

Raise awareness & drive visitation and purchases to your business by participating in this collaborative marketing program. The Local Flavours Program is broken into two categories:

1. Farm & Fork
2. Craft Sips

These programs will generate visitor traffic for participating businesses through expanded exposure and cross-promotion. Each program will be designed specifically for the sector, targeting a local and regional audience to encourage visitation and spending at businesses.

Funds contributed by partner businesses are used for seasonal collaborative advertising, with Tourism Kelowna topping up advertising spend by 50% of the partner total. Two buy-in options are available, with tactics included in each checked off below.

Advertising Tactics	\$1000	\$500
Collaborative advertising promoting program businesses and experiences	X	X
Inclusion in Program specific landing page used as CTA for all advertising	X	X
Collateral indicating your business is part of the program	X	X
Tourism Kelowna Value-Added Tactics		
Enhanced listing on TourismKelowna.com (\$100 VALUE)	X	
At least two mentions in Tourism Kelowna blog articles, promoted through newsletters and Meta ads (\$500 VALUE)	X	
At least two organic mentions on Tourism Kelowna social media accounts, in feed carousel or reel	X	
Year-round social media advertising	X	
Content collection by a local creator, photographer, or videographer	X	

2025 advertising outlets can include the below. Final advertising plan will be shared with partners in March and will be based on budget:

Castanet | Kelowna 10 | Vancouver is Awesome | Narcity | Georgia Straight | Edible Vancouver & Wine Country | Scout

Prerequisites:

Farm & Fork is open to businesses that grow, cultivate, and/or use local ingredients. Restaurants, cafes, bakeries, etc., must use ingredients from a minimum of three local farms, orchards, markets, etc.:

Markets | Farms | Orchards | Restaurants | Cafes | Bakeries, etc.

Craft Sips is open to businesses that use local ingredients and/or have production facilities in the Central Okanagan:

Breweries | Cideries | Distilleries | Coffee Roasters | Tea Makers | Kombucha or Juice Makers, etc.

Business Name: _____ Contact: _____

Address: _____ Tel: _____ Email: _____

City/Province: _____ Postal Code: _____ Business Type: Farm & Fork Craft Sips

Rates (All prices are subject to GST)

- Member (All Advertising & Tactics): **\$1000** | Member (Advertising Only): **\$500**
- Advertiser: **\$1200** or **\$700**

Deadlines

- **Submission Deadline:** March 28, 2025
- **Program Launch:** April 1, 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 provide a hosted experience to receive the Content Collection benefit of the program.
- I agree to these terms and conditions

Signature (digital): _____ Signature (by hand): _____ Date: _____

Complete and submit electronically, or print, complete and email to
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