

Want to get your brand and message out to a seniors' audience of 7000+? We can help!

Consider advertising with the Oshawa Senior Community Centres 55+. We offer many options for advertising and sponsorship that may be the right opportunity for you to connect with older adults in Oshawa and the surrounding community.

## Activity Guide PDF Advertising:

- A high-demand product containing all of OSCC55+'s program/ service information for the upcoming activity session – required in order to register for courses, etc.
- Your ad is included within the Activity Guide advertisement section in the online PDF for the duration of the activity session
- All ads appear in full colour.
- BONUS for 2021 - all guide advertisers will be listed on the 'Current Advertisers' web page for the duration of the activity.

Online Guide	Release Date	Ad Due Date
Spring/ Summer 2021	March 2021	January 2021
Fall 2021	August 2021	June 2021
Winter 2022	November 2021	October 2021



# Advertising Opportunities

## Online Advertising:

Why not advertise on one or more pages of [www.oscc.ca](http://www.oscc.ca) and provide a direct link from us to you?

Direct Web Advertising Package includes:

3" x 3" clickable advertisement on a select number of available web pages

Advertisement listing on 'Current Advertiser' Page

Social media recognition once per month promoting 'Current Advertiser' page

Minimal competition allows your message to get noticed

Monthly commitment

Total Cost = \$175 per month/page  
(second page \$90/month)

### Listings of available web pages\*

- |                                |                           |                           |
|--------------------------------|---------------------------|---------------------------|
| • Adult Day Program            | • Community Support Links | • Register Now            |
| • Become a Member              | • Information & Referral  | • Transportation Services |
| • Caregiver Support & Services | • Join                    | • Welcome Information     |
| • Classes                      | • Recreation Programs     |                           |



Direct Web Page



Current Advertiser Page

## 2021 Activity Guide Ad Rates:

Options available to combine Activity Guide advertising with web advertising for even more reach at a reduced cost! Cost below reflects ad placement for the duration of the activity guide season - approximately 3.5 months.

Ad Type	Ad Size	Activity Guide PDF with Current Advertiser page listing	Online PDF + Direct Web Ad (3x3)	Online PDF + Direct Web Ad x2
Business Card	3.5"w x 2"h	\$250	\$550	\$640
Quarter page	3.5"w x 4.375" h	\$400	\$700	\$790
Half Page	7.125"w x 4.375" h	\$500	\$800	\$890
Full page	7.125"w x 8.75"h	\$850	\$1150	\$1240
A banner located at the bottom of 1/3rd pages	7.125"w x .75"h	\$400	\$675	\$765

### Important to Note:

- When advertising for seniors, we recommend minimal design and larger fonts that are easier to read.
- There is a \$100 administration fee for advertisements that are not camera-ready.
- Above costs are pretax, HST will be added to the final cost.

We accept camera-ready  
jpeg or pdf.

Submit to:  
[jmilligan@oshawa.ca](mailto:jmilligan@oshawa.ca)

# Wall Space Advertising at the OSCC55+ John Street Branch

We are pleased to offer organizations the opportunity to purchase advertising space at the 43 John Street West Branch on an annual contract basis. A select number of opportunities are available on a first come, first served basis. **Promote your brand to OSCC 55+ members all year long!**

## Facility Patrons

- 90,000 visits annually; an average 1730 seniors frequent the facility each week\*
- 100% are 55+ years of age, empty nesters, retired or approaching retirement

## Additional Amenities

- Home to an Adult Day Program
- Large cafeteria serving breakfast and lunch daily
- Various meeting rooms used for recreation and leisure programming
- Rooms available for rent for community groups equating to an additional 2000 visitors\* per year.

\*prepandemic



Costs range from \$800 - \$4,000 for a 1 year contract.

Contact us for more information or to **TOUR** today!

# Sponsorship Opportunities

Looking for the next level in promoting your brand? Sponsorship Opportunities provide unique ways to show your support for the seniors at OSCC55+:

## Online Programs

With the ongoing COVID-19 situation, seniors are staying active through online programming.

With 35+ programs available per week and an average of 1400+ online attendances, [oscc.ca/onlineprograms](https://oscc.ca/onlineprograms) has become a central hub for connection, health, activity and wellness during the Covid-19 pandemic.

Online Programs Package includes:

- Branded banner on Online Programs page
  - Staff announcement at the beginning of each online program
- "Today's program is brought to you by Company X"

Weekly commitment, exclusive opportunity

Total Cost = \$350 per week



## Grocery Order & Delivery Service

The OSCC55+ has launched a free delivery service for seniors' grocery needs. Seniors can call or email their list and OSCC55+ staff will place the order and deliver.

An average of 40+ grocery deliveries are made to seniors each week.

Grocery Order & Delivery Package includes:

- Opportunity to include a branded item "compliments of" in every grocery order/delivery.

Weekly commitment

Total Cost = \$200 per week

## Facebook Sponsored Posts

[www.facebook.com/OSCC55plus](https://www.facebook.com/OSCC55plus) doubled in size during the Covid-19 pandemic.

With an audience of over 1000+ followers, our posts feature entertaining videos, program and fitness demonstrations plus useful links to help keep seniors engaged and active.

Sponsored Facebook Package includes:

- Two posts included on the OSCC55+ Facebook page within a one week period.

Posts must be information-based (not solicitation). Posts must be camera-ready, and may include a link back to the home site of the sponsoring business. Video posts must be 2 minutes or less.

Exclusive opportunity per week

Total Cost = \$100

## Special Event Sponsorship

The OSCC55+ hosts special events for our members as an opportunity to meet new people and have FUN! These themed events include activities, food and entertainment, along with the opportunity to celebrate special occasions with friends.

Special Event Package includes:

- Opportunity to be in attendance at the event to meet and greet with attendees.
  - Company display at the event (table supplied by OSCC55+)
  - Opportunity to hand out Company branded materials to attendees.
  - Staff announcement at the Special Event
- "Today's event is sponsored by Company X"

Exclusive opportunity

Total Cost = \$200 per event

\*OSCC55+ can not guarantee attendances.

\*\*Should events be cancelled for any reason, another event or refund will be offered.

\*\*\*Sponsors are to ask to adhere to all COVID-19 protocols while onsite.

Special Events  
available for  
sponsorship are  
announced seasonally at  
[oscc.ca/sponsorship](https://oscc.ca/sponsorship)

OSCC55+ is a not for profit  
organization.

We thank you for your  
support.

Charitable Registration  
#11907 0837 RR0001

Contact the Community  
Relations team for more info:

Jennifer Milligan  
jmilligan@oshawa.ca  
905-576-6712 ext. 2832

Leisa Davie  
ldavie@oshawa.ca  
905-576-6712 ext. 5841

# 2021 Advertising Contract

Name:

Company Name:

Address:

Email:

City:

Postal Code:

Phone #:

**Activity Guide Advertising:**  Online PFD/Current Ad page  PDF + Direct Web  PDF+ DW x2  
 Business card  Quarter page  Half page  Full page  Banner

Please select the program guide(s) you wish to place your advertisement in:

Spring/Summer 2021  Fall 2021  Winter 2022

**Direct Web Advertising ONLY:**  1 location  2 locations

Please select the month(s) you wish to have your advertisement online:

January  February  March  April  May  June  July  
 August  September  October  November  December

**Wall Advertising:** Location: \_\_\_\_\_ Cost: \$ \_\_\_\_\_

(Location/cost to be determined after consultation with OSCC55+)

Number of inserts/monthly commitment \_\_\_\_ @ \$ \_\_\_\_\_ = \$ \_\_\_\_\_

\*Admin Fee Charge if applicable:  Yes  No \$ \_\_\_\_\_

+ Tax (HST 13%) \$ \_\_\_\_\_

= Total: \$ \_\_\_\_\_

\*Please note: There is a \$100 admin fee for ads that are not camera ready. We do not offer graphic design services.

I agree to supply artwork and remit payment in accordance with the deadlines provided.

\_\_\_\_\_  
Signed

\_\_\_\_\_  
Date

Please remit Ad Contract to:

OSCC 55+, Jennifer Milligan, Community Relations Coordinator, jmilligan@oshawa.ca

Please remit cheque payable to: OSCC, 43 John Street West, Oshawa, ON L1H 1W8

VISA/Mastercard/AMEX payments can be made by calling (905) 576-6712 ext. 2832

(Invoices will be sent following each publication date.)

Payment Received

# 2021 Sponsorship Agreement

Name:

Company Name:

Address:

Email:

City:

Postal Code:

Phone #:

● **Online Programs Sponsorship:** \_\_\_\_\_ # of weeks

Preferred date(s): \_\_\_\_\_

● **Grocery Order & Delivery Sponsorship:** \_\_\_\_\_ # of weeks

Preferred date(s): \_\_\_\_\_

● **Facebook Sponsored Posts:** \_\_\_\_\_ # of weeks

Preferred date(s): \_\_\_\_\_

● **Special Event Sponsorship:**

Preferred event: \_\_\_\_\_

Number of sponsorships: \_\_\_\_\_ @ \$ \_\_\_\_\_ = \$ \_\_\_\_\_

\_\_\_\_\_ @ \$ \_\_\_\_\_ = \$ \_\_\_\_\_

+ Tax (HST 13%) \$ \_\_\_\_\_

= Total: \$ \_\_\_\_\_

I agree to supply artwork and remit payment in accordance with the deadlines provided.

\_\_\_\_\_  
Signed

\_\_\_\_\_  
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