

The Windsor Parade Corporation
presents:
**Annual Santa Claus Parade
Partnership Opportunities 2025**

**Partnership
Opportunities**

Community Sponsor-sold

Santa Float Sponsor-

Snowflake Sponsor

Santa's Helper Sponsor

Fan Zone Sponsor-

Amherstburg-No Frills

Media Sponsor -Stepping Out

**Media
Highlights:**

Parade captured
on YouTube and
one on YourTV
Windsor
Leamington

**Social Media
Coverage**

AM 800 on air
parade interviews
part of
#1 ranked radio

station in the area
Advertising on CTV
Windsor and other
local sources



- Thousands of Spectators
- Extensive Media Coverage
- Team Building Experience
- Banners with entry

**Santa Arrives:
November 22, Amherstburg,
December 6, Windsor
December 13, Essex**

**Traditional Parade Partnership
and Your Community**

The Annual Santa Claus Parades are bringing friends and families together to participate in these cherished holiday events. Activate your sponsorship and be a direct part of the festive fantasy of the parade where you will be recognized for your community support and involvement while giving your employees a spectacular team building experience!

Parade sponsors receive top billing and share in a well-coordinated and fully integrated marketing plan that reaches audiences and consumers alike, both before, during and after the parade.

Position your business or organization with the best in this holiday tradition where lasting memories and holiday traditions are made.

Santa Claus Parade Partnership



The Windsor
Parade
Corporation

P.O. Box 18 28
Division Road
Kingsville ON
N9Y 1C0

Phone

(519)254-2880

E-Mail:

mrssanta@mnsi.net
www.windsorparade.org



Watch for the return of
our inflatable characters

Parade Facts and Figures

Total Number of Event Days-One
Day per community

Total Number of Media Days
including print, radio, television,
New Digital passport and digital
on line leading up to event
(Nov.1 to Dec.14 2025)

Total Estimated Parade overall
attendance-100,000+

Total Value of all media, public
relations, and promotion:
\$65,000+

The **2025** Parade Theme
"**A Canadian Christmas**" will
bring national pride to our
communities

Media representation is
enhanced **and expanded long
after the parade has concluded
with extended coverage** in
social media.

Advertising, Promotion and More

As a partner your company
Will be included in print, television
advertising,radio, social media, digital
and website advertising.

Partnership rights includes
Logo placement, and inclusion in our
Fully integrated external event
Marketing and promotional
campaign. Participation in the Santa
Claus Parades helps partners to
maintain and enhance their position
within the community and the media.
It creates interest and tourism within
the community and illustrates that you
are leaders, that you are involved and
that you care.

Be a part of one of the Windsor and
Essex County **Community's Largest
Events**. The Parade also plays a major
role in charitable giving within the
community, Food Banks, Toy Drives,
and Fill the boot campaign all help to
give back to the community. This is
your opportunity to help us make this
happen.



We're on the Web and Social Media

Visit us at:

[http://
www.windsorparade.org](http://www.windsorparade.org)

Follow us on Facebook

at: WindsorParadeCorp

Twitter and
Instagram @
WindsorParadeCo
YouTube at Windsor
Parade Corporation



The Windsor Parade Corporation is a volunteer driven registered® not for profit organization in the Province of Ontario, Ontario Corporation # 1333108.

The Parade Corporation is responsible for creating lasting memories and family traditions through The Santa Claus Parades in Essex Amherstburg and Windsor. All sponsorship dollars raised and utilized are for the development of the parades.

Community Lead Partner

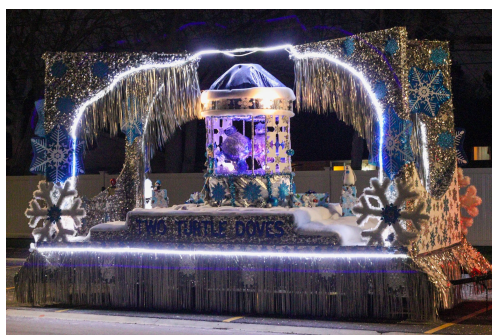
**Amherstburg-Town of
Amherstburg**

**58th Annual Windsor Parade-
Windsor Downtown BIA**

Essex-Essex BIA

This partner is the community host partner of the Parade. Partnership includes all media, website, and related activities. As the host community partner you are recognized for your contribution to your community, and have the opportunity through your activation activities to interact with the thousands of spectators lining the street. We encourage all community partners to activate their partnership through joint media events, participation in the parade, advertising, and social media.

**Windsor Parade Corporation
Santa's Workshop and Santa Float**



**Fan Zone Partner-\$1250 -
Amherstburg-Rob and Tina's No
Frills**

Be part of the fun in Amherstburg as a Fan Zone Sponsor. You will receive signage, branding recognition identifying you as the sponsor.

**Santa Claus Float and Santa's Workshop
Float Partner\$ 1500-per parade**

**Amherstburg-Amherstburg GMC and Walker
Aggregates
Windsor-Centerline and Planet Fitness**

Exclusive presenting partner of either the Santa Claus Float or Santa's Workshop. A highlight the parades. Your logo will be included in all media, and your members will have the opportunity to walk with the float during the parade while being recognized in the colour commentary. -

**Snowflake
Partner \$500-
per parade**

This unique partnership level entitles the partner to exclusive presenting partnership for any one of the parade corporation floats, Your corporate banner can be displayed in front of the entry and will illustrate to the thousands of spectators your affirmation of the parade and your community. Your employees will have the opportunity to be a part of the parade as they walk with the banner and are recognized for their contribution in the colour commentary and enjoy and unforgettable team building experience.

**Media Sponsor-includes all 3
parades- \$2000 -Stepping Out**

Your brand will be the recognized sponsors of all on air radio advertisements with AM 800 CKLW and Virgin Radio for this parade Season. What a great way to get your brand recognized and be a part of this holiday celebration.

**Santa's Helper Partner
\$300-per parade**

All partners are important to the parade and Santa's Helpers contribute to ensuring that each and every parade will be a success.

Partnership Agreement

Agreement to Partner

Santa Float or Workshop Float Partner \$1500 per parade
only available for Essex-

Fan Zone Sponsor-Amherstburg \$1250
-Sold

Snowflake Partner -\$500-Band/WPC Float-3

Media Sponsor-\$2000 with AM 800 and Virgin Radio for all
Three parades and inclusion with Christmas on the Farm
advertising-**Sold**

Friend of the parade-\$300

Name _____

Signature_____

Method of Payment

Cash_____

Cheques: Made Payable to
The Windsor Parade Corporation BN 874042624

Etransfers to mrssanta@mnsi.net

[On line Payment at www.windsorparade.org](http://www.windsorparade.org) on

donation page

by credit card

Thank you for your support

To submit form click here

