



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?

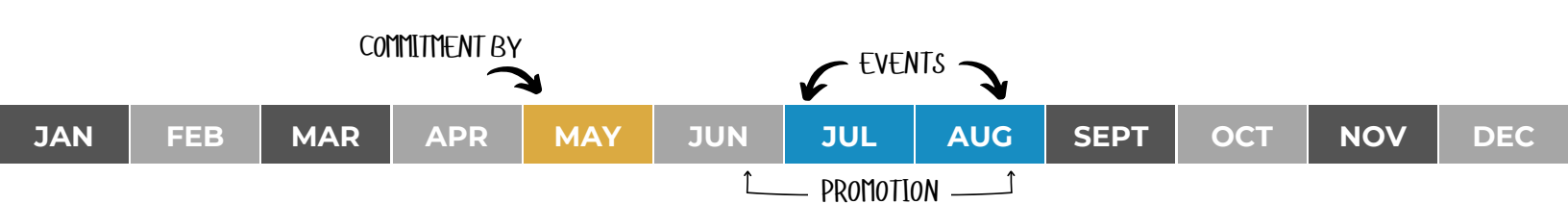
Unrivalled Trust: Your business benefits from the "Halo Effect" of being featured in official Town publications.

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.



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

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEPT

OCT

NOV

DEC

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





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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