



Family Biking Waterfront Boardwalk  
Photo Credit: Nic Collar Film



Girls in Front of Mural in Rutland  
Photo Credit: Matt Ferguson Photography

### Increase awareness of your business

Work with the Tourism Kelowna content marketing team to craft engaging written content that is supported by social media advertising on Facebook and Instagram (Meta).

### #exploreKelowna Blog

One of our experienced writers will craft a 750 - 1000 word article about your business, experience, and/or event to be posted on the #exploreKelowna blog. Blogs will be posted on the 1st and 15th (or closest business day) of the month, meaning there are 24 spots to choose from, so book early to ensure your marketing message is in front of your desired audience at the appropriate time.

### Tourism Kelowna Meta Ads

The Tourism Kelowna team will work with you to craft ads to be posted through our Facebook and Instagram Ad Accounts promoting your #exploreKelowna blog article. The ads will be targeted to your desired audience for two to four weeks. \*Please note, this does NOT include organic, in-feed posts.\*

### Reporting upon completion

Reporting will be provided to the client one month after the completion of advertising run and will include the following:

### #exploreKelowna Blog

- Pageviews
- Time on page
- Clicks to listing or website

### Paid Meta Ads

- Reach
- Engagements
- Clicks to Blog

### Prerequisites:

Prerequisites: Open to Tourism Kelowna member businesses only to promote activities, experiences, and/or events relevant to tourists.

Business Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_

City/Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Email: \_\_\_\_\_

### Rates (All prices are subject to GST)

- 1 Article & Social Media Advertising Campaign: **\$1,200**
- 2 Articles & Social Media Advertising Campaigns: **\$1,000/each (\$2,000 total)**
- 3 Articles & Social Media Advertising Campaigns: **\$800/each (\$2,400 total)**

### Terms and Conditions

- Upon receiving the signed agreement form, an invoice will be issued and can be paid through a secure online platform.
- 24 Blog spots to choose from.
- Maximum of 3 articles per business per year
- All materials are due to Tourism Kelowna one month before the scheduled publish date

Please select your requested date and month below:

| Requested Date                | Requested Month |          |           |
|-------------------------------|-----------------|----------|-----------|
| 1 <sup>st</sup> of the month  | January         | February | March     |
|                               | April           | May      | June      |
| 15 <sup>th</sup> of the month | July            | August   | September |
|                               | October         | November | December  |

Signature (digital): \_\_\_\_\_

Signature (by hand): \_\_\_\_\_

Date: \_\_\_\_\_

Complete and submit electronically, or print, complete and email to  
Jacqui Dowling, Membership & Industry Development  
**250-861-1515 ext 214 | jacqui@tourismkelowna.com**