The Lakeshore Santa Claus Parade

We bring holiday spirit and a sense of community to people of all ages from our neighbourhood and beyond. We would love to connect with you and discuss opportunities for you to become involved. But to give you a little more background on us and this event, we've included some information in this document to get you started.

So, take a look and stay in touch!

Best holiday wishes,

Parade Committee
lakeshoresanta@gmail.com
www.lakeshoreparade.ca

  @lakeshoresanta

Lakeshore Santa Claus Parade

WHEN |

Saturday, December 2nd, 2023
10:00am - 12:00pm

WHY |

We're all about bringing holiday giving local businesses a chance to We're always growing and finding through our commitment to the

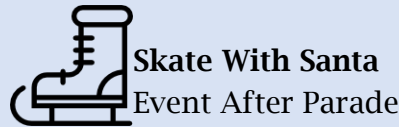
WHAT |

Spectators come from some of the fastest growing neighbourhoods in Toronto including Mimico, New Toronto, Long Branch and beyond.

WHERE |

Lakeshore Blvd West
From First Street to Thirty Fifth Street (3.4km)

spirit to families and join us in the process. new ways to add value community.



100+ TEAMS MARCHING



From community groups to festive pups, from marching bands to local businesses and so much more. We grow every year, and always end with the man in red.

SOME OF OUR PARTICIPANTS



Toronto's Emergency Responders, Government Officials, City Sports Teams, Bands and Performers, Canada Post for Santa Letters. Community Groups and Local Businesses.

HOW YOUR INVESTMENT SERVES SANTA



- Fees & Permits
- Rentals
- Signage & Banners
- Costumes & Makeup
- Float Refurbishment
- Annual Storage & Maintenance



Parade Participation

THE PERFECT WAY TO CONNECT WITH FAMILIES



CO-STAR

Negotiated \$

Naming Rights

The parade, the Skate with Santa event, or a support component “presented by” your company.

HELPFUL ELVES

\$250

Give and Get support

Participate in the parade - advertise your holiday spirit AND your local business.

REINDEER

\$1,000 - \$1,500

Existing Float Sponsor

Support an existing float, and your brand will lead their way in the parade.

CAROLERS

\$1,000 +

Musical interludes

Support a marching band, musical or dance group and your brand will be leading the way.

TOY BUILDER

\$500

Build Your Own

Create and build your own work of art (pending committee approval) and join in with something brand new. Advertise your business with a thematic vehicle.

BAG OF TOYS

\$20 +

Promotional Prizes

Whether online, at one of our fundraising events, or for volunteers, in-kind donations create great prizing opportunities.

SOME WAYS WE CAN BRING YOUR BRAND TO LIFE

- Website Logos
- Website Prominence & Bio
- Promotional Posters
- Social Media Spotlights
- Santa Visit to Your Business
- Fundraising Event Exposure etc.



Talk to us to create your perfect participant package. We will work with your goals, and your budget, and we are always open to new ideas.

Your Wish List

GIVING YOUR BUSINESS THE PERFECT GIFTS



Target Audience

Families of varied cultural and household demographics.



Community Contribution

The opportunity to demonstrate your support for a community initiative.



Employee Opportunities

A chance for your team to get out and interact with potential customers.



Business Promotion

The perfect chance to make your work and offerings stand out in the community.



Brand Awareness

Not only on site, but in our communications, web presence, and marketing.



Holiday Spirit

A unique way to get involved in the holidays and kick off the month of festivities.