



### Grow Your Reach with the Farm Spots Program

A curated campaign connecting visitors and locals with Kelowna’s freshest places to eat, sip, and shop local.

Do you grow, make, or sell the best of the Okanagan? Whether you’re a market, farm stand, orchard, cidery, or agritourism destination—Farm Spots is built for you.

With a \$1,000 investment, you’ll gain \$1,500 in total marketing value, thanks to a 50% funding match from Tourism Kelowna. This campaign is designed to highlight the real taste of the land and the people who bring it to life.

### Prerequisites

Farm Spots is ideal for:

- Local farms, orchards, and apiaries
- Markets and fruit stands
- U-pick experiences
- Cideries, juicerries, and food producers using local ingredients
- Any business offering farm-fresh products or agri-visitation

### What’s Included:

#### NEW Print Brochure

- Your business will be featured in an all-new Farm Spots printed guide, designed to showcase authentic local experiences and available throughout the Central Okanagan and beyond.

#### Premium Digital Presence

- You’ll be featured on the dedicated Farm Spots page on TourismKelowna.com, part of our widely visited “Spots” section. This landing page will highlight farms, markets, and local producers, linking directly to your listing.

#### Social Media & Blog Features

- Get guaranteed exposure through Tourism Kelowna’s consumer channels:
  1. Included in a minimum of two organic social media posts to our audience of 206,000+ followers
  2. Mentioned in at least two blog articles, which are promoted through social media and our monthly #exploreKelowna newsletter (22K+ subscribers)

#### Online Advertising That Works

- We amplify your business with a multi-channel strategy, targeting those most likely to visit, including:
  1. Meta (Facebook & Instagram) ads
  2. Google Display & Search campaigns
  3. Sponsored content and ads with trusted media outlets like Castanet, KelownaNow, and Glacier Media

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

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

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

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

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

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

Members: \$1000 | Advertisers: \$1200

#### Limited Space Available

- Sign up now to be part of the Farm Spots program for 2025 and guarantee your spot in the printed brochure.

#### Deadlines

- Submission Deadline: June 2, 2025
- Program Launch: June 15, 2025

#### Terms and Conditions

- Upon receiving the signed agreement form, an invoice will be issued and can be paid through a secure online platform.
- I understand that my business must provided a hosted experience to receive the Content Collection benefit of the program.

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

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

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

Secure your spot today by contacting Jacqui Dowling | 250-804-3167 | jacqui@tourismkelowna.com