



Experience
COBOURG
Your STORY BEGINS HERE!

STRATEGIC PARTNERSHIPS to build community

2026 SPONSORSHIP + ADVERTISING
OPPORTUNITIES

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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.

COMMITMENT BY

EVENT

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PROMOTION

BATTLE OF THE BADGES

APRIL 4 | 7PM

Local attendees

The Battle of the Badges Charity Hockey Game is a high-energy community event that brings together local first responders, families, and residents for an exciting night of hockey, all in support of Big Brothers Big Sisters of Northumberland.

This family-friendly event celebrates community spirit, friendly competition, and the vital role first responders play in our region. By combining sport, entertainment, and charitable giving, Battle of the Badges creates a memorable experience that strengthens local connections while raising critical funds for youth mentorship programs.

The event attracts a diverse audience of residents, families, and community supporters, making it a meaningful opportunity for local businesses to engage with the community in a positive and visible way.

Sponsoring Battle of the Badges allows local businesses to play an active role in supporting both community wellbeing and youth development in Northumberland.

Business support helps enhance the event experience through interactive activities, fan engagement, and fundraising initiatives that encourage greater participation and increased charitable donations.

By becoming a sponsor, businesses can:

- Demonstrate commitment to community values and social responsibility
- Support local youth through Big Brothers Big Sisters of Northumberland
- Gain positive brand exposure in a family-friendly, high-attendance setting
- Build goodwill and recognition among residents, families, and community leaders
- Be part of a well-loved annual event that celebrates teamwork and local pride

Sponsorship contributions directly support enhanced event experiences while helping maximize fundraising outcomes for an organization that makes a lasting impact in our community.



FAMILY-FRIENDLY



LOCAL FAVOURITE EVENT



COMMUNITY GOODWILL

COMMITMENT BY

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PROMOTION

BATTLE OF THE BADGES



6 OPPORTUNITIES AVAILABLE

FIRST INTERMISSION SPONSOR | 1 at \$2,000

CHUCK-A-DUCK ACTIVITY

- Reserved arena seating for ten (10)
- Social media tagging and posts (FB/IG) weekly mid-March until after the event
- Thank you mention and tag on social media following event
- On-site pop-up banner brand recognition
- Branded recognition in event program
- Rotational Logo placement on Scoreclock during event
- Option for product sampling or giveaways
- MC mention during intermission

SECOND INTERMISSION SPONSOR | 1 at \$2,000

INTERMISSION ACTIVITY

- Reserved arena seating for ten (10)
- Social media tagging and posts (FB/IG) weekly mid-March until after the event
- Thank you mention and tag on social media following event
- On-site pop-up banner brand recognition
- Branded recognition in event program
- Rotational Logo placement on Jumbotron during event
- Option for product sampling or giveaways
- Master of Ceremonies mention during intermission

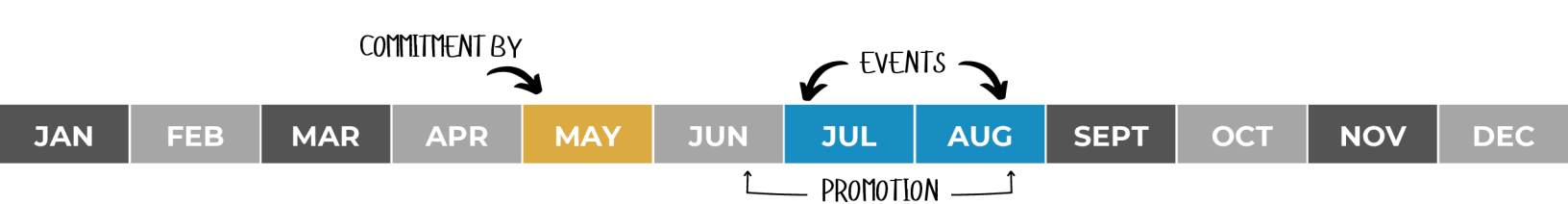
FAN ZONE SPONSOR | 1 at \$1,500

PRE-GAME FAMILY-FRIENDLY ZONE WITH INFLATABLES, MASCOTS, FACE-PAINTING

- Reserved arena seating for eight (8)
- Social media tagging and posts (FB/IG) weekly mid-March until after the event
- Thank you mention and tag on social media following event
- On-site pop-up banner brand recognition
- Branded recognition in event program and in Fan Zone on A-Frame signage
- Rotational Logo placement on Scoreclock during event
- Option for product sampling or giveaways

COMMUNITY SPONSORS | 3 at \$300

- Thank you mention and tag on social media following event
- On-site pop-up banner brand recognition
- Branded recognition in event program
- Rotational Logo placement on Scoreclock during event



MOVIES UNDER THE STARS

SIGNATURE EVENT

JULY 4 • JULY 18 • AUGUST 3 • AUGUST 22
 SEPTEMBER 5 | 8:30PM



Local and Summer Visiting attendees

Movies Under the Stars is a free, family-friendly summer event series hosted by the Town of Cobourg in Victoria Park and Cobourg Beach.

Across five evenings throughout the summer, residents and visitors are invited to gather outdoors, bring their blankets and chairs, and enjoy a movie night under the open sky. Films are shown on a giant inflatable screen with concert-quality sound, creating a relaxed and memorable experience for all ages.

- ✓ FAMILY-FRIENDLY
- ✓ LOCAL FAVOURITE EVENT
- ✓ COMMUNITY GOODWILL

This event encourages community connection and participation, with one featured flashback film selected by the community through social media engagement.

Movies begin at dusk, offering a safe, inclusive, and welcoming way for families, friends, and neighbours to come together and enjoy summer evenings in Cobourg’s signature outdoor spaces.

Sponsoring Movies Under the Stars provides businesses with a meaningful opportunity to support accessible community programming while increasing visibility in a relaxed, high-attendance setting.

- Align your brand with positive, family-friendly community experiences
- Support free, inclusive programming for residents and visitors
- Gain repeated exposure by sponsoring more than one movie
- Connect with local audiences in a relaxed, engaging environment
- Demonstrate investment in our public spaces and community life

COMMITMENT BY

EVENTS

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PROMOTION

MOVIES UNDER THE STARS

SIGNATURE EVENT

10 OPPORTUNITIES AVAILABLE



MOVIE SPONSORS | 5 at \$500

Logo on the screen before the movie

Logo on Experience Cobourg Movies page (next to your movie)

Logo on Facebook Event Page header for sponsored movie

Two (2) Social media mention/tag posts (FB and IG) prior to event

VIP seating area for 6 with blankets and snacks

TREAT SPONSORS | 5 at \$250

À la carte option for sponsors

Purchase of 100 treats (chocolate bars, chips) will hand out for free at event



COMMITMENT BY

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PROMOTION

BEACHSIDE JAMS

July | 6-9pm

Local and Marina/Campground Visitors

The Beachside Jam takes place on select Friday and/or Saturday evening during the summer from 6-9pm at the Cobourg Beach Courtyard (right behind the bandshell).

Enjoy an evening of live local music, beach vibes, and unforgettable summer memories with friends and family, soaking in the sunset and celebrating the best of summer with great tunes by the water.

Sponsoring Beachside Jams provides businesses with a meaningful opportunity to support accessible community entertainment while increasing visibility in a relaxed, fun, high-attendance setting.

- Align your brand with positive, community experiences
- Support free, inclusive programming for residents and visitors
- Connect with local audiences in a relaxed, engaging environment
- Demonstrate investment in our public spaces and community life
- Partner with the Town of Cobourg in supporting local talent and overall community culture



FOOD TRUCKS



LOCAL TALENT



SUNSET BACKDROP

COMMITMENT BY

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PROMOTION

BEACHSIDE JAMS

1 OPPORTUNITY AVAILABLE

July | 6-9pm

Local and Marina/Campground Visitors

EXCLUSIVE SPONSOR | 1 at \$2,500

Four (4) Social Media Posts (FB/IG) prior to event

Performer shout out at event

Two (2) A-Frame signs with logo at event

Logo on Experience Cobourg website event page

Logo on Facebook event header



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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

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PROMOTION

SANDCASTLE FESTIVAL

SIGNATURE EVENT



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

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↑ PROMOTION ↓

CHRISTMAS MAGIC

November 20 | 6pm

Local and Visiting Attendees

Cobourg's Christmas Magic marks the official start of the holiday season and brings the community together for one of the Town's most anticipated annual celebrations.

Each year, thousands of residents gather to help Santa light up Cobourg, kicking off the festive season with joy, tradition, and community spirit. The event features local vendors and downtown businesses offering handmade items, festive foods, seasonal gifts, and holiday treats, creating a vibrant and welcoming atmosphere for all ages.

Throughout the season, Rotary Harbourfront Park and Victoria Park are transformed with magical holiday lighting, inviting residents and visitors to experience Cobourg's waterfront and green spaces in a new and memorable way.

Christmas Magic celebrates togetherness, supports local businesses, and creates lasting holiday memories for families, friends, and visitors.

Sponsoring Christmas Magic offers businesses a unique opportunity to be part of a cherished community tradition while supporting local economic activity during the holiday season.

With strong attendance and extended visibility throughout the season, Christmas Magic provides meaningful brand exposure while aligning businesses with warmth, generosity, and community celebration.

By supporting this event, businesses can:

- Be associated with one of Cobourg's most beloved annual traditions
- Gain visibility during the high-impact holiday shopping season
- Support local vendors and downtown businesses
- Demonstrate community leadership and civic pride
- Help create inclusive, accessible holiday experiences for residents and visitors

Business sponsorship plays a key role in bringing the holiday season to life and ensuring Christmas Magic continues to shine for the entire community.

SIGNATURE EVENT



✓ COMMUNITY FAVOURITE

✓ WIDELY RECOGNIZED

✓ SEASONAL COVERAGE

✓ USER-GENERATED CONTENT

✓ COMMUNITY GOODWILL

✓ ENTERTAINMENT



COMMITMENT BY

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PROMOTION

CHRISTMAS MAGIC

SIGNATURE EVENT



12 OPPORTUNITIES AVAILABLE

LIGHTS SPONSOR | 1 at \$10,000

- Radio Mention in all Christmas Magic ads
- Social media tagging and posts (Facebook + IG) prior to event
- Social media tagging and posts (Facebook + IG) during the season
- Logo on Experience Cobourg event page
- Logo on Facebook event header
- Feature spotlight in Experience Cobourg newsletter
- Two (2) light post banners in front of Victoria Hall for duration of Christmas Magic
- Customized activation activity *will work with Brittany to plan
- Free Perk Ad in Little Book of Winter Perks
- Feature story highlighting community involvement in Experience Cobourg Guide (2027)
- On-stage shout-out at event (you can personally speak to crowd)

EXPERIENCE SPONSOR | 2 at \$3,000

- Social media tagging and posts (FB/IG) prior to event
- Logo on Experience Cobourg Event Page
- Work with Experience Cobourg to develop appropriate activation
- Stage mention at event
- Two (2) A-Frame signs on stage and in market with logo
- One (1) Header in Experience Cobourg newsletter
- Free Perk Ad in Little Book of Winter Perks

TWINKLE SPONSOR | 1 at \$3,000

- Social Media posts before and after event (FB/IG)
- Logo on Facebook Event Header
- Logo on 1000 glowsticks

ELF SPONSOR | 3 at \$1,500

- SELFIE WALL, KIDS' ZONE, WAGON RIDES**
- Social media tagging and posts (FB/IG) prior to event
- Mention on stage at beginning of event
- Logo on Experience Cobourg event page
- Zone naming and logo sign

COMMUNITY SPONSOR | 5 at \$800

- Social media tagging and posts (FB/IG) prior to event
- Logo on two (2) A-Frames at event

SANTA CLAUS PARADE

November 28 | 6pm

Local attendees

Since 1955, the Cobourg Santa Claus Parade has been a treasured community tradition and a meaningful way to welcome the holiday season.

For generations, this parade has brought residents together along downtown streets to celebrate the spirit of Christmas, fostering connection, joy, and shared memories. The event reflects the heart of the community, welcoming people of all backgrounds to come together in celebration of hope, family, and togetherness.

As Santa Claus makes his annual arrival in Cobourg, the parade continues to serve as a nostalgic and joyful experience for children, families, and longtime residents alike.

The Santa Claus Parade remains one of the Town's longest-running and most beloved events, honouring tradition while strengthening community bonds year after year.

With strong attendance and deep emotional connection, the parade offers exceptional visibility while allowing businesses to demonstrate meaningful community support during the holiday season.

By becoming a sponsor, businesses can:

- Align with a long-standing community tradition dating back to 1955
- Be part of an event rooted in family, generosity, and holiday spirit
- Gain visibility among residents of all ages
- Strengthen brand goodwill through community involvement
- Support an inclusive event that brings the entire town together



FAMILY-FRIENDLY



LOCAL FAVOURITE EVENT



COMMUNITY GOODWILL



LOCAL CHARITY TIE-IN



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COMMITMENT BY

EVENT

↑ PROMOTION ↓

SANTA CLAUS PARADE

12 OPPORTUNITIES AVAILABLE



RUDOLPH SPONSOR | 1 at \$5,000

- Feature in Experience Cobourg newsletter
- Two (2) Header ads in Experience Cobourg newsletter
- Social Media posts before and after event (FB/IG)
- Logo on Facebook event header
- Logo on the Experience Cobourg event webpage
- Prominent logo on parade printed banner (walking in parade)
- Free perk ad in Little Book of Winter Perks
- Naming rights for Fun Zone with unique business activation

LIGHT-UP SPONSORS | 2 at \$3,000

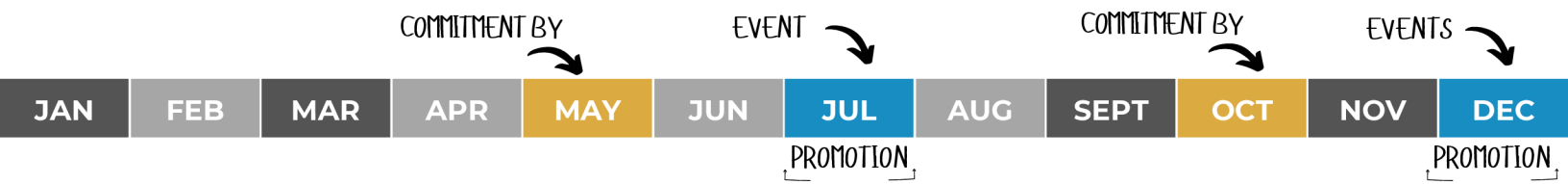
- Feature in Experience Cobourg Newsletter
- Prominent Logo on Parade printed banner
- Logo on Experience Cobourg Event webpage (walking in parade)
- Social Media posts before and after event (FB/IG)
- Logo on Facebook Event Header
- Logo on 1000 glowsticks

HOLLY JOLLY SPONSORS | 8 at \$500

- Print, Digital, Audio Advertising | Event signage
- Featured at family fun zones before parade

SANTA SLEIGH SPONSOR | 1 in-kind [Truck + Trailer]

- Logo features on truck that is pulling Santa
- Logo on parade printed banner (attached to Santa float)



PUBLIC SKATING

July 24 | 6-8pm *CHRISTMAS IN JULY*
 December 21, 22, 23, 29, 30 | 12-2pm

Local attendees

Grace Bowen Pad • Cobourg Community Centre

Public skating is an important community offering in Cobourg, providing residents and visitors with access to affordable, inclusive recreational programming at the Grace Bowen Pad at the Cobourg Community Centre. These sessions create opportunities for physical activity, social connection, and shared community experiences in a safe and welcoming environment. Public skating attracts a broad range of participants, making it a highly visible and widely used municipal service.

Through sponsorship, local businesses have the opportunity to support a program that contributes directly to community well-being and quality of life. Sponsoring public skating allows businesses to align their brand with a positive, family-friendly activity that promotes healthy lifestyles, accessibility, and community engagement. This partnership offers consistent exposure to a diverse local audience while reinforcing your organization’s role as a supporter of community-focused initiatives.

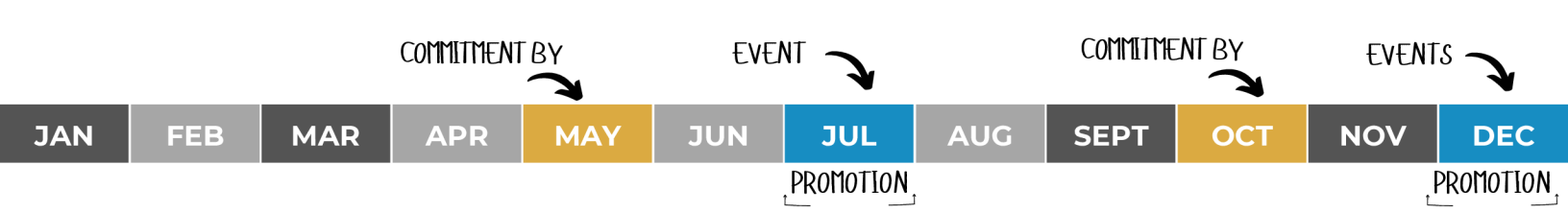
Public skating sponsorship provides businesses with meaningful recognition while supporting a program that serves the community throughout the year. These sessions are well attended and often part of regular routines for local families and individuals, allowing sponsors to benefit from repeated visibility and strong name recognition over time. By associating with public skating, businesses demonstrate a practical commitment to supporting inclusive recreation and shared public spaces.

Sponsorship also reflects a broader investment in Cobourg’s community infrastructure. Local recreation opportunities contribute to a vibrant town atmosphere, support tourism activity, and enhance the overall resident experience. Businesses that support these programs are recognized not only for their visibility, but for their contribution to maintaining services that residents and visitors value and rely on.

By becoming a sponsor, businesses can:

- Positive brand association with a well-loved, family-oriented community activity
- Visibility in a high-traffic, multi-generational setting
- Recognition as a community supporter contributing to accessible recreation
- Alignment with Town of Cobourg values around inclusion, wellness, and connection

- ✓ FAMILY-FRIENDLY
- ✓ LOCAL FAVOURITE EVENT
- ✓ COMMUNITY GOODWILL
- ✓ FITNESS + WELL-BEING



PUBLIC SKATING

6 OPPORTUNITIES AVAILABLE

COMMUNITY SKATE SPONSORS | 6 at \$500

- Reserved seating for ten (10)
- Social media tagging and posts (FB/IG) weekly three weeks prior to event
- Thank you mention and tag on social media following event
- On-site A-Frame signage with logo
- Logo/Ad placement on Scoreclock during month prior to public skate
- Digital promo rotating in CCC advertising the free skate
- Option for product sampling or giveaways and booth

ADDITIONAL CANTEEN SPONSORSHIP OPPORTUNITY

If you would like to work with the canteen at the Cobourg Community Centre, for an additional investment, your business can supply hot chocolate or something else to those in attendance for the duration of the public skate.



Experience
COBOURG

Your STORY BEGINS HERE!

GET NOTICED

**SHARE THE POWER
OF YOUR MESSAGE
AROUND TOWN**

Connect with Jackie Chapman-Davis

Manager | Culture, Events + Tourism

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