

An aerial photograph of a large sports stadium with a red running track and a green grass field. The stadium is surrounded by trees and parking lots. In the background, there are tennis courts and a parking area with several cars. The text "TOURISM KELOWNA" is overlaid in the top left corner.

TOURISM KELOWNA

Kelowna 2026 BC Summer Games

Partnering with Local Businesses to Create an Unforgettable Games Experience



What are the BC Summer Games

- BC's celebration of sport and community
- The event brings together British Columbia's best emerging high-performance athletes, coaches, and certified officials
- Event takes place over five days
- BC Summer Games take place every two years, alternating Summer and Winter sports
- Economic Impact can exceed \$2M



Kelowna 2026

- **Official Event Name:** Kelowna 2026 BC Summer Games
- **Event Dates:** July 22 – 26, 2026
- **Participants:** +3000 athletes, coaches, and officials
- **Sports:** 19 sports
- **Venues:** 24 venues across the Central Okanagan



Kelowna 2026 BC Summer Games Schedule

Thursday July 23

- Competitions runs from: 8:00 AM to 3:30 PM
- Opening Ceremony: Prospera Place: 7:30 PM – 9:30 PM

Friday July 24

- Competition runs from: 7:00 AM to 9:15 PM

Saturday July 25

- Competitions runs from: 7:00 AM to 8:30 PM

Sunday July 26

- Competitions runs from: 7:00 AM to 1:00 PM



	SPORTS	VENUES	PARTICIPANTS
1	Artistic Swimming	H2O Fitness Centre Kelowna Family YMCA	89
2	Athletics	Apple Bowl Stadium	382
3	Baseball	Elks Stadium Lombardy Park	174
4	Basketball	Okanagan Mission Secondary Canyon Falls Middle	214
5	Beach Volleyball	Boyce-Gyro Beach Park	56
6	Box Lacrosse	Kelowna Memorial Arena Prospera Place	198
7	Canoe/Kayak	PRC WFN Private Beach Kelowna Paddle Centre	161
8	Field Lacrosse	Mission Recreation Park	198
9	Golf	Shannon Lake Golf Club	79
10	Rowing	Vernon Rowing and Dragon Boat Club	92
11	Rugby	Rutland Recreation Park	132
12	Sailing	Central Okanagan Sailing Association	95
13	Softball	Kinsmen Softball Complex	164
14	Swimming	H2O Fitness Centre	249
15	Towed Water Sports	Turtle Lodges Resort (Ellison/Duck Lake)	84
16	Triathlon	Sarsons Beach Park	76
17	Ultimate	Rutland Recreation Park	128
18	Volleyball	Kelowna Secondary Canyon Falls Middle	268
19	Wrestling	Rutland Senior Secondary	166

Why getting involved matters

Engaging with the event is a real opportunity to grow your business and show community support.

- **Drive traffic to your door:** Families are actively looking for places that feel part of the experience
- **Turn visitors into repeat customers:** A great first impression during BC Summer Games can turn into long-term loyalty.
- **Get discovered by new audiences:** Both visitors and locals will be exploring Kelowna 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

You do not need a big budget. It’s about small, intentional touches that make your business feel part of the moment.

Set the Scene	- BC Summer Games-themed displays, window paintings, or decals - Team colours, sticks, pucks, simple visual touches
Bring It Into Your Offering	- Feature a themed drink, menu item, or retail display - Rename something fun for the event
Create a Fan-Friendly Atmosphere	- Welcome fans with simple signage (“Welcome Athletes!”) - Use the social media templates
Add a Light Interaction	- Game predictions “Pick the winner” contests - Anything easy and fun for customers to engage with



Use the social media templates

Support BC Athletes. Drive Visitors to Your Business.

Use our **Welcome Athletes** graphics to:

- Share your support on social media
- Display welcome signage in your business



Promote Your Business

Get Featured During the BC Summer Games

Businesses can submit **BC Summer Games** themed events and special offers to the Tourism Kelowna website.

- Events and offers will be featured on the dedicated **BC Summer Games** webpage
- Reach athletes, families, volunteers, and visitors planning their stay
 - <https://www.tourismkelowna.com/events/upcoming-major-events/bc-summer-games/>



Activate Responsibly

YOU CAN

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

PLEASE AVOID

- Using the official BC Summer Games logo
- Calling your event/promotion “official”, “partner”, “sponsored by the BC Summer Games.
- Suggesting any formal affiliation to the BC Summer Games
- Using protected event branding in signage, advertising, menus, or social content without approval.

Use the online toolkit

- The toolkit is an online resource to help businesses engage with the event and show their support
- The online business toolkit includes:
 - Sports schedule + venues
 - Graphics and social media overlays
 - Volunteer Opportunities
 - Link to upload any themed events or specials your business is offering.



Thank you and we hope to see you support the BC Summer Games!



Tourism Kelowna would like to thank Westbank First Nation and Okanagan Indian Band for the privilege to live, work, and play on the *tr̓xʷúlaʔxʷ* (land), that is the unceded and traditional territory of the *syilx* Okanagan peoples, the original stewards of these lands and to whom we give thanks to as our hosts.

