



110TH GREY CUP

Madame Mayor and Members of Hamilton City Council:

I am writing on behalf of Hamilton Sports Group (HSG) to express our support for the annual Hamilton Santa Claus Parade (HSCP).

The HSCP is an institution in Hamilton, providing our community a unique opportunity to come together in celebration of the holiday season. Its impact - economically and culturally - to the city and surrounding area is significant.

Showcasing the Best of Hamilton's community is a key cornerstone of our 2023 Grey Cup Festival. As a result, we partnered with the organizers of HSCP long ago to shift the Parade to Grey Cup weekend and make it a key component of our Festival programming. This significant detail has yet to be announced publicly but in light of the recent announcement we felt the need to step forward and support our partners at the HSCP.

This strategic partnership is a primary example of our larger strategy for the Festival to engage and include many local and community partners and have them participate actively by delivering quality programming during Festival week, in this case Saturday morning.

We are proud to be welcoming the Greater Hamilton Area and guests from across Canada and around the world to Hamilton to partake in the Festival and 110th Grey Cup, and experience the Best of Hamilton. The Festival, including the Parade, will have a profound positive impact on our community culturally and economically.

We thank you in advance for your consideration.

Sincerely,

Matt Afinec
President & Chief Operating Officer, Business Operations
Hamilton Sports Group