



2024



The Kingsway District Association Presents:

Kingsway Holiday Parade!

Holiday Traditions

Sponsored by:
KINGSWAY

KINGSWAY
DISTRICT ASSOCIATION

THE WONDER OF THE SEASON. HOLIDAY TRADITIONS. THE ARRIVAL OF SANTA!

The Kingsway District Association is pleased to announce our Annual Holiday Parade! The Kingsway Holiday Parade - Holiday Traditions, will take place outdoors along Kingsway on Saturday, November 16th at 5 pm. We are ready to LIGHT UP KINGSWAY!

We are bringing this opportunity to Kingsway again for Edmonton families to experience and participate in the joy of the holiday season. We are looking at a modest route that moves along Kingsway toward Kingsway Mall where it will end. All parade entries will be encouraged to create holiday-themed floats and light up Kingsway.

The KDA is committed to building and promoting the Kingsway area and our local businesses. We hope to engage the community and our city to capture the imagination of all people, young and old.

This is your chance to be part of the Kingsway Holiday Parade!



HOW DOES THIS FIT WITH YOUR COMPANY'S BRAND?

The holiday season should always be filled with wonder and joy, hopes and dreams for the future.

We believe the values of sharing, giving, and caring are transparent in all cultures and traditions. We see this as a magical time for communities and families to come together to celebrate the season in the Kingsway area. We believe in supporting local events and businesses and feel this special parade will continue to bring a festive feel to the holiday season.

We encourage you to take advantage of this unique opportunity to showcase your company in a different light by joining us.

PARTNERSHIP OPPORTUNITIES

FLOAT PARTICIPANT

Create an entry for the parade - a decorative float or vehicle trimmed with holiday lights. Walking participants are permitted. The number of entries is limited so be sure to apply early.

Non-Profits ▪ \$100 + gst

Corporations ▪ \$200 + gst



SPONSORSHIP OPPORTUNITIES

Help spread the magic of the season by becoming a sponsor of the Kingsway Holiday Parade.

RUDOLPH'S SHOUTOUTS **\$150**

Everyone loves a great holiday deal or shoutout!

- Business card advertisement on the KingswayHolidayParade.com website
- Mentions on KDA and Kingsway Holiday Parade social media outlets
- Business Card ad in Santa's Workshop Colouring Book

SANTA'S WORKSHOP COLOURING BOOK

Children love the adventure of Santa's Workshop! We've created a colouring book, including crayons, to enjoy the magic of the Holidays! Over 1,000 colouring books will be printed and distributed throughout the Kingsway business area and during the parade.

- Sponsor a page or add your business card to the back page!
- Limited spaces available, book soon!

Bottom banner on colouring page ▪ **\$250**

Business card ad on back page ▪ **\$100**

*GST applicable to all pricing listed.



**WE HOPE YOU SHARE OUR VISION AND WE CAN
WORK TOGETHER TO CONTINUE BUILDING
CONNECTIONS FOR OUR CITY AND COMMUNITY.**

Help spread the magic of the season by becoming a sponsor of the
Kingsway Holiday Parade.

CONTACT INFORMATION

**KINGSWAY DISTRICT ASSOCIATION
11810 KINGSWAY • EDMONTON, ALBERTA
780.454.9716**

SPONSORSHIP

Ellie Sasseville
info@kingswaydistrict.ca

REGISTRATION

Colleen Bull
office@kingswaydistrict.ca

MARKETING

Alice Funk
marketing@kingswaydistrict.ca

**The Kingsway District Association is the proud organizer of the
Kingsway Holiday Parade.**

