



Cobourg 2017

Community Marketing Kit





Using the Cobourg 2017 Logo

As we prepare to celebrate Canada's 150th anniversary of confederation in 2017, a distinctive graphic is available for use, the **Cobourg 2017 logo**.

The Canada 150 Organizing Committee encourages community organizations to use the Cobourg 2017 logo for their event promotions and materials. Use of the logo can be achieved by contacting the Town of Cobourg Communications Officer at communications@cobourg.ca. Please include a design template of the poster or promotional material you are working with and an example or description of how the logo will be used.

How to use the Logo

Whether you're a proud citizen, a non-profit organization, a local business, or an entrepreneur, the guidelines below will help you determine the proper usage of the logo.

Please note that any use of the logo must be approved by the Town's Communication Department.

Logo Usage Guidelines



The Standard Logo

The multi-coloured logo, based on Cobourg's own corporate logo, incorporates the many colours of the National Canada 150 logo. The tagline is simple and invites one and all to "Come Celebrate".

The multi-coloured logo is the primary logo for Cobourg's Canada 150 celebrations and should be used as much as possible.



Greyscale Logo's

For dark backgrounds in a greyscale printing situation, use one of the above treatments. The logo outline must be clearly distinguishable from the background colour. Please honour the Cobourg 2017 palette when possible, using black and white if necessary.

How to Apply

Contact the Communications Officer at communications@cobourg.ca or call 905-372-4301 ext. 4105 to request the use of the logo. Please include a design template of the poster or promotional material you are working with and an example or description of how the logo will be used.

Promote your event

A free 'Event in a Box' kit will soon be available for local organizations. The kit will include promotional items such as window decals, stickers and pins to help you promote your event as part of the Cobourg 2017 celebrations.

These boxes, along with pop-up banners, can be signed out from the municipal Community Events office prior to your event and returned once you are done. For more information on signing out an event box contact lscott@cobourg.ca

Contact Us

For more information on the use of the Cobourg 2017 logo, contact communications@cobourg.ca or call 905-372-4301 ext: 4105.



How to Market Your Cobourg 2017 Event

5 Simple Marketing Tips

Have a clear purpose for hosting the event

Before you begin planning a successful event, set a clear objective, every decision after that should support your main goal. Ask yourself what you are hoping to achieve and what tactics will help you get there.

Use the SMART strategy to help you set your objective: **S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**ime oriented.

Develop a Media Release

Now that you are clear on the who, what, where, when and why, you can develop a media release using the template provided in this package. The local media is a great resource for getting the word out to the public so it is important to keep them informed. Use the contact list of local media provided in this package to email updates and announcements.

Post on Free Local Event Listings

There are many opportunities to promote your event for free on various websites. Make sure you submit your event information to the local contacts we have provided.

Use Social Networks to Promote Your Event

To build interest in your event use social media networks such as Facebook, LinkedIn and Twitter. Sharing the content you create is not enough; you need to engage with followers and give them something interesting to share and discuss. Post fun tidbits and interesting images to build awareness and encourage engagement. Creating buzz is an important part of event marketing so make sure that you are keeping your audience interested.

Word of Mouth

Despite the rise of social media, many recommendations still happen offline, with people sharing their experiences with friends over the phone or face-to-face. So get out and get talking with friends at community meetings and social events and encourage others to spread the word.



MEDIA RELEASE

Cobourg Citizens Invited to Help Make Canada's 150th the Biggest Year of Celebrations

(Cobourg, ON) November 8, 2016 – Are you ready to celebrate the biggest year in Canada? 2017 marks the nation's 150th Anniversary of Confederation as well as the Town of Cobourg's 180th year. In honour of this historic year, the Town of Cobourg Canada 150 Organizing Committee plan to make 2017 the biggest year of celebrations.

"2017 will be a special year in Cobourg, a year that creates national pride in all of our citizens and visitors, a year that has significant historical, cultural and tourism impacts on our community," said Nicole Beatty, Canada 150 Co-Chair. "2017 will be a year of events and a year that celebrates Canada!"

The Canada 150 Organizing Committee has been working with local residents and organizations on creating new events, enhancing existing signature events and celebrating at the community level. The Committee is encouraging local individuals and groups who are not already involved to submit their event to the Cobourg 2017 calendar to become part of the celebrations!

"We encourage all of Cobourg's annual event organizing committees to incorporate the history of Canada and the Canada 150 theme, 'Come Celebrate' into their planning for next year," said former Mayor Peter Delanty and Canada 150 Co-Chair. "The promotional activities taking place throughout the year also provide an excellent opportunity for organizing committees to get the word out about new events."

If you or your organization is planning an event in honour of Canada's 150th or an event in this celebratory year, the Canada 150 Organizing Committee wants to know about it. Submit your event details to the Cobourg 2017 event calendar available on www.cobourg.ca. Help fill the calendar with exciting events in celebration of Canada's Birthday and take advantage of the opportunity to promote your event to the local community and tourists.

Visit the Cobourg 2017 event calendar on www.cobourg.ca and sign up to receive updates on planned activities.

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Media Contacts

Kara Euale
Communications Officer
Town of Cobourg
p: 905-372-4301 x 4105
e: keuale@cobourg.ca

Lara Scott
Events Coordinator
Town of Cobourg
p: 905-372-5481 ext. 4150
e: lscott@cobourg.ca

About The Town of Cobourg

The Town of Cobourg is a lakeside community (population 18,500) located on the north shore of Lake Ontario halfway between Toronto and Kingston and has been recognized multiple times by MoneySense Magazine as "One of Canada's Best Places to Live" in populations under 25,000.

Founded in 1798, Cobourg is rich in heritage offering a vibrant downtown, sophisticated small town atmosphere and renowned waterfront that serves as a popular getaway destination. As the largest town in Northumberland County, Cobourg is personified by historic Victoria Hall, hosts a 27.4 million community centre, an educated and skilled labour force, flourishing commercial sector and supportive municipal government. Cobourg has received the Federation of Canadian Municipalities Sustainable Communities Award, accolades from the Accessibility for Ontarians with Disabilities Act Alliance, and multiple heritage, environmental, and event awards.





THE INCORPORATION OF THE TOWN OF COBOURG

Press Release Writing Tips

MEDIA RELEASE

Communications Department
Telephone (905) 372-4301
Toll Free 1-888-972-4301
Fax (905) 372-7421
Email: communications@cobourg.ca

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Commented [KE1]: Include a "header" that is reflective of your organizations branding. IE approved colours, logo, address, etc.

Include Heading: MEDIA RELEASE

Use a short attention grabbing heading. If you would like to include more information you can add a second line (subheading) below. Second line should not be bolded.

Commented [KE2]: Location of publication and date issued.

Commented [KE3]: First paragraph should have a capturing lead and provide a brief overview of what will be covered in the release.

Commented [KE4]: Body of press release includes additional information and quotes from representatives.

Commented [KE5]: Final paragraph should include a call to action and information for where people can to go receive additional information.

Commented [KE6]: "-30-" signifies the end of the press release

Commented [KE7]: Include contact information for someone who media can get in touch with for additional information, interviews etc.

Commented [KE8]: Boilerplate: A few sentences about your organization. Who you are, what you do, history etc.

If your organization has social media pages or a website you may want to include this information in a "Footer" or you can also include it with your Media Contact information.

For more information visit Cobourg.ca, 'like' us on Facebook, follow us on Twitter and watch us on YouTube.





Cobourg 2017 Social Media Conversation

2017 is going to be an exciting year in Cobourg and across the country. Join in the conversation and take the opportunity to promote your event.

- Use the hashtags #Cobourg2017 and #Canada150
- Add your event details to the calendar at www.cobourg.ca/en/Cobourg-2017 and share with your network
- Spread the word and help promote a year of celebration in Cobourg!

Below is a list of suggested social media posts that can be used on Facebook and Twitter throughout 2017:

- Join us in celebrating #Canada150 Anniversary of Confederation! Visit www.cobourg.ca/en/Cobourg-2017 for a list of events. #Cobourg2017
- 2017 is going to be a year of celebration in @TownofCobourg. Check out the list of events scheduled throughout the year. #Cobourg2017
- We just submit (Name of your event) to the Cobourg 2017 event calendar. Visit www.cobourg.ca/en/Cobourg-2017 for details! #Cobourg2017
- Celebrate #Canada150 birthday by participating in events throughout the year. Visit www.cobourg.ca/en/Cobourg-2017 for full event listings.
- Discover activities taking place in @TownofCobourg for #Canada150. Heritage, Culture & Sports, there is something for everyone! #Cobourg2017 #Canada150
- Join the celebrations for #Canada150! Visit www.cobourg.ca/en/Cobourg-2017 for a full listing of events taking place in Cobourg. #Cobourg2017
- Join us on (Date of your event) as we celebrate (Event theme) and #Cobourg2017 #Canada150
- @TownofCobourg is celebrating #Canada150 with a year of celebrations. Add your event to the calendar of activities www.cobourg.ca/en/Cobourg-2017

COBOURG2017

— Come Celebrate —





Local Event Listings

Outlet/Organization	Email/Contact Details
COBOURG TOURISM	tourism@cobourg.ca
COGECO	www.tvcogeco.com/cobourg-port-hope/psa
COUNTRY ROADS	www.countryroadshastings.ca/submit-an-event-c8.php
GO NORTHUMBERLAND	http://www.gonorthumberland.net
INFO NORTHUMBERLAND	http://localendar.com/public/infoNorthumberland
NORTHUMBERLAND TOURISM	http://www.northumberlandtourism.com/en/Calendar/Events/Default.aspx
PARENT SOURCE	http://www.parentsource.ca
SNAP NORTHUMBERLAND	www.northumberlandwest.snapd.com
WATERSHED MAGAZINE	inge@watershedmagazine.com
ONTARIO LISTINGS	
Outlet/Organization	Email/Contact Details
400 ELEVEN	www.400eleven.com
FESTIVAL AND EVENTS ONTARIO	www.festivalsandeventsontario.ca
ONTARIO TOURISM	www.tourismpartners.com
SUMMER FUN GUIDE	http://www.summerfunguide.ca/events



Local Media Contacts

Print & Online			
Outlet/Organization	Name	Email/Contact Details	Phone
Northumberland Today	Sharie Lynn Fleming, Managing Editor	sharielynn.fleming@sunmedia.ca	905-372-0131
Northumberland News	Karen Longwell	klongwell@northumberlandnews.com	905-373-7355
SNAP Northumberland	Newsroom	northumberlandwest@snapd.com	905-885-0049
Cobourg Now!	News Submission form	http://www.cobourgnow.com/?page_id=306	
Radio			
Northumberland 89.7	Newsroom	info@northumberland897.ca	905-372-2391
Classic Rock 107.9	Greg McCullough	gregm@mbcmedia.ca	905-373-1661
MyFM 93.3	Newsroom	news933@myfmradio.ca	905-373-1661
UCB Cobourg/Port Hope	Newsroom		289-252-0631
Classical 103.1	Newsroom	S.Mark@classical1031fm.com	905.372.4366