

An aerial photograph of a lake with a boat in the center, leaving a white wake. Two stone structures are visible in the water, one on the left and one on the right. The water is a deep green color.

Experience
COBOURG

Your STORY BEGINS HERE!

2026 SPONSORSHIP OPPORTUNITIES

GET NOTICED
WHILE YOUR AUDIENCE
EXPERIENCES COBOURG

Connect with: **Brittany Hosey**
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ELEVATE YOUR BRAND WHILE ENRICHING OUR COMMUNITY

Cobourg is a destination where unforgettable moments happen all year—and we invite you to be part of the excitement. Join us as a key partner in bringing Cobourg's most exciting events to life! Our town hosts a diverse line up of festivals, celebrations, and community gatherings — from intimate cultural experiences to large-scale signature events that draw visitors from across the region.

As a sponsor, your brand will enjoy high-visibility opportunities to connect with engaged audiences, showcase your community leadership, and support the vibrant spirit of Cobourg. With flexible sponsorship options across multiple events, we'll work with you to create a tailored partnership that maximizes your impact.

Let's make this a year to remember — together!

In the following pages, you'll find details, opportunities and some of the benefits you will receive when you find an event that fits your brand voice.

Organizations like yours can help enrich our community for residents and visitors alike. We are excited to work with you on a partnership that highlights your involvement and showcases your community connections.

Looking forward to the ideas we can come up with together.

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COMMITMENT BY

EVENT

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEPT

OCT

NOV

DEC

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 and Big Sisters 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 and Big Sisters 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

EVENT



JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEPT

OCT

NOV

DEC

PROMOTION

BATTLE OF THE BADGES



6 OPPORTUNITIES AVAILABLE

FIRST INTERMISSION SPONSOR | 1 at \$2,000

CHUCK-A-DUCK ACTIVITY

- Reserved arena seating for 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
- MC mention during intermission

SECOND INTERMISSION SPONSOR | 1 at \$2,000

INTERMISSION ACTIVITY

- Reserved arena seating for 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
- MC mention during intermission

FAN ZONE SPONSOR | 1 at \$1,500

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

- Reserved arena seating for 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 Jumbotron 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 Jumbotron during event

Sponsorship opportunities are limited.

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

For more information or to confirm your support:

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Do you have a sponsorship/ partnership idea that better suits your organization? Contact us — we are excited to work with you to highlight your business and continue to bring our favourite events to the community.