

PROGRAM BENEFITS	BASE PROGRAM	ENHANCED PROGRAM
Standard online listing on the Tourism Kelowna website	✓	✓
Listing and locator on the Kelowna & Area map	✓	✓
Brochures placed at the Kelowna Visitor Centre	✓	✓
Participation in #exploreKelowna digital passport program	✓	✓
Invitation to industry plug-in sessions and workshops	✓	✓
Access to Tourism Kelowna FAM tours (subject to availability)	✓	✓
Access to additional paid marketing programs	✓	✓
Access to Tourism Kelowna digital assets: images and B-rolls	✓	✓
Invitation to the Annual General Meeting*	✓	✓
Voting stakeholder status of Tourism Kelowna*	✓	✓
Option to run for Tourism Kelowna Board of Directors*	✓	✓
Placement of brochures at the YLW Visitor Information Kiosk	—	✓
Upgrade to enhanced online listing (top of category)	—	✓
One (1) additional standard listing in a separate category ("Meetings" page not included)	—	✓
Priority delivery of Tourism Kelowna brochures	—	✓

**Only included with membership option.*

MEMBER: All tourism related businesses located within the Central Okanagan.

ADVERTISER: Non-tourism related businesses located in the Central Okanagan, or tourism-related businesses located outside of the Central Okanagan.

Business Name _____ Contact _____
 Address _____ Tel _____
 City/Prov _____ Email _____
 Postal Code _____

Annual Program Fee

N/C Central Okanagan accommodations collecting the MRDT or DMF

\$399 Base Program – Member Fee

\$495 Base Program – Advertiser Fee

\$850 Enhanced Program – Member Fee

\$ 50 additional web listing or location *within* the Central Okanagan

\$ 95 additional web listing or location *outside* the Central Okanagan

\$ 75 oversized brochure fee

Payment

Amount Owed: Fee(s) x 5% (gst) =

Payment Method: Cheque Etransfer (send payment to accounting@tourismkelowna.com. Answer: Kelowna)

Credit Card:  

Name on Card _____

Card No _____

Expiry Month _____

Expiry Year _____

CSC Code _____

Terms & Conditions

- **Payment is due at time of booking**
- A copy of your current business license must accompany this form
- Please allow ten business days after receipt of payment for processing
- Unless otherwise noted, participation commences on the first day of the following month from date of this agreement and is valid for a 12-month period
- You will automatically be invoiced for renewals in subsequent years unless you request cancellation
- Incomplete forms or missing information may delay processing of this agreement and display of your materials
- Participation is subject to approval

← I agree to these terms and conditions

Signature (digital) _____

Date _____

Signature by hand _____

More than 400 local tourism businesses have invested their trust in Tourism Kelowna's destination marketing services, and in return have been admitted into Tourism Kelowna as Voting Stakeholders with full rights of membership.

A *Voting Stakeholder* is defined as a business, association, or government body, who has an active place of business located within the Kelowna Metropolitan Area, and has financially invested for a full year in a Tourism Kelowna marketing or advertising activity.

Tourism Kelowna's Constitution states the purposes of the Society are:

- a) to support and market the tourism destination of Kelowna and the Kelowna Metropolitan Area in a sustainable manner that strengthens the local economy and enriches the quality of life; and
- b) to seek funding opportunities and manage funding for the support and marketing of tourism in Kelowna and the Kelowna Metropolitan Area.

Tourism Kelowna Voting Stakeholders must uphold the Constitution, and so it becomes important that all Voting Stakeholders are aligned under a set of common service principles. In addition to the payment of any membership/marketing fees to Tourism Kelowna, the following principles must be met by a Voting Stakeholder to remain in good standing:

- **Compliance** – with all legally required business, operations, and safety licenses and permits.
- **Transparency** – ensuring all descriptions and promotional materials are an accurate reflection of the stakeholder's business and customer costs.
- **Alignment** – with Tourism Kelowna's mandate, mission, vision, and business practices.
- **Reputation** – maintaining a positive and professional brand within the tourism industry, demonstrated by respectful communications with other tourism businesses, competitors, operators, staff, and volunteers.
- **Ambassador** – for the Central Okanagan tourism industry demonstrated by extending world-class service to all customers and potential customers and communicating accurate, positive media messages for the region.

Voting Stakeholder status is a mutually beneficial agreement with Tourism Kelowna. By accepting a Voting Stakeholder's advertising investment, Tourism Kelowna agrees to loan its name and reputation to champion and endorse a Voting Stakeholder's business. By investing in Tourism Kelowna, a Voting Stakeholder has acknowledged and endorsed the value of Tourism Kelowna's destination marketing and advertising services.

A Stakeholder who fails to comply with these Principles may lose their good standing with the Society and have their voting status reviewed by Tourism Kelowna's Board of Directors. Tourism Kelowna's bylaws outlines this process. **Please sign below to indicate your support of Tourism Kelowna's Stakeholder Principles.**

Stakeholder Business Name(s)

Stakeholder Name – Please Type or Print

Stakeholder Signature Authorized Signatory

Date

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Complete and submit electronically, or print, complete and email to
Sara Correa | sara@tourismkelowna.com

