

In support of arts and culture experiences this collaborative marketing program will raise awareness of events, venues, festivals, and cultural attractions to residents and visitors and driving more visitation to participating businesses. The program will be tailored to this specific sector and provides exceptional value by targeting key markets with creative and effective tactics including:

- Enhanced listing on tourismkelowna.com
- Guaranteed mentions in #exploreKelowna blog articles
- Blog articles included in #exploreKelowna monthly newsletter, with over 20,000 subscribers
- Guaranteed mentions on Tourism Kelowna social media channels
- Content plan will be determined and sent to participants after the sign up deadline
- Paid social media advertising through Tourism Kelowna channels
- Inclusion in the #exploreKelowna check-in style mobile pass
- Content collection by a local creator for use on social media and blogs
- Tourism Kelowna will choose a local creator to visit your business to gather 5 to 10 photos and/or video clips
- These assets will be used to help market your business through the program on social media and in blog articles
- Sponsored content and advertising with regional media outlets including print, digital, and/or radio
 - Advertising plan will be based on budget and shared with participating businesses after sign up deadline
 - Advertising will be targeted to regional drive markets from Kamloops to Osoyoos to Merritt to Nelson, unless program participants determine a need for alternate markets
 - Examples of advertising outlets include: Castanet, Kelowna10, Kelowna Capital News, Pattison Media, etc.
- Collateral (stickers, decals, logo) indicating your business is part of the program

Prerequisite

This program is open to the following types of businesses: Performing Arts | Venues | Museums | Galleries | Festivals & Events



Business Name	Contact
Address	Tel
City/Prov	Email
Postal Code	

Rates

Member: **\$750** | Advertiser: **\$900**

All prices are subject to GST.

Payment

Amount Owed: Fee(s)	x 5% (gst)	=	
Payment Method: Cheque	Etransfer	<i>(send payment to accounting@tourismkelowna.com. Answer: Kelowna)</i>	
Credit Card  	Name On Card	Card No	
	Expiry Month	Expiry Year	CSC Code

Deadline March 15, 2024

Terms and Conditions

- **Payment is due at time of booking**
- Participation is subject to approval

← I agree to these terms and conditions Signature (digital)

Date Signature by hand _____

