



Grow Your Reach with the Farm Spots Program

The 2026 Farm Spots Program is a fantastic opportunity for Okanagan orchards, farms, markets, and agritourism businesses to shine. With expanded promotional strategies, increased value, and 50% matching funds from Tourism Kelowna, this program highlights local growers, producers, and makers—connecting visitors and locals to authentic, homegrown experiences. It’s all about celebrating Kelowna’s rich agricultural diversity while supporting the community behind it.

Prerequisites

Farm Spots is ideal for:

- Local farms, orchards, and apiaries
- Markets and fruit stands
- U-pick experiences
- Any business offering farm-fresh products or agri-visitation

What’s Included:

- \$1000 investment = \$1500 advertising value which includes a 50% match from Tourism Kelowna.
- Inclusion in the Farm Spots print brochure (10,000+ copies) distributed at the Kelowna Visitor Centre and Kelowna International Airport.
- Seasonal, collaborative advertising campaign reaching local, regional, and Western Canadian audiences through paid social media and outlets such as Western Living, BC Living, Vancouver is Awesome, Castanet, and Kelowna10.
- Premium placement on TourismKelowna.com including additional, enhanced listing on the Farm Spots Page.
- Two guaranteed mentions on the #exploreKelowna blog.
- One organic social media post, dedicated to your business, on Tourism Kelowna channels (over 180,000 audience)
- Enhanced website listing and premium homepage positioning for your promotion.
- Exposure to 175,000+ engaged followers and 22,000 e-newsletter subscribers.

.....

Business Name: _____ Contact: _____

Address: _____ Tel: _____ Email: _____

City/Province: _____ Postal Code: _____

Rates *(All fees are subject to applicable taxes)*

- o **Members:** \$1000 | **Advertisers:** \$1200

Limited Space Available

- o Sign up now to be part of the Farm Spots program for 2026 and guarantee your spot in the printed brochure.

Deadlines

- o **Submission Deadline:** February 2, 2026
- o **Program Launch:** March - December, 2026

Terms and Conditions *(All fees are subject to applicable taxes)*

- o Upon receiving the signed agreement form, an invoice will be issued and can be paid through a secure online platform.

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

.....

Secure your spot today by contacting Jacqui Dowling | 250-801-3167 | jacqui@tourismkelowna.com

