



Experience
COBOURG
Your STORY BEGINS HERE!

STRATEGIC PARTNERSHIPS to build community

2026 SPONSORSHIP + ADVERTISING
OPPORTUNITIES

Connect with: Brittany Hosey

Business Development | Culture, Events + Tourism | Town of Cobourg
bhosey@cobourg.ca | 416-881-4556

www.experiencecobourg.ca



ELEVATE YOUR BRAND WHILE ENRICHING OUR COMMUNITY

Cobourg continues to grow as a premier hub for families, active seniors, and thousands of seasonal visitors. For local businesses, this presents a unique opportunity: the chance to be part of the stories our residents and guests tell every day.

We are proud to present our 2026 Print and Digital Advertising Package. This year, we have designed a multi-channel ecosystem that allows your brand to meet your customers exactly where they are. They may be planning their weekend on a tablet, checking a schedule on their refrigerator, or exploring our historic downtown with a guide in hand.

Why Partner with the Town of Cobourg?

Unrivalled Trust: Your business benefits from the "Halo Effect" of being featured in official Town publications.

Total Market Coverage: Our mix of print and digital ensures you reach every demographic, from the tech-savvy "new local" to the long-term resident.

Hyper-Local Precision: Stop wasting your budget on broad algorithms. We put your message directly into the hands of people currently living in, or traveling to, Cobourg.

A "365" Presence: From the longevity of our comprehensive guides to the bi-weekly urgency of our digital newsletter, we keep your brand top-of-mind all year long.

The most successful brands don't just appear once; they become a part of the local landscape. Let's work together to make 2026 your most visible year yet.

JAN

FEB

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APR

MAY

JUN

JUL

AUG

SEPT

OCT

NOV

DEC

EVENT

PROMOTION

SANDCASTLE FESTIVAL

August 8 | 10am

Local and Visiting Attendees

The Annual Sandcastle Festival is one of Cobourg's signature summer events, drawing residents and visitors to the waterfront for a full day of creativity, entertainment, and family fun.

Recognized as a Top 100 Event in Ontario for eight consecutive years, the festival showcases the incredible talent of eight professional master sand sculptors, alongside amateur teams who compete in the popular sandcastle contest for exciting prizes.

The event offers a vibrant beachside experience featuring live music from a DJ, children's activities, an inflatable fun park, an evening movie on the beach, and an evening community activity creating a full-day celebration that appeals to all ages.

As a cornerstone summer attraction, the Sandcastle Festival supports tourism, activates Cobourg's waterfront, and highlights the Town's commitment to accessible, high-quality community programming.

Sponsoring the Annual Sandcastle Festival provides businesses with exceptional visibility at one of Cobourg's most well-attended and widely recognized events.

With strong regional draw and a full day of programming, the festival offers unique opportunities for businesses to engage with families, visitors, and tourists while supporting an event that contributes directly to local economic activity and community pride.

By becoming a sponsor, businesses can:

- Align with an award-winning event recognized across Ontario
- Reach large, diverse audiences including residents and visitors
- Support tourism and waterfront activation
- Demonstrate commitment to community culture
- Benefit from strong brand recognition tied to a long-standing tradition

Business sponsorship plays a vital role in enhancing festival programming, supporting event amenities, and ensuring the continued success of one of the Town's most beloved annual celebrations.

SIGNATURE EVENT



- ✓ COMMUNITY PARTICIPATION
- ✓ LIVE MUSIC WITH DJ
- ✓ KIDS' ACTIVITIES
- ✓ OUTDOOR MOVIE
- ✓ AWARD-WINNING EVENT
- ✓ USER-GENERATED CONTENT



COMMITMENT BY

EVENT

JAN

FEB

MAR

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PROMOTION

SIGNATURE EVENT

SANDCASTLE FESTIVAL

12 OPPORTUNITIES AVAILABLE



SANDCASTLE SPONSOR | 1 at \$9,500

- Radio Mention in all Festival ads
- Logo Sculpted on sandcastle by visiting sculptors
- Logo: Experience Cobourg website event page, Event banner at beach
- VIP Parking for two (2) vehicles
- Social media tagging and posts (FB/IG) weekly mid-July until after the event
- Thank you mention and tag on social media following event
- VIP space at event
- Business tent or unique activation opportunity
- Pizza lunch at event for six (6)
- Four (4) A-Frame signs around event
- Newsletter header for four (4) editions
- Rights of branded promotional giveaway (provided by sponsor)
- Free perk ad in Little Book of Summer Perks

SHOVEL SPONSORS | 3 at \$5,000

- Radio mentions in all Festival ads
- Logo sculpted on sandcastle by visiting sculptors
- Logo: Experience Cobourg website event page, Event banner at beach
- Social media tagging on posts (FB/IG) weekly mid-July until after the event
- Thank you mention and tag on social media following event
- Pizza lunch for six (6)
- Experience Cobourg newsletter footer for two (2) editions
- Rights of branded promotional giveaway (provided by sponsor)

SUN, SAND + ENTERTAINMENT SPONSORS | 4 at \$2,500

- FLAGS | BOUNCY CASTLES | DJ | KIDS' ZONE**
- Social media tagging and posts (FB/IG) weekly mid-July until after the event
- Logo on Experience Cobourg website event page
- Thank you mention and tag on social media following event
- Naming rights on zone/activation
- Pizza lunch for four (4)

COMMUNITY SPONSORS | 4 at \$800

- Social media tagging and posts (FB/IG) weekly mid-July until after the event
- Logo on Experience Cobourg website event page
- Logo on four (4) general A-Frame signs
- Thank you mention and tag on social media following event



2026 ADVERTISING + SPONSORSHIP
OPPORTUNITIES

GET NOTICED

**THE POWER OF
YOUR MESSAGE
AROUND TOWN**

Advertising opportunities are limited.

Don't miss your chance to be part of one of the exciting,
memorable publications in Cobourg.

For more information or to confirm your support:

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