

HYDE PARK
Christmas
MARKET In Uptown London



SPONSOR OPPORTUNITIES





ABOUT US

Working with our members and with the support of the municipality, the Hyde Park Business Improvement Association (HPBIA) serves as an economic and social anchor within its boundaries in Uptown London, the northwest corner of the City, while helping stabilize and add vitality to the local community. With over 450 members, the HPBIA works to beautify and promote the Hyde Park corridor, fostering a sense of community for residents, businesses, and visitors while attracting people and customers from across London and neighbouring counties.



AN AWARD WINNING CHRISTMAS MARKET



In April 2023, OBIAA, the Ontario Business Improvement Area Association, presented the Hyde Park BIA with an Award of Merit in the Special Events Category, for the 2022 Hyde Park Christmas Market in Uptown London.

This award is granted to BIAs that showcase an outstanding example of event planning, workmanship and marketing, all while bringing together local businesses and community members!

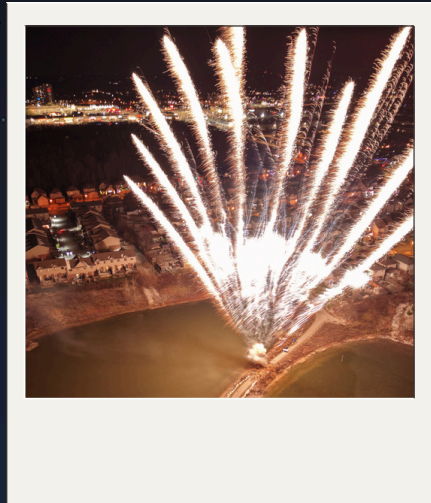


ABOUT THE HYDE PARK CHRISTMAS MARKET



This premier holiday event brings together the vibrant and diverse community of Hyde Park, Uptown London, and beyond. Now attracting over 5,000 visitors each year, the Hyde Park Christmas Market has become a highly anticipated seasonal tradition.

We believe in creating lasting memories in a safe, welcoming, and inclusive environment where families and friends can celebrate together. From live entertainment to festive activities, the market offers something for all ages.



Event Highlights

- The Grinch & Live Music – Enjoy our beloved Grinch entertainer and an incredible lineup of local musicians.
- Vendor Village – Explore over 40 vendors featuring unique, locally handcrafted goods, perfect for holiday gift shopping.
- Festive Food & Drink – Savour seasonal flavours from a wide variety of local food vendors.
- Tree Lighting & Musical Fireworks – Witness the magic as our Christmas tree comes to life, followed by a dazzling fireworks display set to music.



BY THE NUMBERS



**HOURS
OF LIVE
MUSIC**



440K+ POPULATION IN LONDON



FREE TO ATTEND



YEARS

2021 - 2026

THE ONE AND ONLY



GRINCH



UNFORGETTABLE DAYS



50+ VENDORS

7,500

ATTENDEES



71% FEMALE



29% MALE



**12,000
WEBSITE
VIEWS**



ABOUT BREAKFAST WITH SANTA



Hosted in partnership by the Hyde Park BIA and the Hyde Park Lions, this heartwarming holiday tradition brings families together for a morning filled with festive cheer. Each year, children and their loved ones gather to enjoy a delicious pancake breakfast, served fresh and free of charge.

We believe in creating magical moments that children will treasure for years to come. From the first bite of pancakes to the sparkle of meeting Santa, every part of the morning is designed to bring the holiday spirit to life.



Event Highlights

- Pancake Breakfast – A warm, tasty breakfast prepared and served with holiday cheer.
- Meet & Greet with Santa – Capture the joy with photos and share holiday wishes directly with Santa.
- Holiday Activities – Enjoy seasonal crafts, write a letter to Santa, and experience live festive music.
- Community Spirit – A welcoming, family-friendly event that celebrates togetherness in Hyde Park.



BY THE NUMBERS



4
HOURS
OF LIVE
MUSIC



8
YEARS

2019 - 2026



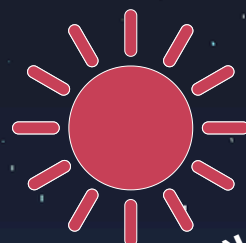
440K+ POPULATION IN LONDON



FREE TO

ATTEND

1



UNFORGETTABLE MORNING

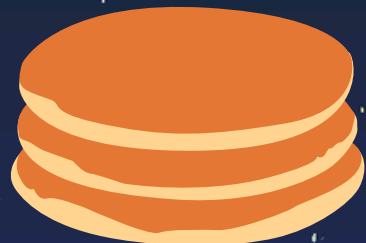
THE ONE AND ONLY



SANTA

2,500

ATTENDEES



2000+ PANCAKES
SERVED

71% FEMALE



29% MALE

100+ FAMILY
PHOTOS WITH
SANTA





THE AUDIENCE

PRIMARY

Geographics

- Residents of Greater Hyde Park Area
- Live in a 5km radius surrounding Hyde Park BIA boundaries.

Demographics

- Median age of 47
- 70% of residents own their own home
- Average household income of \$96, 415
- 57% of residents are married
- 51% of residents have children
- 34.7% of the population self-identifies as a visible minority
- 28.9% of residents self-identify as immigrants

Psychographics

- Family oriented, value time with family over time at work
- Established in careers, or preparing to enter the workforce
- Have disposable income to spend
- Value sense of community
- Would prefer to visit kid-friendly events over nightlife

Benefits

- Connect with community and neighbours
- Find new local business and eats
- Get into holiday spirit by attending a community event within walking distance to their home
- Start and/or finish Christmas shopping in a unique market experience

SECONDARY

Géographics

- Residents of London
- Live in a 15km radius surrounding Hyde Park BIA boundaries. (Population 447,255)

Demographics

- Median age of 39
- 60% of residents own their own home, 40% rent
- Average household income of \$62,011
- 44% of residents are married
- 37.8% of residents have children

Psychographics

- Family oriented, value time with family over time at work
- Values time with friends
- Prefers to shop locally than internationally
- Seeks out new adventures and experiences

Benefits

- Visit area of London they may not be familiar with
- Explore offerings of local vendors
- Get into the holiday spirit with a free event



TITLE SPONSOR

\$10,000

ONE OPPORTUNITY

"Presented by [Your Business Name]" – the face of Christmas in Hyde Park

Become the exclusive Title Sponsor of our entire Christmas event season, including Breakfast with Santa, the Hyde Park Christmas Market, and all related promotions. Your brand will shine at every touchpoint, reaching thousands of families and community members.

Includes:

- "Presented By" recognition in all marketing, advertising, and social media posts
- Prime logo placement on signage, posters, paid ads, and printed materials
- Multiple on-stage mentions by The Grinch and event host, broadcast throughout event grounds
- Your logo on Grinch Bucks Market Vouchers
- Large logo on-site and in recap video
- \$100 in Market Vouchers
- 1 on-site Parking Pass for Christmas Market
- Logo on the event website and social media thank-you carousel





MUSIC SPONSOR

\$2000

ONE OPPORTUNITY

Making spirits bright through music!

Sponsor the live entertainment at both the Breakfast with Santa and the Christmas Market. Your support helps us showcase local talent and fill the air with festive sounds.



Includes:

- “Presented By” on all music-related promotions
- Logo on signage, print materials, recap video
- Shoutouts from the stage
- \$100 in Market Vouchers
- 1 on-site Parking Pass for Christmas Market
- Logo on thank-you post & event website





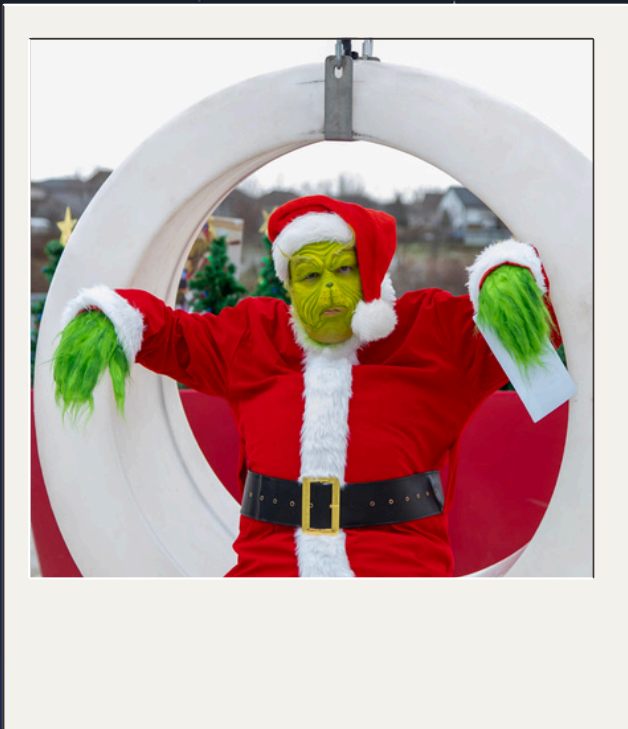
GRINCH SPONSOR

\$2000

ONE OPPORTUNITY

Embrace the mischief (and magic!) of the season

Support the character who steals the show! As the official Grinch Sponsor, your brand will be aligned with the crowd-favourite mascot who delights kids and adults alike at both events.



Includes:

- “Presented By” Grinch branding on all related posts
- Logo placement on signage, print materials, and recap video
- On-stage shoutouts and thank you from The Grinch
- \$100 in Market Vouchers
- 1 on-site Parking Pass for Christmas Market
- Recognition in thank-you post & event website



SANTA SPONSOR

\$2000

ONE OPPORTUNITY

Bring the magic of Santa to life at Breakfast with Santa!

Be the proud sponsor of Santa Claus at Breakfast with Santa!

Your support helps create unforgettable moments for children and families as they meet the man in red, take photos, and share their holiday wishes.

Includes:

- “Presented By” branding on all Santa-related promotions and signage
- Logo on printed materials, recap video, and paid social media ads
- \$100 in Market Vouchers
- 1 on-site Parking Pass for Christmas Market
- Logo on thank-you post & event website





MRS. CLAUS SPONSOR

\$2000

ONE OPPORTUNITY

Support the warmest part of the holidays — family fun & festive cheer with Mrs. Claus!

Your sponsorship supports Breakfast with Santa and the Christmas Market, helping to create magical moments with Mrs. Claus and friends. Perfect for businesses looking to connect with families and community spirit.



Includes:

- “Presented By” placement on Mrs. Claus social media and signage at event
- Logo in printed materials, recap video & paid ads
- On-stage mentions at both events
- \$100 in Market Vouchers
- 1 on-site Parking Pass for Christmas Market
- Logo on thank-you post & event website





COFFEE SPONSOR

\$2000

ONE OPPORTUNITY

Keep the cheer (and coffee) flowing!

Be the hero of the early morning by sponsoring the hot beverage station at Breakfast with Santa! Includes coffee, lattes, and hot chocolate!



Includes:

- “Presented By” signage at coffee station, and on social media
- Your logo on the coffee cups
- Logo on signage, recap video, and printed promo
- Shoutouts at the event
- \$100 in Market Vouchers
- Logo on thank-you post & event website





LED SWINGS SPONSOR

\$2000

ONE OPPORTUNITY

Light up the night with joy and wonder

Our glowing LED swings are a huge hit with kids, teens, and families — and one of the most Instagrammable features at the Hyde Park Christmas Market! Your brand will be front and center with this interactive photo-worthy experience.

Includes:

- “Presented By” signage at the LED swings installation
- Logo on signage, recap video, and printed marketing
- Inclusion in related social media posts
- \$100 in Market Vouchers
- 1 on-site Parking Pass for Christmas Market
- Logo on thank-you post & event website





TREE LIGHTING SPONSOR

\$2000

ONE OPPORTUNITY

**Help us light the tree and the hearts of
the Hyde Park community**

Be the proud sponsor of one of the most magical moments of the weekend — the Tree Lighting Ceremony! Taking place Saturday at 6:30 PM, this cherished tradition draws a crowd and marks the official start of holiday cheer in Hyde Park.



Includes:

- “Presented By” mention during tree lighting
- Logo on signage and tree lighting-related social media content
- Inclusion in recap video & printed materials
- \$100 in Market Vouchers
- 1 on-site Parking Pass for Christmas Market
- Logo on thank-you post & event website



FIREWORKS SPONSOR

\$2000

ONE OPPORTUNITY

End the night with a bang — literally!

Be the name behind the spectacular fireworks display on Saturday night at 7:00 PM. This high-visibility sponsorship offers prime recognition at one of the most anticipated moments of the entire season.



Includes:

- “Presented By” announcements leading up to and during the fireworks
- Logo featured in signage, recap video, and all fireworks promotions
- \$100 in Market Vouchers
- 1 on-site Parking Pass for Christmas Market
- Logo on thank-you post & event website



SLEIGH SPONSOR

\$2000

ONE OPPORTUNITY

Sponsor Santa's grand arrival in style

Support the magic that delivers Santa to Hyde Park! The same sleigh Santa rides in the Hyde Park Parade makes a return the following weekend at the Christmas Market, creating continuity and excitement for families. This sponsorship ensures the sleigh shines as brightly as the season.



Includes:

- "Presented By" signage displayed on/near Santa's sleigh at both events
- Recognition in social media posts highlighting Santa's arrival
- Logo featured on signage, recap video, and printed materials
- \$100 in Market Vouchers
- 1 on-site Parking Pass
- Logo on thank-you post & event website





YOUTH VENDOR SPONSOR

\$200

TEN OPPORTUNITIES

Support the next generation of makers and entrepreneurs

Help a young local entrepreneur shine at the Hyde Park Christmas Market by covering their booth fee and encouraging creativity, confidence, and community spirit.



Includes:

- Your name listed on a special “Youth Vendor Sponsor” thank-you sign
- Recognition in social media thank-you post
- Optional: meet your sponsored youth vendor at the event!