



**Inspire Visitors and Locals with the Colour, Creativity, and Character of Kelowna**

Kelowna’s vibrant arts scene shines through the Culture Spots program, celebrating our creators and storytellers. From galleries to live music, it connects visitors to authentic local experiences. Two partner buy-in options are available, with included tactics outlined below. Join us in showcasing the culture that makes Kelowna unforgettable.

**Why Participate?**

- \$1,500 in promotional value for only \$1,000
- Receive additional promotion through our 2025/26 Central Okanagan DBC Coop, focused on arts & culture
- Connect with a highly motivated audience in BC and the Okanagan
- Get discovered through targeted advertising in key travel planning moments
- Help locals and travellers find you faster online and on the road

**Prerequisites**

Culture Spots is ideal for:

- Museums, galleries, venues, theatres, events.
- If your business helps give life to the story or Kelowna you belong here.

Business Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Email: \_\_\_\_\_

City/Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

**Rates** (All prices are subject to GST)

Members: \$1000 | Advertisers: \$1200

**Limited Space Available**

Sign up now to be part of the Culture Spots program for 2025 and guarantee your spot in the printed brochure.

**Deadlines**

- Submission Deadline: July 15, 2025
- Program Timeline: August 2025 to March 2026

**Terms and Conditions**

- Upon receiving the signed agreement form, an invoice will be issued and can be paid through a secure online platform.
- I understand that my business must provided a hosted experience to receive the Content Collection benefit of the program.

Signature (digital): \_\_\_\_\_

Signature (by hand): \_\_\_\_\_

Date: \_\_\_\_\_

Secure your spot today by contacting Jacqui Dowling | 250-804-3167 | jacqui@tourismkelowna.com

**What’s Included:**

**Premium Digital Presence**

- You’ll be featured on the dedicated Culture Spots page on TourismKelowna.com, part of our widely visited “Must-Visit Spots” section. This landing page will highlight museums, galleries, venues, theatres, events, and more by linking directly to your listing.

**Social Media & Blog Features**

- Get guaranteed exposure through Tourism Kelowna’s consumer channels:
  1. Included in a minimum of two organic social media posts to our audience of 206,000+ followers
  2. Mentioned in at least two blog articles, which are promoted through social media and our monthly #exploreKelowna newsletter (22K+ subscribers)

**Online Advertising That Works**

- We amplify your business with a multi-channel strategy, targeting visitors and residents including:
  1. Meta (Facebook & Instagram) ads
  2. Google Display & Search campaigns
  3. Sponsored content and ads with trusted media outlets like Castanet, KelownaNow, and Glacier Media