



2026 THINGS TO DO

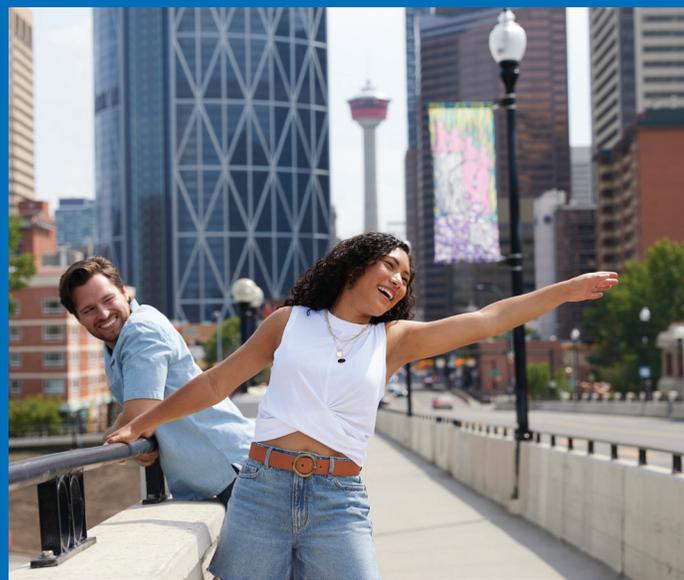
Co-op Marketing Campaign

April – December 2026



WHAT IS IT?

The Things to Do Co-op Marketing Campaign is a collaborative program that connects local and regional audiences to experiences offered by our partners. Each month, partners can choose from a range of advertising placements designed to showcase their offerings, build awareness, and drive visitation.



WHY JOIN?

- ☀️ **Flexible Options** – Choose the placements that align with your goals, timing, and budget.
- ☀️ **Expanded Reach & Investment** – Pooled partner funding, together with Tourism Calgary investment, increases campaign scale and overall impact.
- ☀️ **Agency-Level Expertise** – Benefit from strategy, creative development and execution guided by Tourism Calgary's creative and media agency partners.
- ☀️ **Turnkey Execution** – From creative development to reporting, our team manages the campaign so you can stay focused on delivering exceptional guest experiences.
- ☀️ **Brand Recognition** – Leverage Tourism Calgary's brand to strengthen credibility and increase exposure.
- ☀️ **High-Intent Audiences** – Reach locals and regional visitors actively searching for things to do in Calgary.
- ☀️ **Actionable Reporting** – Receive clear performance insights to help inform future marketing decisions.

HOW TO PARTICIPATE

Placements are limited and secured on a first-come, first-served basis. A digital opt-in form will open ahead of each campaign wave.

Wave 1 (April–June)

Opt-in Form Opens March 4

Opt-in deadlines

- April placements: March 10
- May placements: April 7
- June placements: May 6

Wave 2 (July–September)

Opt-in Form Opens May 6

Opt-in deadlines

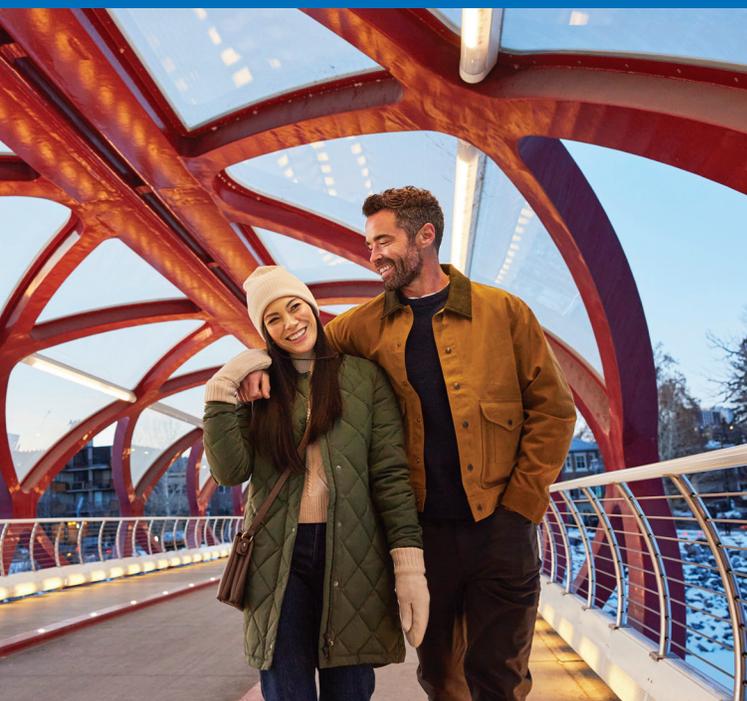
- July placements: June 5
- August placements: July 6
- September placements: August 6

Wave 3 (October–December)

Opt-in Form Opens August 12

Opt-in deadlines

- October placements: September 4
- November placements: October 6
- December placements: November 6



PARTNER BUY-IN OPPORTUNITIES

Signature Paid Placements

☀ Sponsored Content | \$250–\$3,000

- Featured within the Monthly Guides, 100+ Things to Do, Top Attractions, and Where to Eat articles. Includes above-the-fold positioning and paid distribution.

☀ Dedicated Article | \$3,000 | 1 per month

- A partner-focused article hosted on visitcalgary.com and amplified through paid media.

☀ Custom Short Form Videos | \$5,000 | 1 per month

- Two custom video ads showcasing your business, distributed through paid media. Final assets are provided with full usage rights for your channels.

Boosted Social Placements

☀ Boosted Social Contest | \$1,500 | 1 per month

- A seven-day Facebook contest with dedicated boosting. Capture newsletter subscribers while generating targeted awareness.

☀ Instagram Stories | \$1,000 | 1 per month

- A custom reel produced by Tourism Calgary, shared organically via Stories and boosted for seven days. Final asset provided with full usage rights.

☀ Boosted Facebook Post | \$500 | 1 per month

- One post published on Tourism Calgary's Facebook page and boosted for seven days to extend reach.

Tourism Calgary manages all creative, media buys, and agency fees.

Owned Channel Placements

☀ Newsletter Feature | \$500 | 2 per month

- Sponsored placement within our local or regional newsletter, delivered directly to an engaged subscriber base.

☀ Featured Event Listing | \$500 | 3 per month

- A dedicated event landing page with a direct partner link, pinned to the visitcalgary.com homepage for 30 days.

For more information on the campaign, visit:

visitcgy/ttd

FOR MORE DETAILS, CONTACT:

Meghan Chapman | Marketing Coordinator, Paid Media | meghanc@tourismcalgary.com

Note: all campaign content is developed in line with the Blue Sky City brand and campaign strategy. Partners receive drafts for factual review, but Tourism Calgary retains discretion over final positioning, tone, and style.