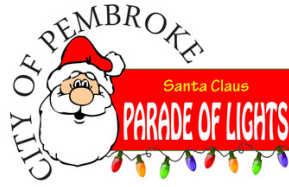


City of Pembroke

Santa Claus Parade



Sponsorship package

2025



City of Pembroke
Santa Claus Parade



Visit
Website

www.Pembroke.com





Introduction

1

City of Pembroke
Santa Claus Parade



Pembroke's annual Santa Claus Parade of Lights is a cherished community event that illuminates the downtown area with festive cheer. Traditionally held on the last Saturday in November, this is always the first parade of the season in the area. The parade features over 100 brightly lit floats, marching bands, and holiday-themed displays, culminating with an appearance by Santa Claus himself. Local businesses, organizations, and community groups participate, showcasing creative floats adorned with lights and decorations. The parade route typically winds through the heart of Pembroke, allowing spectators of all ages to enjoy the spectacle. Attendees are encouraged to dress warmly and arrive early to secure a good viewing spot. This family-friendly event embodies the holiday spirit, bringing together residents and visitors to celebrate the season in a vibrant display of community unity and festive joy.



Vision & Mission

Our Parade Vision

To be a beloved annual tradition that unites our community, showcases local talent and businesses, and inspires the spirit of giving and celebration for generations to come.

Our Parade Mission

- To bring joy, holiday spirit, and togetherness to our community by hosting a magical Santa Claus Parade that celebrates local creativity, encourages participation, and creates cherished memories for people of all ages.



Visit
Website

www.Pembroke.com



Sponsorship Packages Offered



2

City of Pembroke
Santa Claus Parade



 **Title Sponsor**
\$1,000

Only one Title Sponsorship available



- “Presented by” naming rights for the parade (e.g., The Pembroke Santa Claus Parade presented by XYZ Company).
- Santa’s Candy cane tags with your logo on it. Hand out to all the kids. Designs will be approved by you before they are printed. We can add any logo or phrase (anything within reason).
- Logo is more prominent on all marketing posters, city website, social media (media releases and indoor and outdoor E-sign). Located on Santa’s tow truck.
- Opportunity for company representatives to ride/walk in the parade with a branded float.
- Recognition during parade announcements by YourTV.
- VIP seating area at intersection of MacKay and Pembroke St. for viewing the parade.

 **Gold Sponsor**
\$500

- Logo on select marketing materials and parade website.
- Social media sponsor spotlight post.
- Logo goes on Santa’s tow truck.
- Recognition by parade announcers during the event by YourTV.
- Thank you social media post after event.

 **Silver Sponsor**
\$100

- Your logo will be displayed on posters, website listings, event listings, and social media posts.
- A thank-you post will be shared on all social media platforms before and after the event.

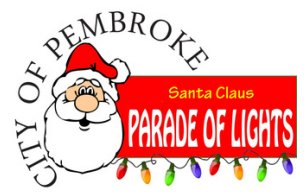
 **In-Kind Sponsor**
Value varies

- Recognition for providing goods or services (e.g., Judge table/VIP section gifts or snacks, float materials, sound equipment).
- Benefits tailored to the value of contribution, often matching a sponsorship tier.

Visit
Website

www.Pembroke.com





3

City of Pembroke
Santa Claus Parade



Event Schedule



29, November 2025

Parade starts at 5:30pm.



Metro --> Dulux paint

Down Pembroke street.



Each year, the parade follows the same route: starting at Metro (425 Pembroke Street East), traveling along Pembroke Street through the city's historic downtown, and ending at Dulux Paint. The parade then turns up Hincks Street, with participants disembarking from their floats on Isabella Street.

YourTV records the parade each year at the intersection of Mackay and Pembroke Street, where the judges' table is located. This year, VIP seating will also be set up at this intersection to provide the best view of the parade.



Visit
Website

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4

City of Pembroke
Santa Claus Parade



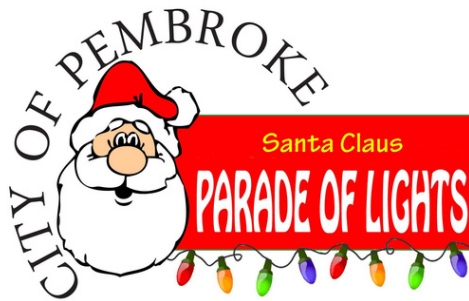
Thank You For Your Attention



If you have questions, contact me directly.

Ready to sign up? Just fill out the form on the next page and email it to me.

Thank you for taking the time to read this.



Phone

613-735-6821 ext 1507



Email

Megan.Kadlec@pembroke.ca



Website

www.Pembroke.com

Visit
Website

www.Pembroke.com



2025 SANTA CLAUS PARADE OF LIGHTS **SPONSORSHIP FORM**

Business Name: _____

Contact Name: _____

Mailing Address: _____

Phone Number: _____

Email Address: _____

Please select your Level of Sponsorship:



Title Sponsor
\$1,000



Gold Sponsor
\$500



Silver Sponsor
\$100



In-Kind Sponsor
Value varies

Deadline for payment is October 18th to be recognized as a sponsor for this event. Payment options are:

- By credit card via phone at 613-735-6821 x 1501
- Cheque - Payable to the City of Pembroke - Mailed to the Recreation Department, 1 Pembroke St. E. Pembroke ON K8A 3J5
- By debit or credit in person at Pembroke Recreation Department 2nd level, Pembroke Memorial Center 393 Pembroke St. W.