

VAUGHAN Celebrates

2024

Winterfest • Concerts in the Park • Canada Day



Sponsorship Opportunities



vaughan.ca/events

vaughancelebrates.ca





2023 Canada Day
Sam Roberts Band



2023 Winterfest
Snowshoeing



2023 Concerts in the Park
The Caverners
Tribute to The Beatles

Dear Friend,

The City of Vaughan is proud to offer its residents and visitors with FREE, award-winning events throughout the year. The **Vaughan Celebrates** program, comprised of Winterfest, Concerts in the Park and Canada Day events, effectively provides promotional opportunities for local businesses to engage with the community while increasing brand exposure. During the many years of the program's continued success, tens of thousands have gathered to celebrate Vaughan and enjoy stellar entertainment and activities for all ages. The **Vaughan Celebrates** program has continually been recognized by Festivals and Events Ontario, winning awards in a variety of categories and has also been named among its Top 100 Festivals and Events. The success of the **Vaughan Celebrates** program is made possible with the help of generous supporters like you and we are grateful for your contribution and partnership.

The **Vaughan Celebrates** Sponsorship Opportunities brochure features community feedback, media impressions, event highlights, a sampling of marketing campaign materials, and an informative guide outlining sponsor benefits per event, customizable to meet your marketing needs to reach thousands of Vaughan residents, businesses, and visitors.

Your contribution will help provide your community and customers with one of the best event programs, while taking advantage of an outstanding marketing and outreach opportunity in the City of Vaughan.

For more information on sponsorship opportunities, please contact **Anita Micoli-Falcone**, Recreation Supervisor, Events at 416-723-9647 or anita.micoli-falcone@vaughan.ca.

We look forward to a successful and rewarding partnership in 2024.

Yours truly,

Anna Rose
Recreation Manager, Events, Theatre & Studio Operations



Festival & Events Ontario Awards

Winterfest



Concerts in the Park



Canada Day



Winterfest

The highly anticipated annual Winterfest event proudly offers free, engaging, enriching and quality entertainment and activities for everyone to enjoy. This all-ages event welcomes families, friends, and neighbours from Vaughan and beyond, and brings the community together in a positive, entertaining, and inclusive environment.

Winterfest is hosted both indoors and outdoors and features a variety of everyone's favourite winter activities such as skating, snowshoeing, horse drawn wagon rides, an ice throne and much more. The event also includes stage entertainment, meet and greets with favourite characters, interactive dance, children's entertainment, giant games, a photobooth, fitness programs, and a gymnasium and hallways full of guests browsing activity rooms and booths.



“
Thanks for hosting the Winterfest event. Me and my family had the best time. We hope to see more of these fun activities more often.
 ”

ANONYMOUS
 Resident Testimonial

Date: February

13,000+
 Attendance

25+
 Community & Business Booths

Media impressions 2023 Winterfest

800,000
 Ads - YRT Bus, TTC
 Subway, GO Train

465,000
 Ads - Print, Digital,
 TV, Radio

236,411
 Social Media - Combined
 Corporate, Council & Local
 Media Partners

30,490,340
 Digital Signs, Mobile
 Signs, Billboards

52,452
 Eblasts, City &
 External Sites

Concerts in the Park

Summer would not be complete without Vaughan's Concerts in the Park Series. With six free concerts to attend (one in each ward plus a launch concert), residents and visitors are not only treated to a free event with incredible artists and performances, but they also have the opportunity to engage in interactive activities and booths, while enjoying the great outdoors with their family and friends. The summer concert series features an outstanding lineup of entertainment to suit everyone's musical tastes including pop, rock, disco, jazz and more. In 2024, the series will celebrate its 30th anniversary, and thanks to the generosity of sponsors, Vaughan is able to host these events year after year for guests of all ages and abilities while fostering active and inclusive communities.



I love the multiculturalism, all the different cultures here (in Vaughan). It is amazing. Today was fantastic and so many people. I am so blessed to be able to continue doing this and I hope it is the first of many.

SHAWN DESMAN
Performer Testimonial



What is really endearing is that people actually get up and dance. I think it is amazing that people come together; and the other thing is that it is great for families, people can bring their dogs, and us we brought a picnic to enjoy the evening.

ANONYMOUS

Resident Testimonial



Concerts in the Park is wonderful. It gives an opportunity for everyone, young and old, to enjoy a lovely free concert.

ANONYMOUS

Resident Testimonial

Media impressions 2023 Concerts in the Park



1,116,396

Ads - Print, Digital, TV, Radio



652,978

Social Media - Combined Corporate, Council & Local Media Partners



96,482,396

Digital Signs, Mobile Signs, Billboards



227,575

Eblasts, City & External Sites

Date: June - August



10,000+
Attendance



25+
Community & Business Booths

Canada Day

Vaughan's annual Canada Day event is an opportunity to gather and celebrate all the wonderful things that make us proud to call Canada home. The free celebration offers inclusive, engaging and quality entertainment and activities for all ages to enjoy. It features many unique and popular components which successfully serve to culminate into a remarkable and memorable celebration for the thousands of guests that attend from local, regional, and surrounding municipalities. Canada Day includes award-winning headline entertainment, local and cultural stage performances, giveaways, free shuttle services as well as many interactive activities such as meet and greets with favourite characters, video game stations, Touch-A-Truck, arts, crafts, sporting activities and much more. The event also includes a Food Zone with food available for purchase as well as a Community & Business Zone featuring a Marketplace where vendor booths can showcase and sell their products and/or services.



“

We are here in the beautiful City of Vaughan, in this incredible park, we've got a great crowd out tonight for Canada Day celebration...we are so happy to be back here live and in person. Happy Canada Day!

SAM ROBERTS

Performer Shout-out
During Performance

“

It's nice to be outside, being together as a community and enjoying what the summer has to bring as well as enjoy the festivities right now.

BLACK STARS COLLECTIVE

Performer Quote




Date: July 1

 **15,000+**
Attendance

 **25+**
Community &
Business Booths

Media impressions 2023 Canada Day

 **4,855,000**
Ads - YRT Bus, TTC
Subway, GO Train



 **3,903,432**
Ads - Print, Digital,
TV, Radio

 **578,041**
Social Media - Combined
Corporate, Council & Local
Media Partners

 **47,323,640**
Digital Signs, Mobile
Signs, Billboards

 **224,863**
Eblasts, City &
External Sites

Sponsorship Levels

	PRESENTING \$55,000 all three events	EVENT \$40,000 all three events	PLATINUM \$25,000 all three events	GOLD \$12,000 all three events	SILVER \$7,000 per event	BRONZE \$2,500 per event
Recognition						
Vaughan Celebrates “Presented by” corporate logo on all marketing collateral	●					
Company name recognition on marketing materials	logo	logo	logo	logo	logo	text
Print & Signage						
Posters	●	●	●			
Newspaper ads	●	●				
Vaughan City Hall atrium banners	●	●				
Mobile signs across Vaughan	●					
York Region Transit – Bus Ads NEW	●					
Transit Ads NEW	●	●				
Postcard (mailed to all homes) NEW	●	●	●	●		
Digital						
Bridge & Billboard signs across Vaughan	●	●				
10 digital outdoor signs across Vaughan (300,000 total daily car traffic)	●					
Static TV ads at Vaughan community centres, libraries & Vaughan City Hall	●	●				
Vaughan Celebrates video (posted on City website & YouTube Channel)	●	●	●	●	●	●
eNewsletter Sponsor Thank You	●	●	●	●	●	●
Recreation Vaughan eGuide – Thank You ad NEW	●	●	●	●	●	●
Public Service Announcement (PSA)	●	●				
Event invitation	●	●				
Geotargeted digital ads NEW	●	●				
Commercial video on website NEW	●	●				
Web & Social Media						
Sponsor page	●	●	●	●	●	●
Weblink on vaughan.ca/events	●	●	●	●	●	●
Social Media handles on @RecVaughan & @VaughanRecreation  	●	●	●	●	●	●
Event online listings - various websites (i.e. Festival & Events Ontario)	●					
Event Day						
Stage banners	●	●	●	●	●	●
Recognition on LED stage screen (when applicable)	●	●	●	●	●	●
Video on LED stage screen (30 seconds)	●	●				
Official stage recognition by Mayor	●					
Official stage recognition by Emcee	●	●	●	●		
Opportunity to provide greetings at event(s) of choice	●					
Booth: display area for community outreach	●	●	●	●	●	●
Logo on giveaway item	●					
Exclusive Opportunities						
First right of refusal for following year’s Vaughan Celebrates Program	●					
Two (2) year renewal option	●	●	●	●	●	●
Invitation to Sponsor Appreciation event	●	●	●	●	●	●

Community Impact and Value

Partner with the City of Vaughan in delivering free, award-winning events to the community!

Customized corporate sponsorship benefit packages are available at a variety of levels with featured benefits that include enhancement of company profile as an engaged corporate citizen; increased visibility and recognition of company brand/logo; inclusion in the Vaughan Celebrates marketing materials; and activation and cross-promotional opportunities.

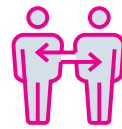
Benefits of sponsorship include the potential for:



Increase in **brand visibility**



Increase in **website traffic**



Building **successful partnerships**



Increase in **consumer engagement**



Building of clientele and **competitive advantage**

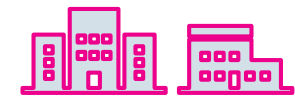
Benefits of sponsorship to the community:



Strong **community involvement** and engagement that assists in the building of cohesive and strong communities



Provides opportunities for **community participation** and supports volunteerism



Raises **local awareness** and city profile



Supports small businesses and **increases culture and tourism**



Facilitates **community spirit**



Assists in creating **memorable moments** and supports importance of human connections

Contact us for further details to customize a package suitable for your budget and marketing needs.

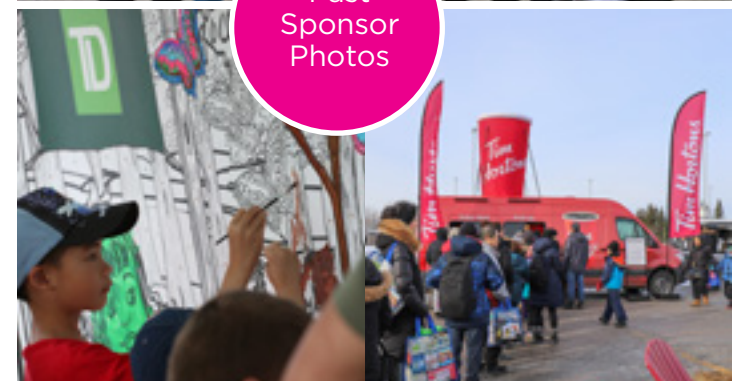
ANITA MICOLI-FALCONE

✉ anita.micoli-falcone@vaughan.ca 📞 416-723-9647

SPONSORSHIP BENEFITS



Past Sponsor Photos



“

It has been a great experience working with the City of Vaughan Recreation Services team this year. Our participation as sponsors of the summer Concerts in the Park series and the Canada Day event was a fantastic way for us to show our appreciation to our local community for their support of our business. We're looking forward to participating in many future projects with the City of Vaughan team.

CHAD HOWSON

General Manager - Thornhill Toyota



Samples of Event Marketing



Events posted on YouTube

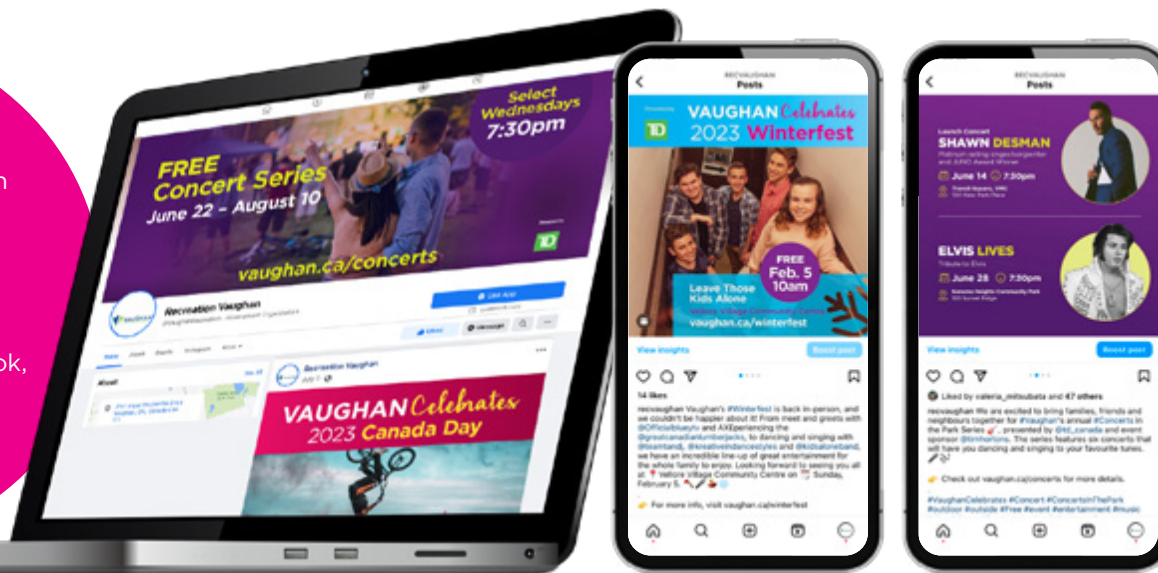
- ▶ watch 2023 Winterfest
- ▶ watch 2023 Concerts in the Park
- ▶ watch 2023 Canada Day



York Region Transit bus ads and TTC and GO Transit Poster ads

Social Media

- Recreation Services
 - Facebook: @VaughanRecreation
 - Instagram: @recvaughan
 - YouTube: recvaughan
- Boosted (paid) and organic posts.
- City of Vaughan Facebook, Instagram and Twitter.
- Promoted through local media partners' social media accounts



642k+ Impressions

Samples of Event Marketing



Mobile Signage

- mobile signs in each ward



Bridge & Billboard Signs

- bridge and railway digital signs across Vaughan



Stage Banners

- stage banners and LED backdrops



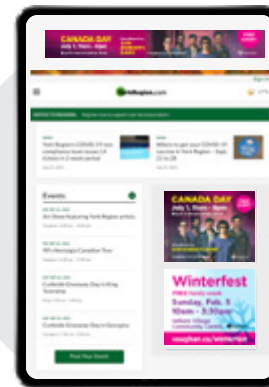
Web

- unique web page for each event
- event banner on vaughan.ca



eNewsletters

- Recreation Services eNews
- City Update eNews
- Council eNews



Advertising

- targeted digital ads to Vaughan residents
- print ads in community newspapers

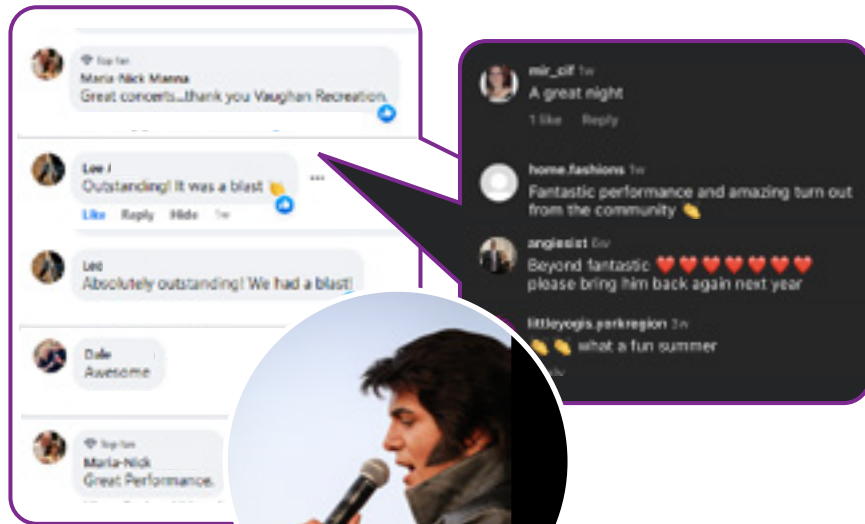


Media Releases

- public service announcements to local media, also posted at vaughan.ca/news

Testimonials

Vaughan Celebrates social media feedback and resident comments as per event survey



CONCERTS IN THE PARK

Free concert, nice evening event outing, good entertainment.

Average Overall Rating: 4.38/5

98% satisfied with the event

95% likely to recommend this event to a friend or family member



Thank you for the Elvis concert last night at Sonoma ... it was beyond EXCELLENT ... please bring him back again next year.

Concerts in the Park



The best of this event are the kids activities, music, and the location is gorgeous.

Canada Day



WINTERFEST

It is very appreciated to have a wonderful community event in Vaughan. Thank you!

Great event for kids and educational information from vendors



CANADA DAY

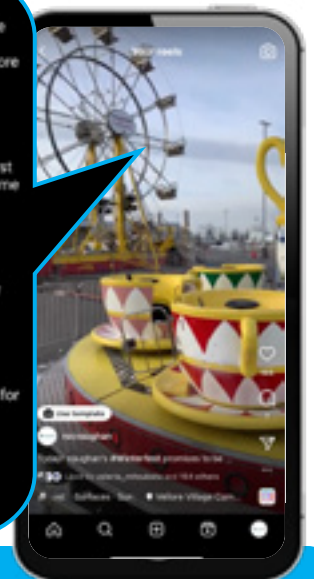
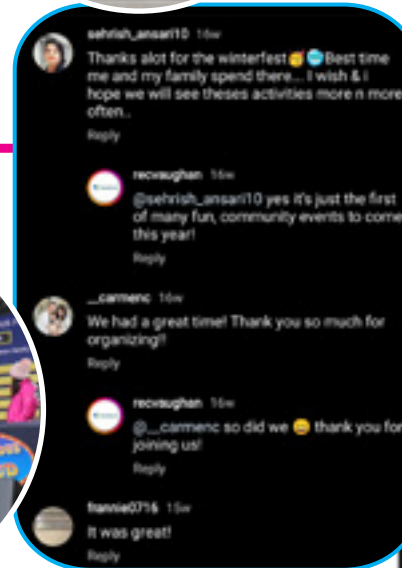
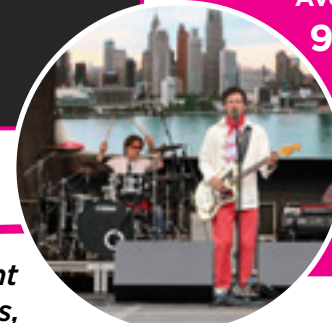
We liked the entertainment and community spirit

Average Overall Rating: 4.2/5

93% satisfied with the event

93% satisfied with stage entertainment

95% satisfied with the timing & activities



Average Overall Rating: 4.65/5

97% satisfied with the event

87% satisfied with stage entertainment

93% likely to attend a city event again



It's our city...
Let's *celebrate* it together!

Become a corporate sponsor

Contact us for further details to customize a package suitable for your budget and marketing needs.

ANITA MICOLI-FALCONE

✉ anita.micoli-falcone@vaughan.ca

☎ 416-723-9647

vaughan.ca/events

vaughancelebrates.ca

