



TOUCHDOWN KELOWNA INDUSTRY BRIEFING

TOURISM KELOWNA

DOWNTOWN
KELOWNA



urba
Uptown Rutland
BUSINESS ASSOCIATION

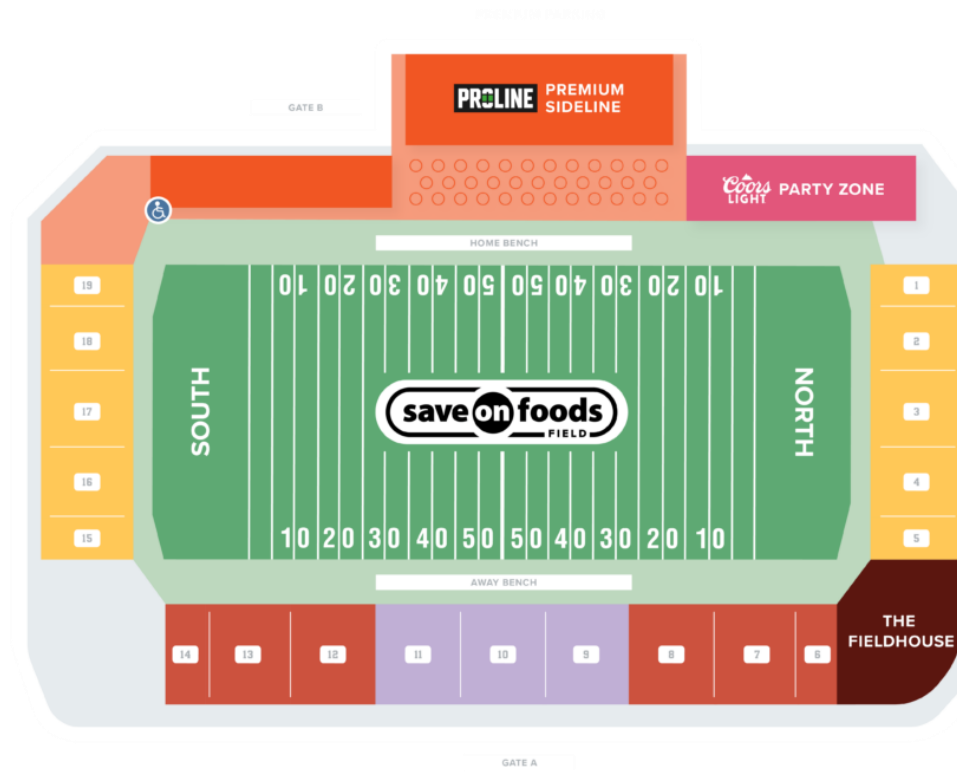
WHAT IS TOUCHDOWN KELOWNA

- Kelowna's **largest ever sporting event** and festival
- 9-day event - taking over Kelowna from June 26 to July 4
- First time Kelowna hosts **two CFL regular season games** and the first time the BC Lions have ever hosted 2 games in the same location.
- **Over 35,000 spectators** will attend the football games.
+17,500 per game at the Apple Bowl
- Both games will be televised nationally on TSN
- Significant economic impact and media exposure
- Touchdown Kelowna has two key stages:
 - Game Days: Apple Bowl
 - Festival: Waterfront Park



GAME DAY DETAILS

- **Games Venue:** Apple Bowl Arena
- **Game Days:**
 - June 27 – BC Lions vs Calgary Stampeders
 - July 4 – BC Lions vs Edmonton Elks
- **Game Times:** 4:00 PM start times. Games last around 3 hours.
- **Game Festival:** Gates open at 1:00 PM
- **Spectators:** Temporary seating for over 18,000 spectators at the Apple Bowl
- **Attendance:** Games almost sold out
- **Parking & Transportation:** Limited parking onsite. There will be 2 dedicated bike valets, 2 dedicated Lime scooter/bike parking, a reserved parking plan in select lots, shuttle plan for select lots outside 2km, increase in transit buses, and a dedicated pickup/drop off area.



GRANDSTAND OPTIONS	
ENDZONE	\$65.00
RED ZONE	\$85.00
MIDFIELD	\$110.00

GENERAL ADMISSION OPTIONS	
Coca-Cola LIGHT PARTY ZONE	\$50.00

PREMIUM OPTIONS	
PRCLINE PREMIUM SIDELINE FOOD & BEVERAGE INCLUDED	\$210.00
THE FIELDHOUSE FOOD & BEVERAGE INCLUDED	\$250.00

FESTIVAL KEY DETAILS

June 26 | Kickoff Concert ft. Alan Doyle Waterfront Park | Ticketed event / Licensed

Touchdown Kelowna's opening festival takes place at Waterfront Park with a high energy performance from Alan Doyle with opening act Under the Rocks. All-ages concert at Waterfront Park. Gates open at 7:00pm.

June 27 – July 4 | Fan Fest presented by TELUS Waterfront Park | Free event / Open daily - times vary

A community focused fan zone designed to build excitement around the BC Lions games while providing opportunities for the public to enjoy fun activities, engagement, food, music, and more!

June 27 | BC Lions Game Watch Party & Post Game Concert Waterfront Park | Free event / Licensed

Watch the game on two large screens and enjoy a post-game concert. A lakeside afternoon of football, food, activities, and music. Runs in conjunction with Fan Fest. All ages event



FESTIVAL KEY DETAILS

June 28 | Breakfast with the BC Lions Stuart Park | Free event / 9am - 11am

Free community breakfast packed with live music and entertainment, appearances by all BC Lions players, the Lions Cheer Team, and mascot.

June 29 | Flip Flop Gala Waterfront Park | Ticketed Event / Licensed 19+

An elevated waterfront gala blending upscale style with a relaxed Okanagan vibe, featuring curated culinary and beverage experiences in an intimate setting. Hosted by DJ Pri with interactive social spaces that create a vibrant, immersive atmosphere.

July 2 | World Soccer Watch Party Waterfront Park | Free Event / Licensed

Come and watch two of the FIFA World Cup matches at Waterfront Park. Games times are 4pm and 8pm. There will be soccer activities, food trucks and other entertainment.



FESTIVAL KEY DETAILS

July 3 | Boots on the Beach Concert ft The Road Hammers Waterfront Park | Ticketed Event / Licensed

Country meets coastline at Boots on the Beach, an outdoor summer concert on Kelowna's waterfront featuring The Road Hammers, with special guest Jese Lawrence. All ages event – gates open at 7:00pm.

July 4 | Fan March Lombardy Park/ Rail Trail | Free Event

Walking march along the Rail Trail from Lombardy Park to the Apple Bowl with the Kelowna Pipe Band & Kalamalka Highlanders leading the way. Free refreshments, DJ dance breaks, and trivia along the route. Open from 1pm-4pm with scheduled march times at 1:30 pm, 2:15 pm, and 3 pm.

July 4 | BC Lions Game Watch Party & Post Game Concert Waterfront Park | Free event / Licensed

Watch the game on two large screens and enjoy a post-game concert. A lakeside afternoon of football, food, activities, and music. Runs in conjunction with Fan Fest. All ages event.



EVENT DETAILS



kelowna.ca/touchdown



in partnership with TELUS

Waterfront Park

- June 27 - 3pm to 10pm
- June 28 - 11am to 5pm
- June 29 - 3pm to 9pm
- June 30 - 3pm to 9pm
- July 1 - 11am to 6pm
- July 2 - 3pm to 10pm
- July 3 - 3pm to 9pm
- July 4 - 3pm to 10pm

GET INVOLVED

- Strong ticket sales for both games – limited tickets still available
- Concert tickets and Flip Flop Gala tickets still available
- BC Lions happy with the pick-up
- **Corporate Packages** are available for purchase
 - Packages include tickets to both games, and all ticketed festival events
- **Exhibitor/booth opportunities** are still available in the Fan Fest zone



WHY GETTING INVOLVED MATTERS

Engaging with the event isn't just a "nice to have", it's a real opportunity to grow your business:

- **Drive traffic to your door**
Fans are actively looking for places that feel part of the experience.
- **Turn visitors into repeat customers**
A great first impression during Touchdown Kelowna can turn into long-term loyalty.
- **Get discovered by new audiences**
Both visitors and locals will be exploring downtown in a different way.

**This is your chance to be part of the experience;
not just watch it happen!**



IDEAS ON HOW TO GET INVOLVED



First things first: You do not need a big budget!

This is about small, intentional touches that make your business feel part of the moment.

Set the Scene	<ul style="list-style-type: none">▪ Football-themed displays, window paintings, or decals▪ Team colours or simple visual touches
Bring It Into Your Offering	<ul style="list-style-type: none">▪ Feature a themed drink, menu item, or retail display▪ Rename something fun for the event
Create a Fan-Friendly Atmosphere	<ul style="list-style-type: none">▪ Play the games on your TVs▪ Welcome fans with simple signage (“Go Lions!”)
Add a Light Interaction	<ul style="list-style-type: none">▪ Game predictions▪ “Pick the winner” contests▪ Anything easy and fun for customers to engage with

If it feels fun, easy, and football-inspired, you’re doing it right!

ACTIVATE RESPONSIBLY

We want everyone to take part, while respecting the event guidelines



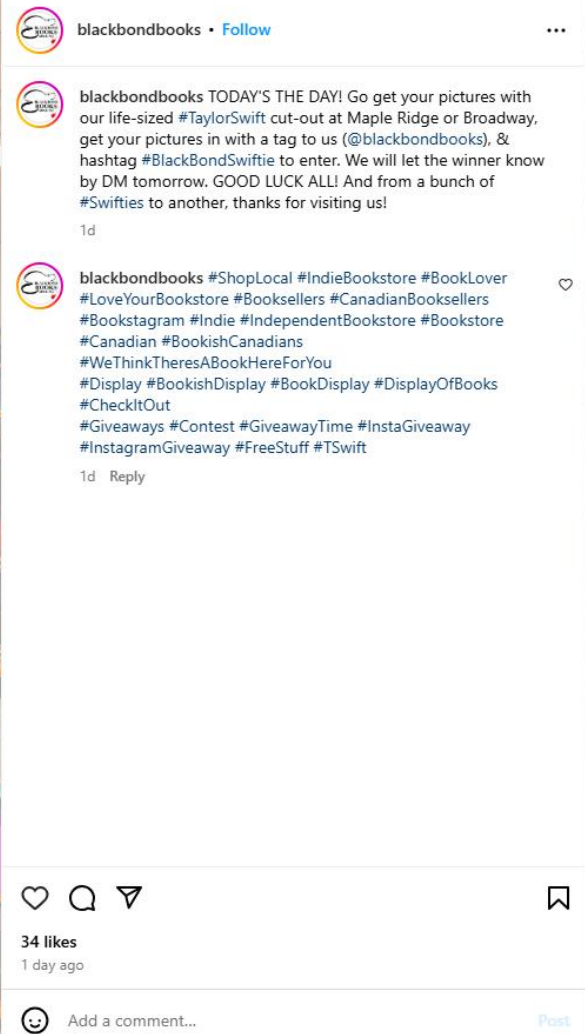
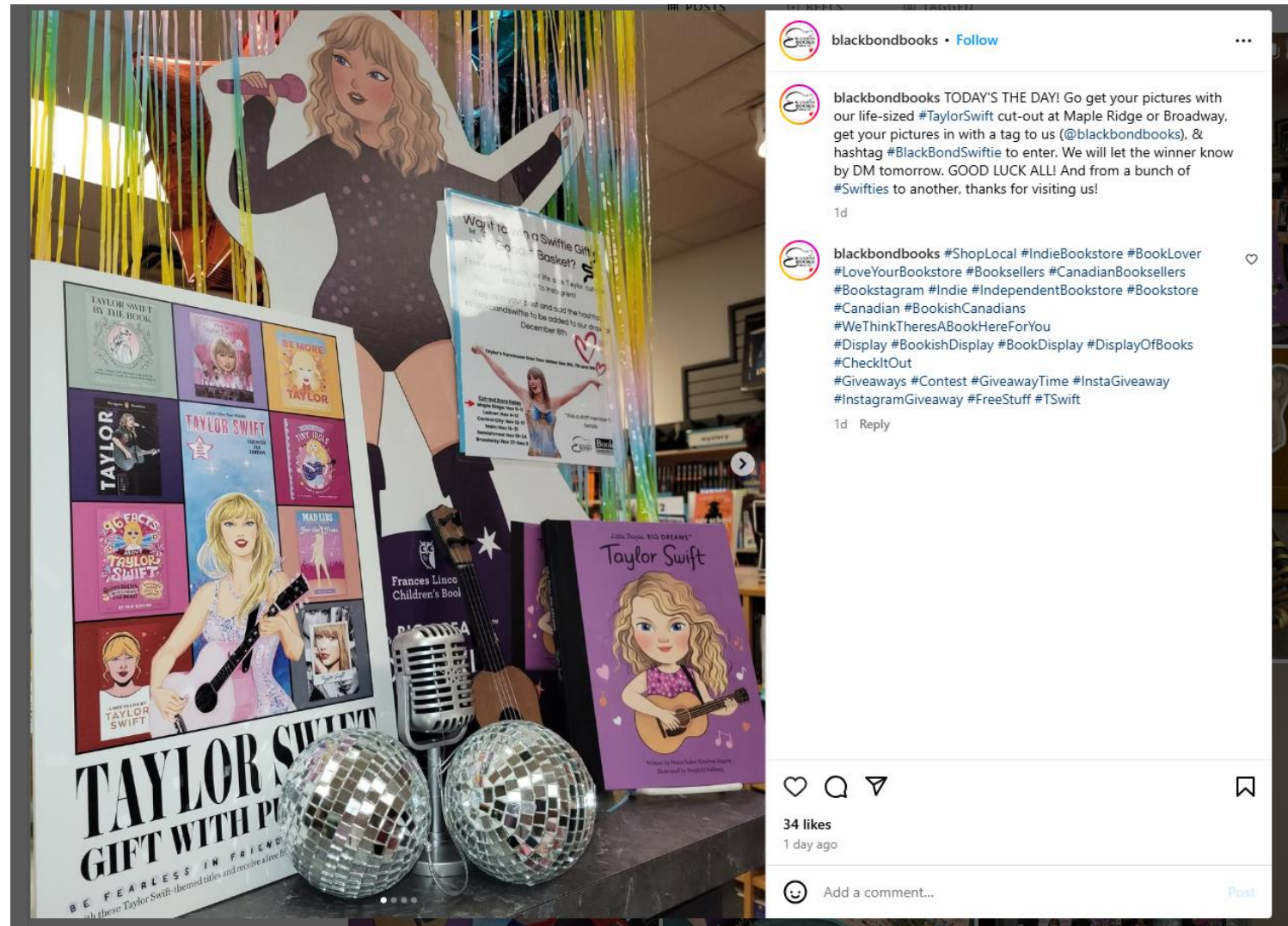
YOU CAN

- Use football themes, colours, and general imagery
- Lean into football language and fan energy in your promotions
- Create your own in-store fan-friendly experiences tied to the football excitement

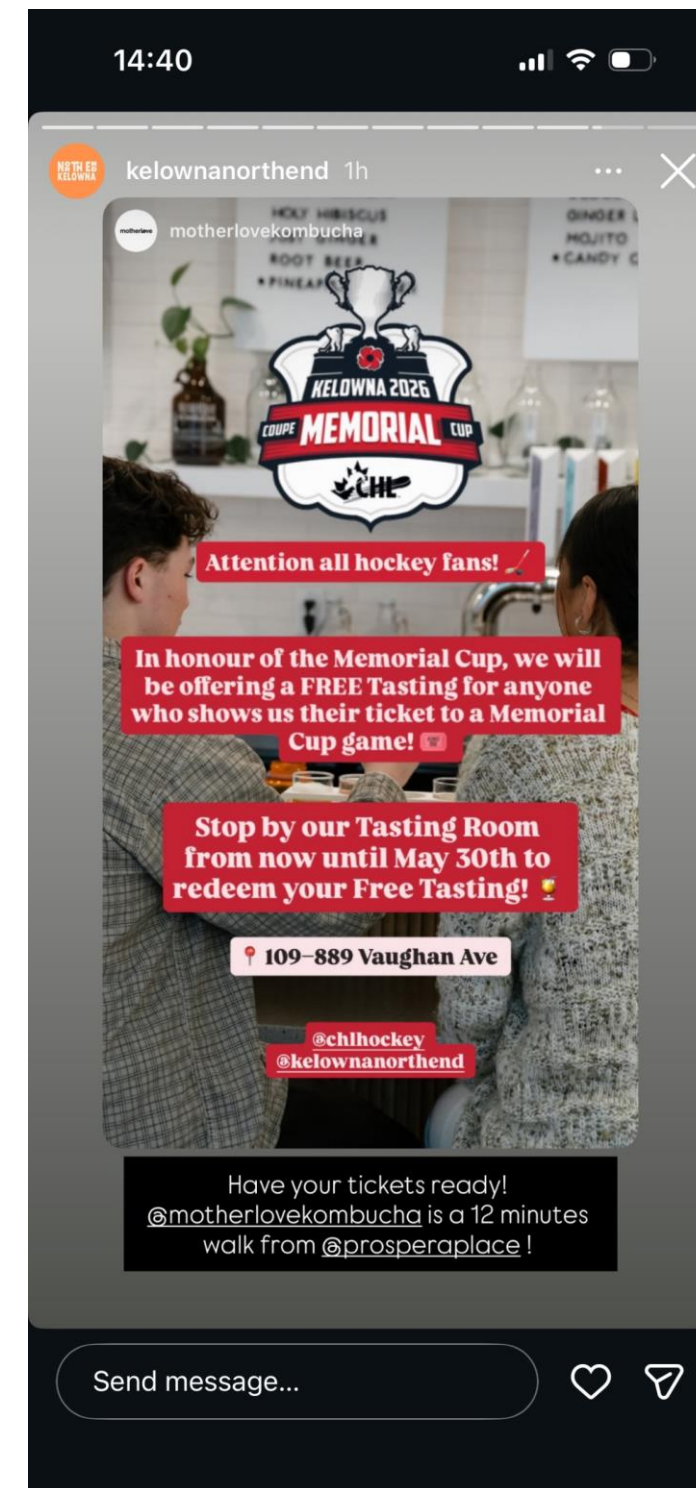
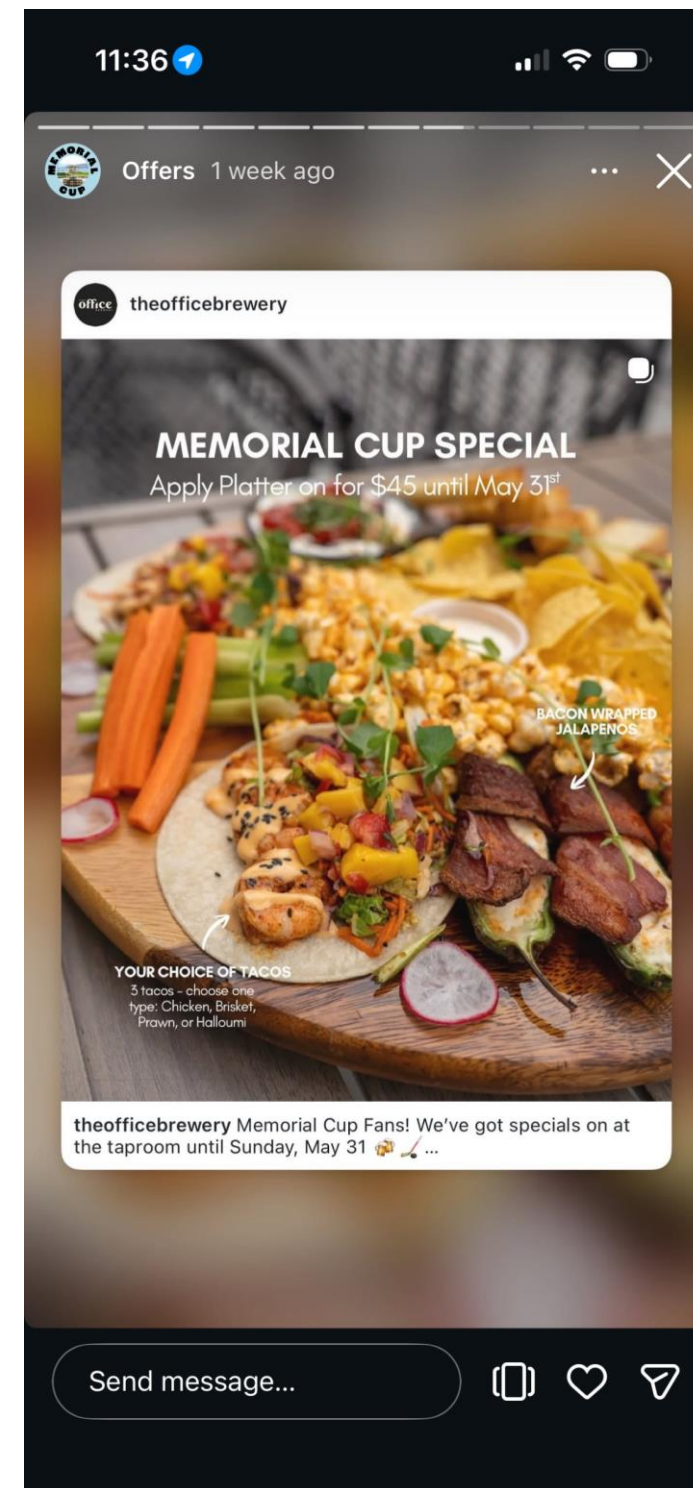
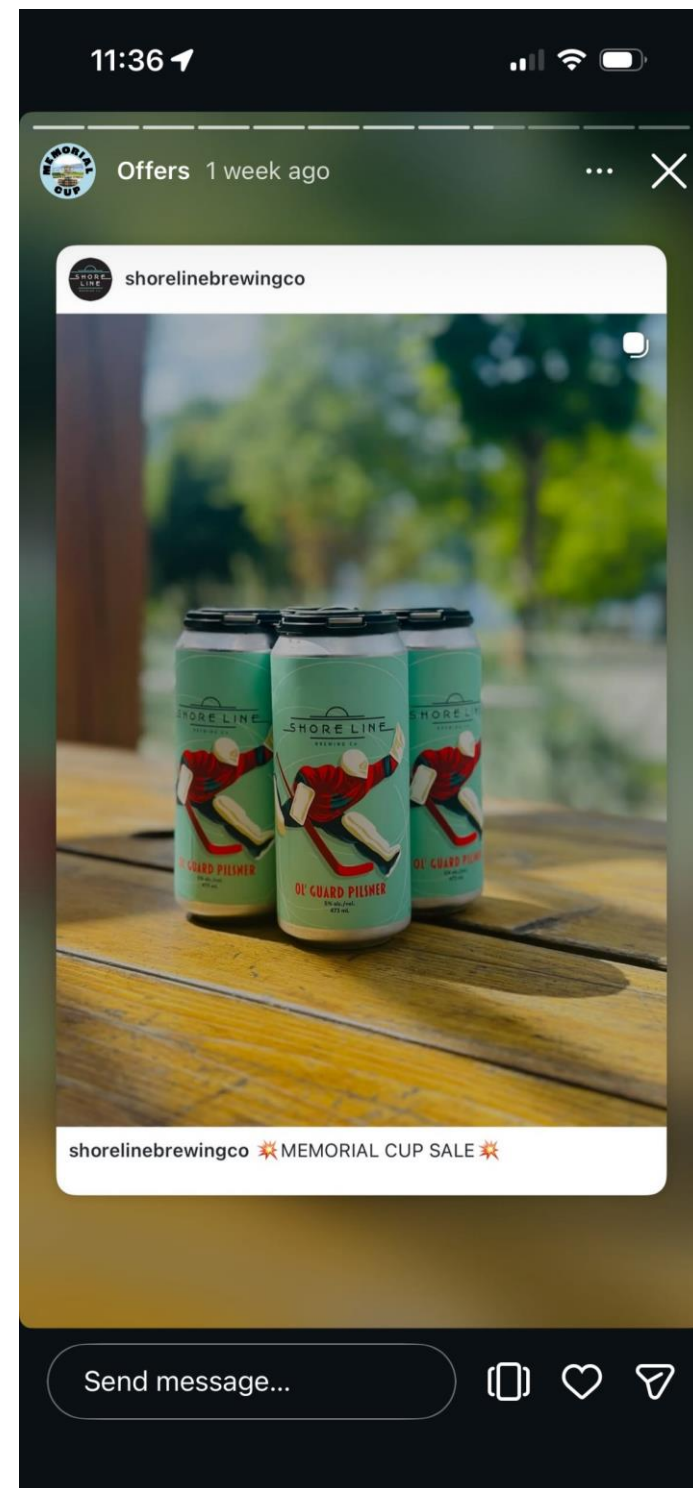
PLEASE AVOID

- **Using official BC Lions or Touchdown Kelowna logo** on your promotions without permission
- Calling your event/promotion “**official**”, “**partner**”, “**sponsored by Touchdown Kelowna**”, etc.
- Suggesting any **formal affiliation** to the BC Lions.
- Using protected event branding in signage, advertising, menus, or social content without approval.

BE CREATIVE

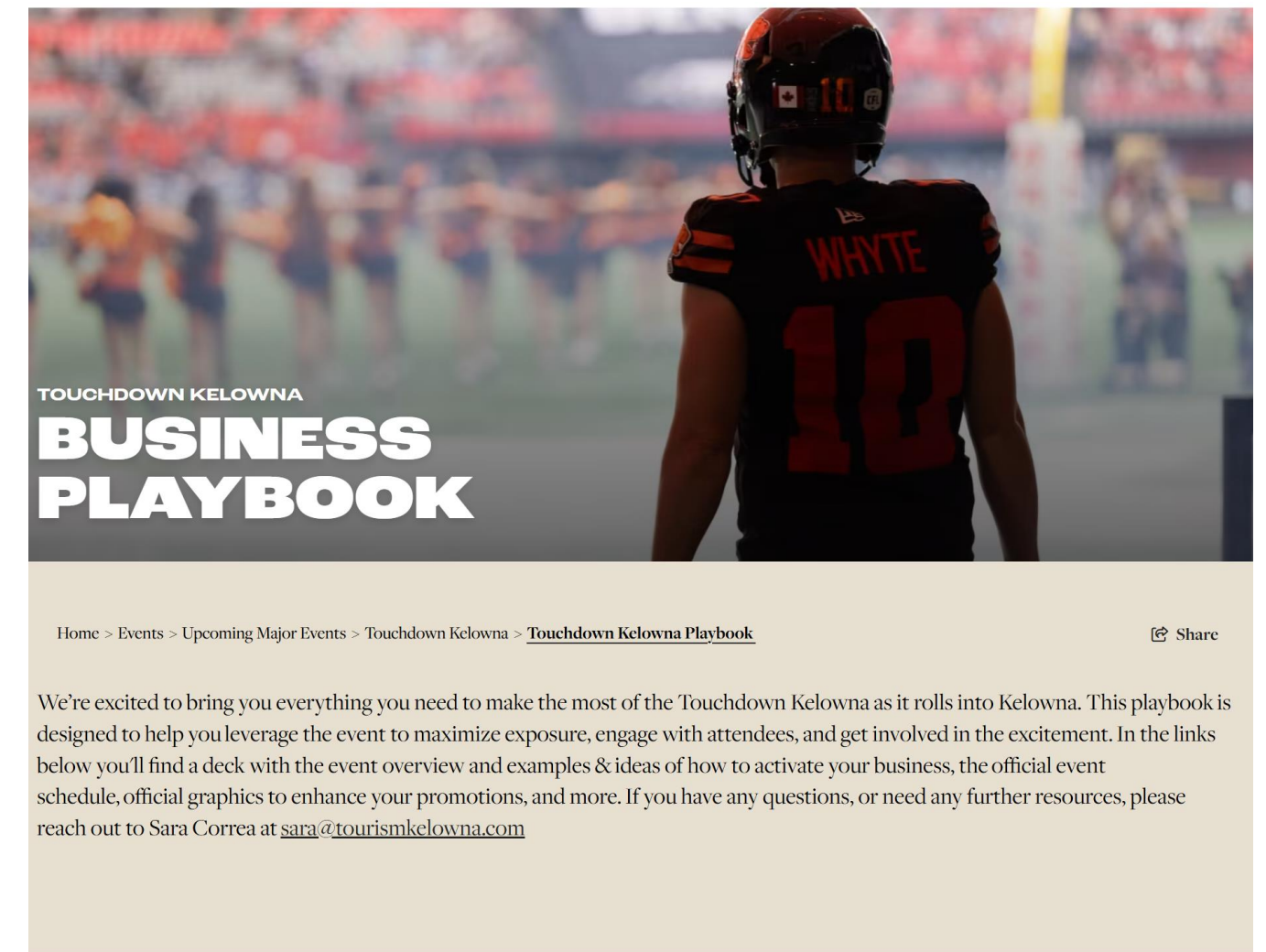


SHARE ON SOCIALS AND TAG US!



ONLINE PLAYBOOK AVAILABLE

- The playbook is an online resource to help businesses engage with the event.
- The online playbook includes:
 - Information Deck
 - Game schedule
 - Graphics and social media overlays
 - Fan events schedule
 - Decal requests
 - Upload promotions or special offers
 - Upload any football themed events or specials you offer



BUSINESS PLAYBOOK



FULL TOUCHDOWN KELOWNA INFORMATION PACKAGE

Discover everything you need to know about Touchdown Kelowna and how your business can capitalize on the excitement.



FULL FESTIVAL LINE UP

Touchdown Kelowna is more than two games, it's nine days of football, fun, and festivities in downtown Kelowna. Click here to see...

[READ MORE](#) →



CORPORATE PACKAGES AVAILABLE

TDK corporate packages offer an elevated experience for hosting clients, providing premium access, great hospitality, and an...

[READ MORE](#) →



ONLINE PLAYBOOK



FULL TOUCHDOWN KELOWNA INFORMATION PACKAGE

Discover everything you need to know about Touchdown Kelowna and how your business can capitalize on the excitement.

[READ MORE](#) →



FULL FESTIVAL LINE UP

Touchdown Kelowna is more than two games—it's nine days of football, fun, and festivities in downtown Kelowna. Click here to see...

[READ MORE](#) →



CORPORATE PACKAGES AVAILABLE

TDK corporate packages offer an elevated experience for hosting clients, providing premium access, great hospitality, and an...

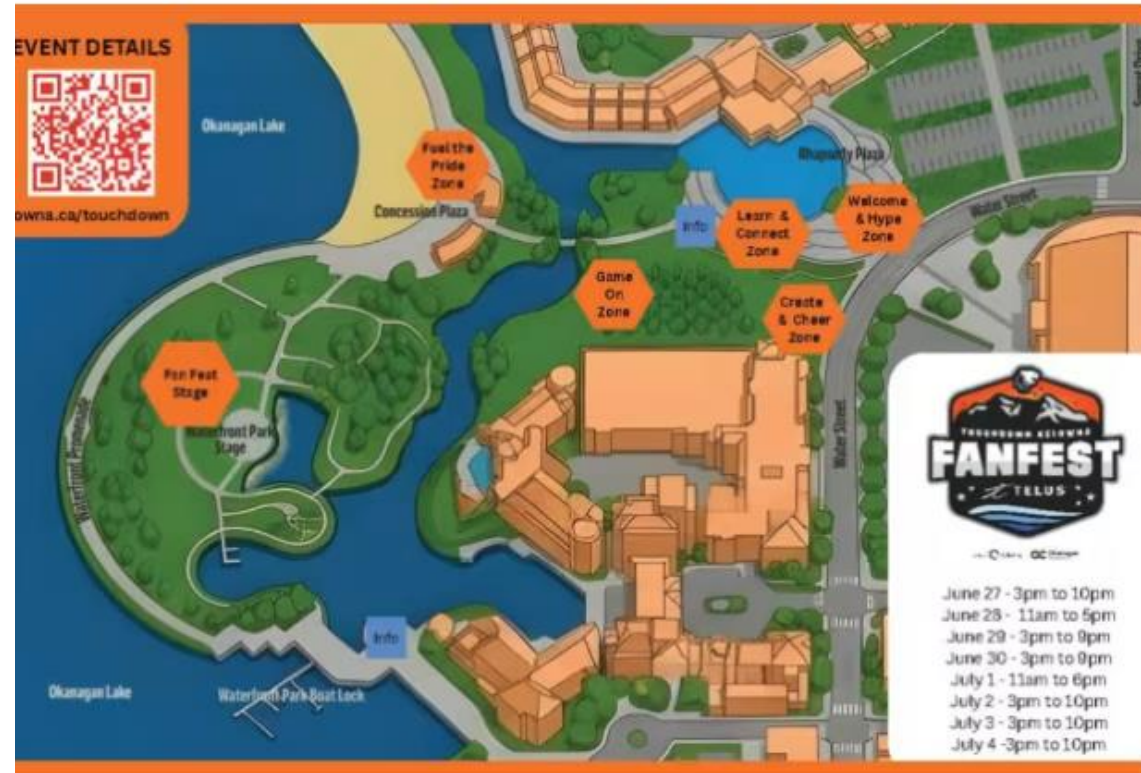
[READ MORE](#) → 

ONLINE PLAYBOOK



READ MORE →

READ MORE →



EXHIBITOR OPPORTUNITIES AT FAN FEST

Exhibitor opportunities in the Fan Fest Zone, an exciting way to be part of the action, showcase your brand, and connect with...

READ MORE →



FOOTBALL 101

Learn everything you need to know in the Football 101 guide and get your business game-day ready to help you activate around...

READ MORE →



READY TO USE SOCIAL MEDIA MESSAGING AND GRAPHICS

Use these pre-made social media graphics & overlays to promote your Touchdown Kelowna activities & offers

READ MORE →

ONLINE PLAYBOOK



FOOTBALL THEMED WINDOW DECALS WILL BE AVAILABLE

Welcome decals will be available for businesses. Stay tuned for more information and where and when to pick them up.

UPLOAD YOUR FOOTBALL THEMED EVENTS TO THE TOURISM KELOWNA WEBSITE

Promote your events by uploading them to the Tourism Kelowna website.

[READ MORE](#) →

IN SUMMARY

- There are still ways to get involved, both officially and unofficially
- Officially:
 - **Corporate Packages** available
 - **Exhibitor/booth opportunities** at Fan Fest
 - **Volunteer Opportunities** still available
- Engage with the event – both small and large gestures can have an impact
- Utilize the resources available
- Share & tag so we can help amplify



KEY CONTACTS



- Touchdown Kelowna Festival Questions | Sarah Semeniuk | ssemeniuk@kelowna.ca
- Game Day Questions | Chris Babcock | cbabcock@kelowna.ca
- Fan Fest Exhibitor/Booth Opportunities | Heather Sharpe | heather@sherpagroup.ca
- Corporate Packages | Chantelle Froats | info@ankorstrategies.com
- Volunteer Opportunities | Kevin Parnell | kparnell@okanagan.bc.ca
- Downtown Kelowna Association | Cassandra Wysochanskyj | cassandra@downtownkelowna.com
- Uptown Rutland Business Association | Cathy Paterson | executivedirector@uptownrutland.com
- Tourism Kelowna | Sara Correa Haslehurst | sara@tourismkelowna.com