

Dear Neighbours and Businesses surrounding Berczy Park,

We are excited to announce that the Santa Claus Parade is hosting an Exclusive Viewing Party for all Partners who help support the annual Parade on Sunday, November 19th at Berczy Park.

Maple Leaf Sports & Entertainment will be acting as the Event Managers for this party and are responsible for the planning and execution of this event on behalf of the Santa Claus Parade.

Date:

Sunday, November 18, 2018

Event Time

12:00 – 4:00pm

In order to facilitate this private event, set up will begin at Berczy Park as of 5:00am on Sunday and all tear down will be completed by 5:30pm. The event will include music, food & beverage, and we will be hosting Mayor John Tory and partners of Toronto FC and Toronto Maple Leafs.

Maple Leaf Sports & Entertainment and The Original Santa Claus Parade has been working with the city to gain all permits to allow access and permission to activate this special event at Berczy Park.

All measures are being taken to ensure that business disruptions are minimal during this time in the areas surrounding Berczy Park. The event expects to see approximately 1,000 guests, with the potential of driving additional business to your location. We will have additional security and paid duty officers on site. We will also keep a portion of the park open for local dog walkers to access throughout the day.

If you have any questions or concerns regarding this event please feel free to contact me at corrie.moore@MLSE.com or 647-231-0179.

Sincerely,

Corrie Moore

Maple Leaf Sports & Entertainment