

Link your activity, service, or attraction directly to your target market with Tourism Kelowna's advertising programs. Start with the Base Program and add on others to increase your opportunities to draw visitors to your business.

The Base Program Includes

Standard online listing on tourismkelowna.com | Business listing in the Official Visitors' Guide | Listing and locator on the Kelowna & Area Map
Brochures placed at the Kelowna Visitor Centre | Google My Business verification | Invitation to industry plug-in sessions and workshops
Voting stakeholder of Tourism Kelowna* | Option to run for the Tourism Kelowna Board of Directors*
Participation in Tourism Kelowna FAM tours (subject to availability) | Access to additional paid marketing programs
Access to Kelowna digital assets (images and b-roll) | Invitation to the annual general meeting

The Enhanced Program includes*

All benefits indicated in the Base Program plus Placement of brochures at the YLW Information Kiosk | Enhanced online listing: top of category | One additional standard listing in a separate category (does not include Meetings page) | Feature listing in the Official Visitors' Guide top of category | Priority delivery of Tourism Kelowna brochures

The Relief Advertising Program includes**

Standard online listing on the Tourism Kelowna website

**Not applicable to stakeholders beyond the Central Okanagan.*

***Available to businesses located in the Central Okanagan. Only valid for one 12-month period. Does not include Voting Stakeholder status.*

Business Name	Contact
Address	Tel
City/Prov	Email
Postal Code	



Annual Program Fee

- N/C Central Okanagan accommodations collecting the MRDT or DMF
- \$4.76 **Relief Advertising Program** within the Central Okanagan (accommodations, attractions, and services)
- \$380 **Base Program** within the Central Okanagan (accommodations, attractions, and services)
- \$495 **Base Program** beyond the Central Okanagan (accommodations, attractions, and services)
- \$850 **Enhanced Program** within the Central Okanagan (accommodations, attractions, and services)
- \$ 50 additional web listing or location within the Central Okanagan
- \$ 95 additional web listing or location outside the Central Okanagan
- \$ 75 oversize brochure fee

Payment

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

Payment Method: Cheque e-Transfer: accounting@tourismkelowna.com (answer: Kelowna) Credit Card

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 and/or missing information may delay processing of this agreement and/or setting up your online profile
- participation is subject to approval and Tourism Kelowna reserves the right to select primary listing category

**Additional documentation required for tour/transportation companies.*

← 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

