

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

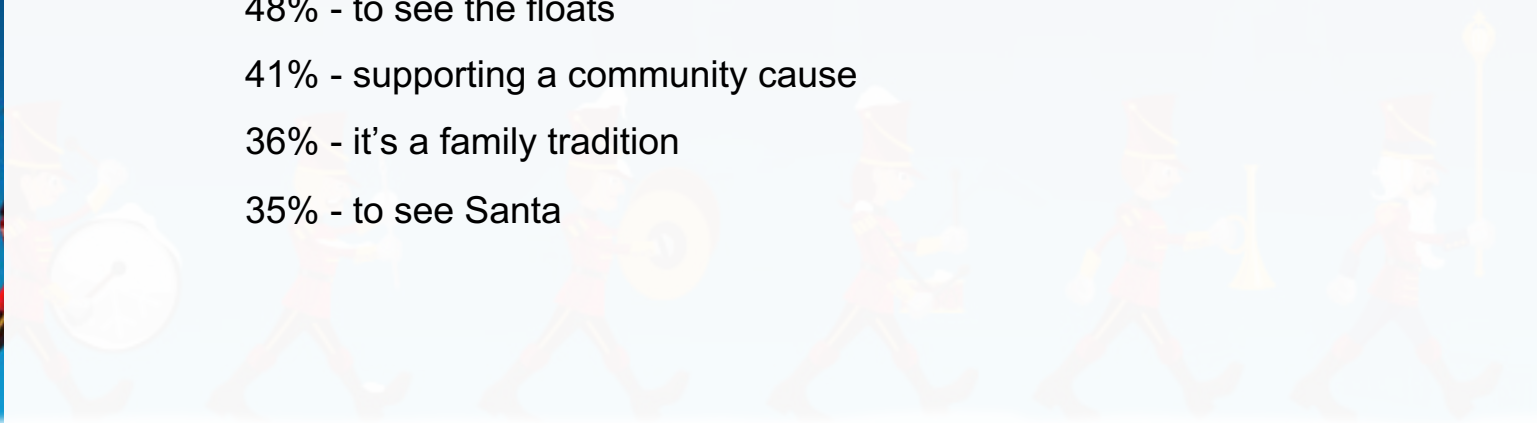
The Most Important Reason for Attending

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.



No Feet on the Street Sponsor: \$3,000

No Feet on the Street (NFOTS) volunteers ensure all spectators are safe and act as parade ambassadors and cheerleaders. There are 6-8 NFOTS volunteers on each of the route blocks and the route stretches along **all 16 blocks**.

Specific NFOTS Benefits include:

- Recognition as presenting sponsor whenever NFOTS is mentioned eg. “NFOTS presented by”
- Branded sashes/signs to be worn/carried by NFOTS volunteers
- 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 the NFOTS can do it for you
- Social media mentions – opportunity to provide copy/ad for posting

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
- Logo on Welcome/Thank You banner at the beginning of the parade
- Signage on all staffed barricades along the route [20+]
- On reserved VIP bleacher seating signage and bleacher passes

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:

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