2026 FOODIE SPOTS MARKETING PROGRAM AGREEMENT

Grow Your Reach with the Foodie Spots Program

The 2026 Foodie Spots Program offers an exciting opportunity for restaurants, bakeries, cafes, and more in the Okanagan to shine. With expanded promotional tactics, increased value, and 50% matching funds from Tourism Kelowna, this year's program is designed to spotlight businesses that celebrate and support local growers, producers, and makers, and connect visitors to authentic, homegrown experiences.

It's all about showcasing the delicious diversity of Kelowna—while supporting the community that makes it all possible.

Prerequisites

Foodie Spots is ideal for:

- Restaurants, cafes, bakeries, etc, that focus on locally sourced ingredients and menu items

What's Included:

- $1000 investment = $1500 advertising value which includes a 50% match from Tourism Kelowna.
- Inclusion in the NEW for 2026 Foodie 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 Foodie 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)*

- **Members:** ☐ $1000 | **Advertisers:** ☐ $1200

Limited Space Available

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

Deadlines

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

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

- 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

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