



In support of wineries, this collaborative marketing program focuses on driving traffic and business to Central Okanagan wineries. Targeting key demographic and geographic audiences, this collaborative approach will highlight the exceptional quality of the wine and experiences of our destination using the following tactics:

- Enhanced additional listing on tourismkelowna.com
- Guaranteed mentions in #exploreKelowna blog articles
- Guaranteed mention on Tourism Kelowna social media channels
- Digital advertising in the Kelowna Visitor Centre
- Paid social media advertising through Tourism Kelowna channels
- Opportunity for wine tasting pop-up at the Kelowna Visitor Centre during BC Wine Month
- Inclusion in the #exploreKelowna check-in style Wine Pass
- Inclusion in quarterly wine email newsletter
- Invitation to two wine trail meetings (spring and fall)
- Content collection by a local creator for use on social media and blogs
- Sponsored content & advertising in relevant media outlets

Qualification

This program is open to wineries in the Central Okanagan.

Business Name

Contact

Address

Tel

City/Prov

Email

Postal Code

Rates

Member: **\$1,500** | Advertiser: **\$1,800**

All prices are subject to GST.

Payment

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

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

Credit Card **VISA**

Name On Card

Card No

Expiry Month

Expiry Year

CSC Code

Submission Deadline Friday, February 9, 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 _____

