



*Kingsway Holiday Parade!*  
**Holiday Traditions**

Presented by:  
**KINGSWAY**



**KINGSWAY**  
DISTRICT ASSOCIATION



# ***THE WONDER OF THE SEASON. HOLIDAY TRADITIONS. THE ARRIVAL OF SANTA!***

The Kingsway District Association is pleased to announce a new full-on Holiday Parade! The Kingsway Holiday Parade - Holiday Traditions, will take place outdoors along Kingsway on Sunday, November 28th at 11 am.

We are bringing this opportunity to Kingsway for Edmonton families to experience and participate in the joy of the holiday season as a community, outdoors and to enjoy the tradition of a holiday parade. We are looking at a modest route that would move along Kingsway toward Kingsway Mall where it will end. All parade entries will be encouraged to create holiday-themed floats.

The KDA is committed to building and promoting the Kingsway area and our local businesses. We hope to engage the community and capture the imagination of all people, young and old.

This is your chance to be part of the Kingsway Holiday Parade!





# **HOW DOES THIS FIT WITH YOUR COMPANY'S BRAND?**

The holiday season should always be filled with wonder and joy. Hopes and dreams for the future.

We believe the values of sharing, giving and caring is transparent in all cultures and traditions. We see this as a magical time for communities and families to come together to celebrate the season in the Kingsway area. We believe in supporting local events and businesses and feel that this special parade can surely bring a festive feel to the holiday season.

We hope you will take advantage of this unique opportunity to showcase your company in a different light by joining us. An outdoor parade lends itself nicely to being Covid-friendly and allowing families and friends to gather outside while still being apart.

## **PARTNERSHIP OPPORTUNITIES**

### **PARTICIPATE**

Create an entry for the parade - a decorative float or vehicle trimmed with holiday spirit. An entry of walking participants is also permitted. The number of entries is limited so be sure to apply early.

### **SPONSORSHIPS**

Help spread the magic of the season by becoming a sponsor of the Kingsway Holiday Parade.





**WE HOPE THAT YOU SHARE  
OUR VISION AND THAT WE  
CAN WORK TOGETHER TO  
BUILD SOMETHING NEW FOR  
OUR CITY AND COMMUNITY.**

For more information please contact:

**SPONSORSHIP**

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Kingsway District Association  
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info@kingswaydistrict.ca

**REGISTRATION**

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**MARKETING**

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## TITLE SPONSOR

**\$15,000** 1 Spot Available

This exclusive opportunity ensures your organization's name is mentioned in the same breath as the parade: "Kingsway Holiday Parade, presented by [your company]".

- Logo on all printed promotional materials (reusable shopping bag) and all advertisements in media
- Logo and corporate description on the KingswayHolidayParade.com website
- Promotional Street sign along parade route
- 20 Tickets for Sponsors VIP Breakfast with Santa prior to parade
- Seating for 20 guests in the exclusive Sponsors VIP tent to watch the parade. Includes:
  - Parking • Chairs • Heater/Fire Pit
  - Hot Chocolate and Cookies
  - Promotional Shopping bag
  - Special visit from Santa at breakfast
  - Personal "Elf" host in the Sponsors tent
  - One complimentary float registration

## NORTH POLE SPONSOR

**\$ 5,000** 2 Spots Available

This opportunity grants you the best seats along the route for your parade viewing pleasure!

- Logo on all printed promotional materials (reusable shopping bag)
- Logo in all advertisements in media
- Logo and corporate description on the KingswayHolidayParade.com website
- Promotional Street sign along parade route
- 10 Tickets for Sponsors VIP Breakfast with Santa prior to parade
- Seating for 10 guests in the exclusive Sponsors VIP tent to watch the parade. Includes:
  - Parking • Chairs • Heater/Fire Pit
  - Hot Chocolate and Cookies
  - Promotional Shopping bag
  - Special visit from Santa at breakfast
  - Personal "Elf" host in the Sponsors tent
  - One complimentary float registration





## **SANTA'S VILLAGE**

**\$1,500** 6 Spots Available

This opportunity grants you a Private Santa's Village Cabana for your parade viewing with the best seats along the route.

- Logo on the KingswayHolidayParade.com website
- 10 McDonald's Pancake Breakfasts delivered to your tent
- Seating for 10 guests in your very own Private Santa's Village Cabana to watch the parade. Includes:
  - Parking • Chairs • Heater/Fire pit
  - Hot Chocolate and Cookies
  - Promotional Shopping bag
  - Personal "Elf" host in your cabana

## **CANDY CANE ELVES**

**\$ 1,000** 2 Spots Available

It's not a holiday parade without Elves handing out Candy Canes!

- Logo on the KingswayHolidayParade.com website
- 6 McDonald's Pancake Breakfasts delivered to your tent
- Seating for 6 guests in your own Private Candy Cane Corral to watch the parade
  - Parking • Chairs • Heater/Fire Pit
  - Hot Chocolate and Cookies



## **RUDOLPH'S SHOUTOUTS**

**\$ 100** 10 Spots Available

Everyone loves a great holiday deal or shoutout!

- Business card advertisement on the KingswayHolidayParade.com website
- Shout out on the Kingsway Holiday Parade Radio Channel during the parade



# 2021 Kingsway Holiday Parade

## SPONSORS

Thank you for considering to being a sponsor of the Kingsway Holiday Parade. We wouldn't be able to do an event like this without the support of companies like yours!

We saw this as the perfect opportunity to brighten spirits and to bring the holiday cheer to Kingsway! We are excited to share this experience with you. Please find some initial information listed below. Additional information will be sent closer to event date with specifics. Questions can be directed to Ellie Sasseville at 780-454-9716 or [info@kingswaydistrict.ca](mailto:info@kingswaydistrict.ca).

### Sponsors Only VIP Breakfast

- WHEN:** Sunday, November 28, 2021
- WHERE:** Best Western Plus City Centre – 11310-109 Street
- TIME:** 8 am or 9 am start times available

### Parade Information

- WHEN:** Sunday, November 28, 2021
- WHERE:** Kingsway from Airport Road to Kingsway Mall
- TIME:** 11 am start

**VIP Sponsor tent allocations TBA**

