

VAUGHAN Celebrates

2025

Winterfest • Concerts in the Park • Canada Day

Sponsorship Opportunities



vaughan.ca/events

vaughancelebrates.ca





2024 Canada Day
Kardinal Offishall
Canadian Rapper and
Record Producer



2024 Winterfest
Skating with Roman Sadovsky
Canadian Olympic Figure Skater



2024 Concerts in the Park
Taylor's Story,
Tribute to Taylor Swift

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 earned national and international recognition, receiving numerous awards across various categories. In 2023, it was honored with the Gold Award for Best Overall Sponsorship Program by the International Festivals and Events Association and was named one of the Top 100 Festivals and Events in Ontario. This success is made possible through the generous support of partners like you, and we are truly grateful for your contribution and ongoing 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 **Alex Murdoch**, Recreation Lead, Events at 905-832-2281 ext. 3002 or alex.murdoch@vaughan.ca.

We look forward to a successful and rewarding partnership in 2025.

Yours truly,

Anna Rose
Recreation Manager, Events, Theatre & Studio Operations



Winterfest

New for 2025, Winterfest will now be a two-day free annual event that brings the community together with engaging winter activities such as skating, snowshoeing, interactive entertainment, and family-friendly programs. Held both indoors and outdoors, it draws 15,000+ attendees and features live performances, activity booths, food vendors and more.



Concerts in the Park

Celebrating its 31st anniversary in 2025, this summer series features six free concerts across Vaughan, showcasing diverse music genres. It attracts over 10,000 attendees, creating a vibrant outdoor experience for all ages, fostering community interaction through entertainment and activity booths.



Canada Day

Vaughan's Canada Day event is a highlight of the summer, offering free entertainment, cultural performances, interactive activities, and a vibrant marketplace. With over 15,000 attendees, the event includes award-winning performances, food zones, and a festive celebration of Canadian pride.



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

Canada Day Attendee



My kids loved the free activities! Especially the free stuffed animals from Vaughan Fire and Animal Services.

Winterfest Attendee



2024 Key Media Impressions

Winterfest



30.5M
Digital signs & billboards



465,000
Print, digital, TV & radio

Concerts in the Park



96.5M
Digital signs & billboards



1.1M
Print, digital, TV & radio



653,000
Social media engagement

Canada Day



47.3M
Digital signs & billboards



3.9M
Print, digital, TV & radio

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	●	●	●			
Vaughan City Hall atrium banners	●	●				
Mobile signs across Vaughan	●					
Transit Ads	●	●				
Postcard (mailed to all homes)	●	●	●	●		
Digital						
Bridge & Billboard signs across Vaughan	●	●				
10 digital outdoor signs across Vaughan (3,000,000 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	●	●	●	●	●	●
Public Service Announcement (PSA)	●	●				
Event invitation	●	●				
Geotargeted digital ads	●	●				
Commercial video on website	●	●				
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**
-  Increase in **consumer engagement**
-  Building of clientele and **competitive advantage**
-  Building **successful partnerships**

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.

ALEX MURDOCH

 alex.murdoch@vaughan.ca

 905-832-2281 ext. 3002

SPONSORSHIP BENEFITS



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

Contact us to become a sponsor

ALEX MURDOCH

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**Awards
Received**

Winterfest



Concerts in the Park



Canada Day

