



Partner with us for the 36th Annual Etobicoke Lakeshore Santa Claus Parade

Dear Local Business,

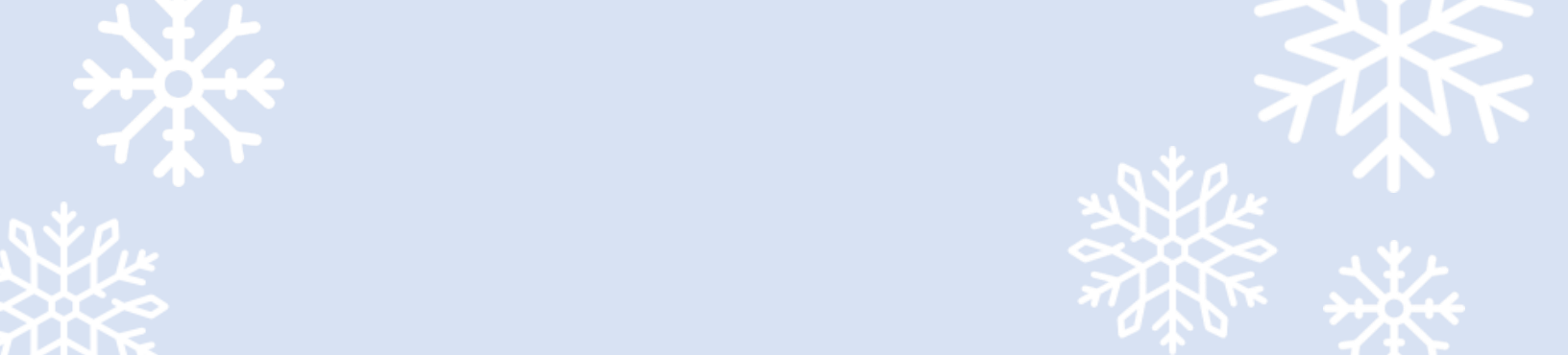
On **Saturday, December 5, 2026**, over 30,000 local residents and visitors will gather along Lakeshore Boulevard for a beloved holiday tradition: the **36th Annual Etobicoke Lakeshore Santa Claus Parade**.

On behalf of the Long Branch and Lakeshore Villages BIAs, we are reaching out to invite you to join us as a sponsor or parade participant—connecting your brand directly with tens of thousands of local families while celebrating the holiday season.

Bringing the Parade to life

As we prepare for our 36th season, our goal is to deliver an unforgettable Christmas experience complete with marching bands and vibrant floats, all while showcasing our local business and community groups.

Unfortunately, we believe this will be our last parade season. Increasing security costs, aging infrastructure and an ever dwindling volunteer pool has made the continued operation of the parade impossible. Without a sustainable, long-term source of funding and a new team of committee members with the time and energy to produce an event of the quality that the community expects, there will be no parade in 2027. We truly appreciate all of the support and encouragement that we have received over the past 36 years - you are the heartbeat that has kept us coming back for so long.

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- **Sponsorship & Benefits:** Stand out as a community champion. We offer targeted sponsorship packages with high-visibility perks, including social media exposure, logo placement, and event-day promotion to thousands of prospective customers. Monetary and in-kind contributions of any size directly fuel the parade's success.
 - **Enter a Float or Group:** Showcase your team's creativity! We are actively recruiting local businesses, schools, performers, and civic groups to feature decorated floats, walking groups, classic vehicles, or costumed characters.

Let's Connect

Sponsoring the parade is more than just advertising—it is a direct investment in the vibrant spirit of South Etobicoke.

We would love to partner with you to make our final year's celebration our best one yet. To discuss sponsorship packages or register a parade entry, please reach out to us at lakeshoresanta@gmail.com.

Thank you for your time, your leadership, and your commitment to our community.

Warmest regards,

Parade Organizing Committee

Sponsorship Coordinator

Etobicoke Lakeshore Santa Claus Parade

lakeshoresanta@gmail.com

www.lakeshoreparade.ca

  @lakeshoresanta

Lakeshore Santa Claus Parade

WHAT |

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

WHERE |

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

WHEN |

Saturday, December 5th, 2026
10:00am - 12:00pm

WHY |

We're all about bringing holiday spirit to families and giving local businesses a chance to join us in the process. We're always growing and finding new ways to add value through our commitment to the community.



50, 000+
Attendees



Local Media
Coverage



100s of local
Volunteers

50+ 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.



Parade Participation

Marquee sponsorship: negotiated \$

Includes your business name and logo front and centre on a banner leading the parade, as well as prominently displayed on all advertising, social media posts and press releases. Priority placement in the parade (if applicable). We would encourage your participation in the event with decorated vehicles and people walking to highlight your support.

Reindeer: \$800 - \$2,500

Sponsor one of our 14 custom built floats. Includes a custom made banner featuring your business logo (new sponsors only). We encourage your participation in the parade, come and walk with the float with the option to dress up as the associated characters.

Carollers: \$1000+

Sponsor a marching band, musical group or other performers. Includes a custom made banner featuring your business logo (new sponsors only). We encourage your participation in the parade, come and walk with the band and show your spirit.

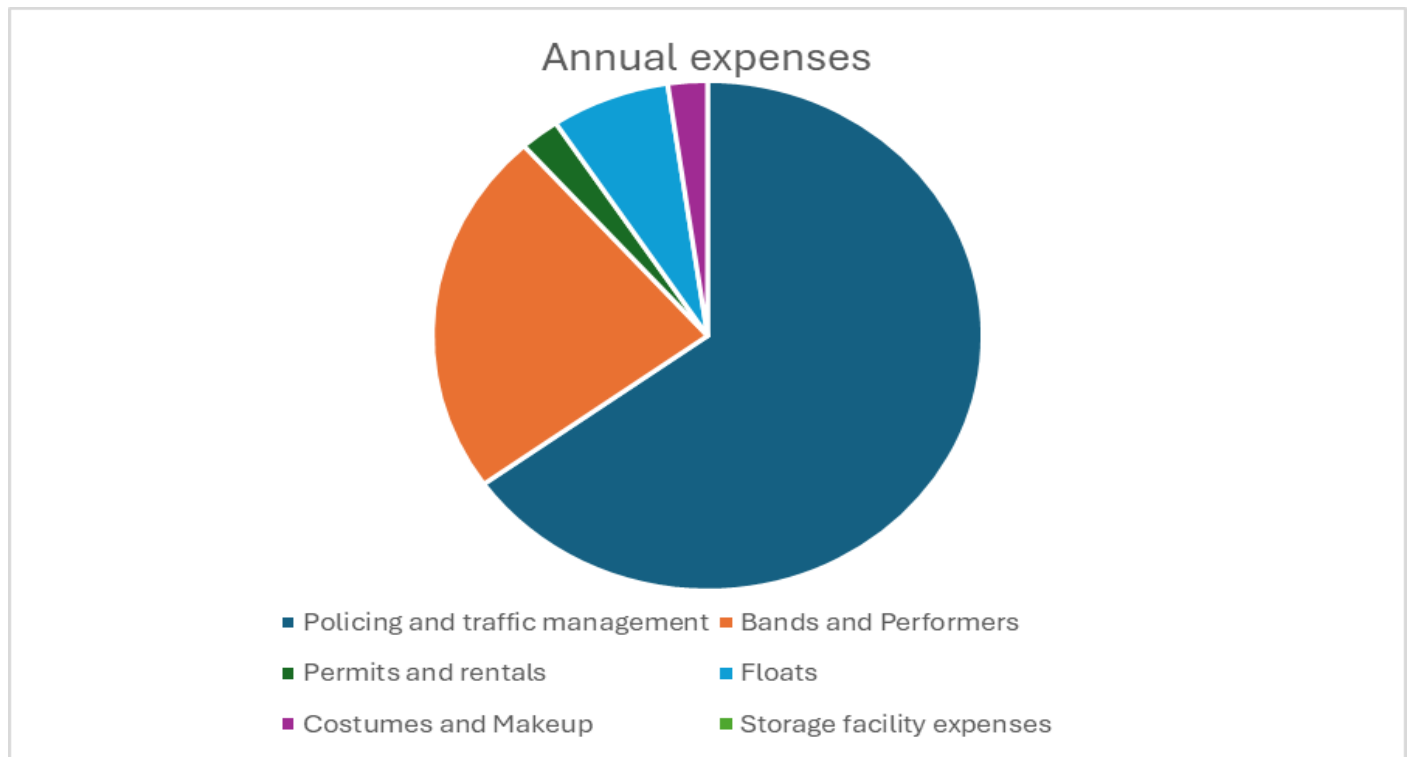
Toy builder: \$500+

Build your own float or decorate your commercial vehicle to advertise your business and celebrate the season. Bring your friends, family and employees to march in the parade and highlight your business.

Helpful elves: \$250

Advertise your holiday spirit and your organization. Bring a decorated passenger vehicle to play music and as many participants as you can gather.

Where Your Money Goes



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.