

In support of local food and beverage tourism businesses, this collaborative marketing program will raise awareness of agricultural and food and beverage experiences and drive more business to participating businesses. The program will be tailored to these specific sectors 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

### Prerequisites

**FOOD** – Businesses that grow, cultivate, and/or use local ingredients: *Markets | Farms | Orchards | Restaurants | Bakeries, cafes, etc.*

**BEVERAGE** – Businesses that use local ingredients and/or have on-site production facilities:

*Breweries | Cideries | Distilleries | Coffee Roasters | Kombucha, juice, or other craft beverage makers*

Business Name

Contact

Address

Tel

City/Prov

Email

Postal Code

**Business Type** Beverage | Food

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

*All prices are subject to GST.*

### Payment

Amount Owed: Fee(s) x 5% (gst) =

Payment Method: Cheque Etransfer (send payment to [accounting@tourismkelowna.com](mailto:accounting@tourismkelowna.com). Answer: Kelowna)

Credit Card  

Name On Card

Card No

Expiry Month

Expiry Year

CSC Code

**Deadline** Beverage: March 15, 2024 | Food: Friday, 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