

COMMITMENT BY

EVENT

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEPT

OCT

NOV

DEC

↑ PROMOTION ↓

SANTA CLAUS PARADE

November 28 | 6pm

Local attendees

Since 1955, the Cobourg Santa Claus Parade has been a treasured community tradition and a meaningful way to welcome the holiday season. For generations, this parade has brought residents together along downtown streets to celebrate the spirit of Christmas, fostering connection, joy, and shared memories. The event reflects the heart of the community, welcoming people of all backgrounds to come together in celebration of hope, family, and togetherness.

As Santa Claus makes his annual arrival in Cobourg, the parade continues to serve as a nostalgic and joyful experience for children, families, and longtime residents alike.

The Santa Claus Parade remains one of the Town's longest-running and most beloved events, honouring tradition while strengthening community bonds year after year.

With strong attendance and deep emotional connection, the parade offers exceptional visibility while allowing businesses to demonstrate meaningful community support during the holiday season.

By becoming a sponsor, businesses can:

- Align with a long-standing community tradition dating back to 1955
- Be part of an event rooted in family, generosity, and holiday spirit
- Gain visibility among residents of all ages
- Strengthen brand goodwill through community involvement
- Support an inclusive event that brings the entire town together



FAMILY-FRIENDLY



LOCAL FAVOURITE EVENT



COMMUNITY GOODWILL



LOCAL CHARITY TIE-IN



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PROMOTION

SANTA CLAUS PARADE

12 OPPORTUNITIES AVAILABLE

COBOURG

SANTA CLAUS PARADE

RUDOLPH SPONSOR | 1 at \$5,000

- Exclusive Rudolph Sponsor recognition across parade promotional materials
- Featured sponsor in Experience Cobourg newsletter with dedicated sponsor recognition
- Two (2) header ads in Experience Cobourg newsletter
- Dedicated social media post recognizing sponsorship + inclusion in pre/post parade social content
- Prominent logo on Experience Cobourg event webpage
- Prominent logo on Facebook event header
- Naming rights to the Parade Fun Zone with opportunity for simple branded activation table
- Logo recognition at the Pre Parade Fun Zone
- Opportunity for branded photo moment/signage at the Pre-Parade Fun Zone
- Post-event sponsor thank-you recognition on social media

LIGHT-UP SPONSORS | 2 at \$3,000

- Featured sponsor recognition in Experience Cobourg newsletter
- Dedicated social media recognition before and after the parade
- Prominent logo on Experience Cobourg event webpage
- Sponsor recognition on-site during the Pre-Parade Fun Zone
- Opportunity for simple branded activation within Pre-Parade Fun Zone
- Post-event sponsor thank-you recognition on social media

HOLLY JOLLY SPONSORS | 8 at \$500

- Print, Digital, Audio Advertising | Event signage
- Featured on signage at family fun zones before parade

SANTA SLEIGH SPONSOR | 1 in-kind [Truck + Trailer]

- Logo features on truck that is pulling Santa
- Logo on parade printed banner (attached to Santa float)