

2020-2021
**LUV'N THE LOOPS
PASSPORT**

MEDIA KIT



LUVNTHELOOPS.COM

kamloops
BOLDLY UNSCRIPTED

K A M L O O P S
THIS WEEK



TOURISM KAMLOOPS, IN PARTNERSHIP WITH KAMLOOPS THIS WEEK, PRESENT THE 2020 LUV'N THE LOOPS PASSPORT

WHAT IS THE PASSPORT?

- The Luv'n the Loops Passport is an online marketing program featuring Kamloops tourism-related businesses to promote their experiences and offerings locally. Businesses will provide a discounted offer to residents encouraging them to visit your location and participate in your experience. For example – Buy 3, get 4 admission to you business | 2 for 1 appetizers | 50% off attraction pass
- Objective – The Passport is intended to reignite the Kamloops tourism economy and encourage supporting local businesses while providing incentives to residents to experience Kamloops tourism offerings and explore their city.
- Passport Audience – Kamloops residents (+100km)
- Website – www.luvntheloops.com will provide a web-based portal for the Luv'n the Loops Passport. All business offers will be loaded to the site and, as residents engage with the offers by scanning a QR codes at participating businesses, a stamp will be issued, and offers will be redeemed and completed.
- Contest Mechanics – Residents will be able to see the stamps collected and once a certain amount of stamps have been collected, they are able to submit their stamps to be eligible for prizing. Prizes will be issued at certain periods from July 1, 2020– June 30, 2021 to incentivize resident passport participation.



CIRCULATION



1.2 MILLION
DIGITAL IMPRESSIONS

LUVNTHELOOPS.COM



HOW IT WORKS:

Customers are directed to your place of business
by passport promotion and your enticing offer

You will be provided with a special QR code/poster or sign at your location for
them to scan to “stamp” their passport and enter to win prizes

Place the QR code at a point of purchase to encourage
the activity you want from your visitor!

AD SIZE + PRICE
+ PARTNER POSITION IN APP
\$199

AD SALES DEADLINE: JUNE 26, 2020

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AD SUBMISSION REQUIREMENTS

- Logo to be provided in EPS preferably or High Resolution JPG
- Up to 20 words about your discount
- *A 50% discount is encouraged*
- Discount can be a complimentary serving (*i.e complimentary wine tasting for 1*)
- Blackout dates + times are encouraged to suit your needs periods
- Ad cannot be age-restrictive (*i.e, no 'kids under 5 go free'*)
- Ad cannot be current promotion (*i.e happy hour specials*)

AD EXAMPLES

- 4 for the price of 2 tour
- Complimentary wine tasting for 1 person September-November
- 2 for 1 punch cards in April & October to Mostly Mental Shuttles
- 50% off WolfPack home game tickets
- 2 for 1 bouldering from May-October at Cliffside Climbing
- 2 for 1 snowshoe day pass in December + January at Overlander Ski Club
- 1 complimentary tube ride at Harper Mountain
- 4 for 2 back shop tours at Kamloops Heritage Railway
- The Luv'n the Loops Passport will be promoted year round by Tourism Kamloops, YKAStrong and Kamloops this Week via digital and print.