

Advertising Opportunities

Want to get your brand and message out to a seniors' audience? 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 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 print & online PDF for the duration of the activity session
- Ads appear in black & white (print) and full colour (online).
- All guide advertisers will be listed on the 'Current Advertisers' web page for the duration of the season.

Online Guide	Release Date	Artwork Due
Spring 2026	March 2026	February 2026
Summer 2026	June 2026	May 2026
Fall 2026	August 2026	July 2026
Winter 2027	November 2026	October 2026

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.

Ad Type	Ad Size	Current Advertiser Listing	Price
1/4 Page	4.25 x 3.56	✓	\$500
1/2 Page	4.25 x 7.25	✓	\$650
Full Page	7.25 x 8.75	✓	\$1050

NEW!

**Half page Ad in colour:
(Back inside cover)**

\$850

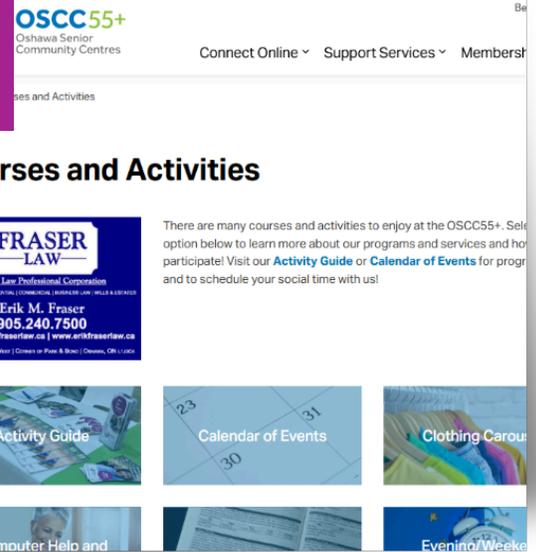
*2 Spaces Available



Connect directly with our Community Relations team.



Direct Web Advertising



Why not advertise on one or more pages of www.oscc.ca and provide a direct link from us to you?

Direct Web Advertising includes:

3" x 3" clickable advertisement on a select number of available web pages. You provide the URL (can be changes at any time).

Minimal competition allows your message to get noticed.

Ad Type	Size	Current Advertiser Listing	Price 1 Web Location	Price 2 Web Locations
Linked URL Required	3 x 3	✓	\$175 per month	\$275 per month

Listing of web pages - contact for availability

- | | | | |
|----------------------|-----------------------------------|------------------------|-------------------------|
| Adult Day Program | Food Services | Outdoor Activities | Support Services |
| Activity Guide | Health Care & Community Resources | Recreation | Tours & Information |
| Connect Online | Membership | Register for a Program | Transportation Services |
| Courses | Online Programs | Special Events | |
| Courses & Activities | | | |

Activity Session Bundles

Combine your Activity Guide Print Ad with Direct Web Advertising to maximize your brand exposure!

Print Ad Type	Print Ad Size	Direct Web Ad Type	Direct Web Ad Size	Current Advertiser Listing	Total Price (1 direct web location)	Total Price (2 direct web locations)
1/4 Page	4.5 x 5.5	Linked URL Required	3 x 3	✓	\$875	\$1000
1/2 Page	8.5 x 5.5	Linked URL Required	3 x 3	✓	\$975	\$1075
Full Page	8.5 x 11	Linked URL Required	3 x 3	✓	\$1350	\$1450

Combine Activity Guide Advertising with Direct Web Advertising for even more reach at a reduced cost! Cost above reflects ad placement for the duration of the activity session - approximately 3.5 months, including your listing on the Current Advertisers' page.



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

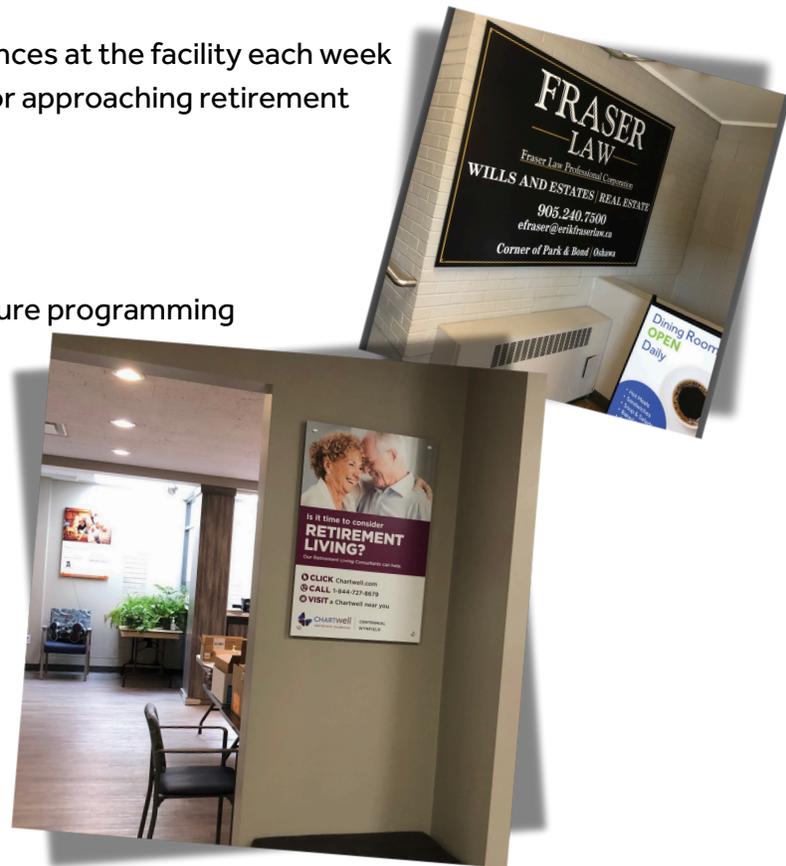
- 72,000+ visits annually; an average of 6000 attendances at the facility each week
- 100% are 55+ years of age, empty nesters, retired or approaching retirement

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.

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

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



Outdoor Advertising at the OSCC55+ John Street Branch



Promote your organization on our prominent outdoor sign located at the high-traffic intersection of Centre Street & John Street, Oshawa.

\$300 per month



Connect directly with our Community Relations team. ✨

Member Discount Program

On the Site:

We welcome applications from local businesses who would like to **offer discounts** to our members. Our **Member Discount Program** is a great way to give back, grow your visibility, and build community.



JOIN THE LIST

Your logo & discount offer linked right to your website.

Monthly	6 Months	12 Months
\$25/month	\$125	\$250



Member Discounts

Membership has its perks!

As a member of the OSCC55+, you enjoy more than just programs and activities – you gain access to exclusive discounts and special offers from a variety of organizations and businesses. It's one of the many advantages of being part of our community.

Please note that the listings below are information and not endorsements by the OSCC55+. Members are encouraged to do their own research and use their judgment when choosing service providers.

Are You a Local Business?

We welcome applications from local businesses who would like to offer discounts to our members. Being part of our Member Discount Program is a great way to give back, grow your visibility, and build community connections.

Interested in participating? [Contact us](#) for details.

15% off Respite Stays

[View Deal](#)

Save \$5 off Your Purchase

[Discount Code](#)

Up to 32% off Home & Auto Insurance

[Get Discount](#)

Boost your reach by bundling your offer!

See option below

Direct-to-Member Email

Land in the inbox of over 8500 seniors with a customized email with your organization's member offer or discount!

\$400 per E-Blast

Limited opportunity; must be tied to our member discount (6 month or 12 - month package)



Sponsorship Opportunities

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. ***Cancellations of Special Event sponsorships may be subject to \$50 administration fee.**

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 = \$225 per event

Please note: OSCC55+ cannot guarantee attendances of special events or seminars. If an event is cancelled by OSCC55+ alternative arrangements will be offered.

Special Events
available for
sponsorship are
announced seasonally
Visit:
oscc.ca/sponsorship

Seminars

Interested in providing seminars to our members?

We do provide this opportunity, under the following guidelines:

Slide deck provided in advance for approval.

Presentation must be information based, not solicitation.

Opportunities are subject to availability.

\$225 per Seminar



Your seminar featured in our
Activity Guide



Workshops & Seminars

6 Steps to a Simplified Estate

A free workshop to help simplify your Executor's job. Remove some of the stress of estate settlement, and learn how preplanning can help alleviate uncertainty and emotional overspending. Door prizes and refreshments will be provided.

Day	Start	Time	Code	Duration
Friday	October 24	1:00 – 2:30 p.m.	54969	1 Day

Instructor: Shael Greenwood and Marty Greenspoon

Location: John Street Branch

Cost*: Free



Connect directly with our Community Relations team.



Partner 'Pop-Up'

Connect directly with active older adults in your community!

Become a Pop-Up Partner and host an exclusive, interactive booth at one of our four OSCC55+ branches.

A "pop-up" is a temporary, high-visibility opportunity that allows your business to engage face-to-face with members, build connections, and share your brand in a trusted, welcoming environment.

This opportunity is exclusive to one partner per location, ensuring your business gets maximum exposure.

Pop-Up Planning

Locations & Schedule:

Mondays – John Street Branch, 43 John Street W.

Tuesdays – Delpark Homes Branch, 1661 Harmony Road N.

Wednesdays – Northview Branch, 150 Beatrice Street E.

Thursdays – Conant Branch, 115 Grassmere Ave

2-HOUR TIME SLOT \$225

FULL DAY PRESENCE \$400

Spots are limited. Secure your preferred date & location!



Promote on our Platforms

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

Social Media Sponsored Posts

 @oscc55plus  @oscc55plus

With an audience of over 3000 followers, our posts feature entertaining videos, program and fitness demonstrations plus useful links to help keep seniors engaged and active.

Sponsored Social Media Package includes:

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

Exclusive opportunity per week

Total Cost = \$100



Connect directly with our Community Relations team.



Feature Fundraisers

'Pickleball 4 All'

Date for 2026: TBD

Join the pickleball craze!

Partner with us for an age-friendly event that brings community, competition, and fun together!

Featuring exciting sponsorship opportunities for your organization to get in the game!

With a variety of sponsorship options, it works for every budget and brand.



'Ring in the New Year'

New Years Eve: December 31st

Sponsorship includes display space, social media recognition and logo on printed materials.

Celebrate the arrival of the New Year with OSCC55+.

Historically a sold out event with a live DJ, our signature drink, cash bar, gourmet appetizers, and exclusive door prizes.

\$1000



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