



2025 THINGS TO DO

Co-op Marketing Campaign

April – December 2025



WHAT IS IT?

The Things to Do Co-op Marketing Campaign is a collaborative program connecting local and regional audiences (within an 8-hour drive radius) to the exciting experiences offered by our Calgary partners.

Each month, partners can choose from a wide range of advertising placements designed to showcase their unique offerings and help drive awareness, amplification and visitation.



WHY JOIN?

- ☀️ **Flexible Options** – Choose the placements that fit your goals and budget.
- ☀️ **Maximized Impact** – Pooled partner funding extends your reach.
- ☀️ **Direct Investment** – Your funds go directly to media buys and ad distribution, with Tourism Calgary covering agency and content creator fees.
- ☀️ **Turnkey** – Tourism Calgary handles creative, ad buys, and campaign execution.
- ☀️ **Brand Recognition** – Leverage the credibility and reach of Tourism Calgary's brand to amplify your own offerings and increase visibility.
- ☀️ **Access to Tourism Calgary's Audience** – get in front of engaged locals and regional visitors actively looking for things to do in Calgary.
- ☀️ **Campaign Reporting** – receive performance insights to track engagement, clicks, and overall impact of your placements.

HOW TO PARTICIPATE

Monthly placements are secured on a first come, first served basis. A digital opt-in form will be available for each Wave of the campaign following the schedule below:

Wave 1 (Apr, May, Jun placements)

Opt-in Form Opens March 5

Monthly opt-in deadlines

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

Wave 2 (Jul, Aug, Sep placements)

Opt-in Form Opens May 14

Monthly opt-in deadlines

- July placements: June 7
- August placements: July 7
- September placements: August 7

Wave 3 (Oct, Nov, Dec placements)

Opt-in Form Opens August 14

Monthly opt-in deadlines

- October placements: September 7
- November placements: October 7
- December placements: November 7



PARTNER BUY-IN OPPORTUNITIES

Paid Content Distribution

☀️ Sponsored Content | \$500 – \$3K | 3 spots per article

- Featured in Monthly Guide, 100+ Things to Do, Top Attractions, and Where to Eat
- Above the fold placement + paid distribution

☀️ Dedicated Article | \$3K | 1 per month

- Partner-specific article promoted on visitcalgary.com with paid distribution

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

- Tourism Calgary-supplied content creator produces 2 video ads about your business
- Videos distributed via Instagram, TikTok, or YouTube shorts
- Partner receives full rights to the video assets

☀️ Boosted Social Contest | \$1.5K | 1 per month

- 7-day contest run on Facebook or Instagram Stories
- \$1,500 boosting budget
- Capture newsletter opt-ins through contest entries
- Dedicated social amplification for your business

☀️ Instagram Stories | \$800 | 1 per month

- 3-5 frame custom story posted organically for 24 hours
- \$800 boosting budget for 7 days
- Final assets provided to partners with full rights

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

- 1 Facebook post on Tourism Calgary's account
- \$500 boosting budget over 7 days
- Access to Tourism Calgary's engaged audience

Tourism Calgary covers all asset development, creative, ad buys, and agency fees.

Digital + Organic Distribution

☀️ Newsletter Feature | \$1K | 2 spots per month

- Feature in monthly local or regional newsletter
- Sent directly to targeted audience

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

- Listed for 30 days on visitcalgary.com homepage with event details and partner link

FOR MORE DETAILS, CONTACT:

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

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