

# Parade With a Purpose

2025 Sponsorship Opportunities



BERNARD AVENUE  
*Saturday, December 6th at 6:00PM*

**KGH**FOUNDATION

## About the Event

Join us for the 6<sup>th</sup> Annual Parade with a Purpose – where holiday magic meets heartfelt giving! Bring the whole family, gather your friends and experience the wonder of Christmas as 25+ festive floats light up downtown Kelowna, filling the streets with joy, music and festive cheer!

This event is a beautiful blend of holiday fun and community giving, with all proceeds supporting the KGH Foundation and in particular youth mental health in our community.

**Saturday December 6, 2025 | 6:00pm | Downtown Kelowna, Bernard Avenue**



## History of Parade With a Purpose

What began just five years ago with three humble floats in Kettle Valley, has grown into a beloved community celebration, bringing together thousands in the spirit of joy and generosity.

Founded by Shadia Doty, Pam Turgeon and their families in 2020, the parade was born from a simple and yet powerful mission – to spread holiday cheer when it was needed most. Today, it lights up the streets with over 25 spectacular floats, uniting the community and raising thousands of dollars to support our community.

To date, this event has raised an astonishing \$701,220 in support of The Bridge Youth & Family Services – thanks to the incredible support from community, volunteers and sponsors.

**Want to relive the magic? [Watch last year's video here!](#)**

New this year! Pam and Shadia have partnered with the KGH Foundation to further advocate for youth mental health care, ensuring that young people in our community receive the support they need and deserve.



## Sponsorship Opportunities

We are excited to offer several meaningful ways to get your team involved! Your support will help make the Parade with a Purpose a memorable experience – all while raising much needed funds for youth mental health care in our community.

### Parade Title Sponsor – \$25,000 (1 available)

- Logo inclusion on event poster and across all event marketing materials, pre and post event
- Complimentary float entry including priority float position in the parade (*sponsor to provide their own decorated float*)
- Extensive advertising exposure through Vista radio stations (99.9 Sun FM, 101.5 GO FM and AM 1150), including on-air mentions and interviews
- Dedicated post on Parade with a Purpose social media platform, in lead up to the event
- Prominent logo placement on the KGH Foundation event-specific website
- First dibs at volunteer opportunities for your staff members and/or clients
- Recognized as presenting sponsor during emcee remarks

Additional recognition and activation opportunities include:

- Naming rights for the parade – event promoted as “Parade with a Purpose presented by...”
- Opportunity for verbal remarks during opening announcement(s)
- Recognition in all event press releases and in the post-event wrap-up video
- Opportunity to host an interactive station at the start or finish line (*eg, hot chocolate, photo booth, etc.*)
- Sponsor invited to provide holiday branded giveaways, to be handed out along the route (*by sponsor*)

### Reindeer Sponsor – \$10,000 (5 available)

- Logo inclusion on event poster and across all event marketing materials, pre and post event
- Complimentary float entry (*sponsor to provide their own decorated float*)
- Broad advertising exposure through Vista radio stations (99.9 Sun FM, 101.5 GO FM and AM 1150) including on-air mentions and interviews
- Dedicated post on Parade with a Purpose social media platform, in lead up to the event
- Tiered logo placement on the KGH Foundation event-specific website
- First dibs at volunteer opportunities for your staff members and/or clients
- Recognized as Reindeer sponsor during emcee remarks

### Elf Sponsor – \$5,000 (5 available)

- Logo inclusion on event poster and across all event marketing materials, pre and post event
- Complimentary float entry (*sponsor to provide their own decorated float*)
- Select advertising exposure through Vista radio stations (99.9 Sun FM, 101.5 GO FM and AM 1150)
- One collective Elf Sponsor post on Parade with a Purpose social media platform, in lead up to the event
- Tiered logo placement on the KGH Foundation event-specific website
- Recognized as Elf Sponsor during emcee remarks



## Parade Float Entry

For those organizations just wishing to be part of the parade, this option's for you!

### Community Cruiser – \$1,500 (limited availability)

- Float in the parade (*organization to provide their own decorated float*)
- 1 collective post on Parade with a Purpose social media platform, in lead up to the event
- Business name included on the KGH Foundation event-specific website

### Float Information:

To keep the parade magical and memorable, we ask for well-crafted floats and limit themes to ensure variety. Themes like North Pole, Gingerbread house or the Grinch are first-come, first-served—so register early to claim yours! All floats must be safe, with secure railings, balanced design, and fire-resistant materials where needed.

To secure your sponsorship and or float entry and to make a meaningful difference, please reach out to:

#### Pam Turgeon

Event organizer  
Pamturg62@gmail.com  
780-233-9640

#### Shadia Doty

Event organizer  
shadiadoty@shaw.ca  
250-575-5096

#### Bettina Muller

KGH Foundation  
bettina.muller@interiorhealth.ca  
250-862-4300 ext 27152

Your partnership will not only contribute to the success of the Parade with a Purpose, but also leave a lasting impression on spectators, showcasing your commitment to community and making a real impact on youth mental health.

**Together, we can create a magical experience.** Join us in making this year's parade unforgettable!

