

# Sponsor

November 19, 2022



Winnipeg Parade Committee Inc. is an independent, non-affiliated, registered not-for-profit organization directed by a community board.



## About Us: A Holiday Tradition for 112 Years

Winnipeg's **largest and longest running event**

**Largest night-time** Santa Claus parade in Canada

**Second-oldest** and **largest** parade in Canada: Eaton's Department Store held the **first parade in Winnipeg in 1909** and ran it until 1965

Management has changed over the years and formalized into an **incorporated, not-for-profit in 2012**

In 2018 a community funded campaign raised over \$150,000 to build a **new float for Santa** to ride

Over **50,000 people** attend the parade along Portage Avenue

Over **70 floats and walking groups** animate the route

Over 100 volunteers help to keep the streets through the **No Feet on the Street** program

# About Our Audience

1 in 5 adults in Winnipeg attended the parade in the last two years

23% of adults aged 18 – 24 attended

22% of adults aged 35-54 attended

30% of households with children attended the parade

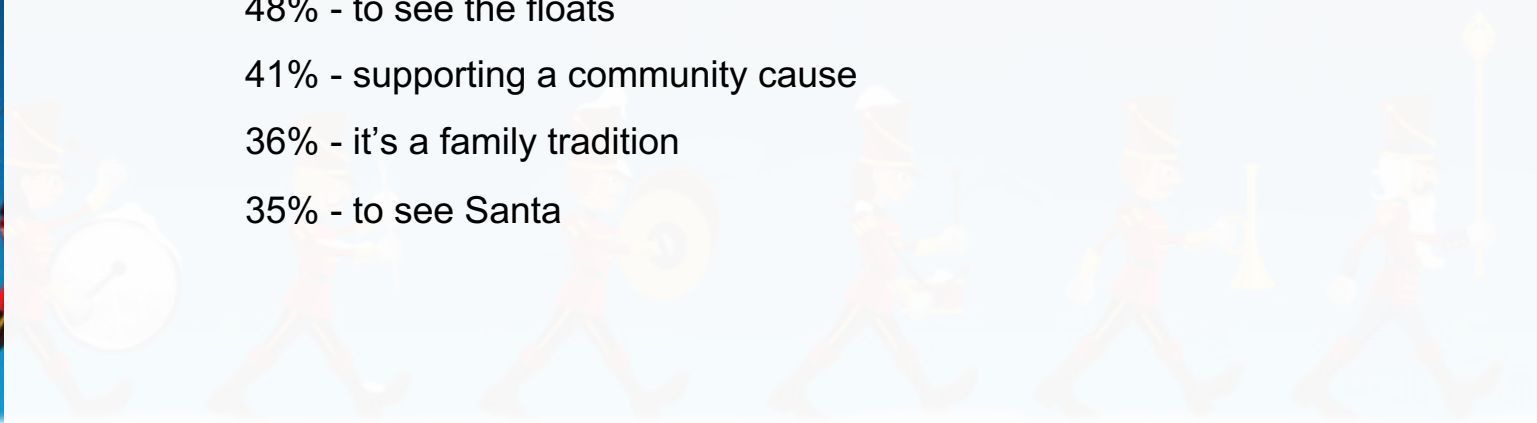
## The Most Important Reason for Attending

48% - to see the floats

41% - supporting a community cause

36% - it's a family tradition

35% - to see Santa





Connect with the community in this beloved annual tradition.

Join kids aged 8-80 for a magical experience in downtown Winnipeg.



# Block Sponsor: \$1,000

The block parties along the Santa Parade route are each hosted by a company or organization creating an engaging atmosphere for parade spectators. Each block features different types of entertainment including mascots, musicians and street hockey. Hosts help to ensure that everyone has a safe, friendly, fun, entertaining and memorable experience.

## Specific Block Sponsor Benefits include:

- Host-a-Block feature story in the Winnipeg Free Press eight-page insert delivered to over 300,000 households distributed the week of the parade; opportunity to provide ad/promotion
- Opportunity to provide your own volunteers wearing branded clothing to great guests and hand out branded swag (*hand warmers or glowing items are favorites*) or candy while waiting for parade to start or our volunteers can do it for you
- Social media mentions – opportunity to provide copy/ad for posting
- Optional: Host an activity during the hour prior to the parade or let us partner you with a not-for-profit who will host the activity and share in the promotional benefits

## Other:

- VIP Reception passes including “Kidz Corner” passes for children of VIPs
- Reserved VIP seating during parade

## Logo recognition benefits include:

- Logo inclusion in select parts of the parade’s promotional campaign
- Logo and link on website

# Let's Connect!

We're excited to hear about your marketing and engagement goals and how we can help you achieve them.

Get in Touch:

Monica Derksen, Festival Director

[monica@winnipegsantaparade.com](mailto:monica@winnipegsantaparade.com)

(204) 292-5492

