COMMITMENT BY

EVENT

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC

PROMOTION

CHRISTMAS MAGIC

SIGNATURE EVENT

TAKES PLACE IN NOVEMBER

Local and Visiting Attendees

- COMMUNITY FAVOURITE
- WIDELY RECOGNIZED
- SEASONAL COVERAGE
- USER-GENERATED CONTENT
- COMMUNITY GOODWILL
- ENTERTAINMENT

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.

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12 OPPORTUNITIES AVAILABLE

LIGHTS SPONSOR | 2 at $5,000

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
Customized activation activity *will work with Kelly to plan
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

TWINKLE SPONSOR | 1 at $3,000

Social Media posts before and after event (FB/IG)
Logo on Facebook Event Header
Logo on given out event SWAG (approx 2,500 items)

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