

Recap of Upcoming Events & Highlight from April 2025 Summit

Thank you to everyone who joined us for the April Summit Social! The Summit Social series has now reached its ninth gathering, growing from 10 to 15 attendees to consistently 35 to 40. April's session focused on the Summer 2025 event lineup, the new Production Academy, improved frontline staff communications, and the Summit Social summer agenda, including upcoming save-the-dates.

Summer 2025 Event Lineup and Details

To support and strengthen community promotion of tentpole events, TSP will be providing a Media toolkit for each key event. This toolkit will include:

- Pre-made social media assets and layouts
- Event overview and key messaging
- Suggested posting schedules
- Frontline staff talking points

For each event, we'll also send out a dedicated communication piece with all the details you need to keep both your team, and your audience informed. Stakeholders who are interested in promoting events through their own channels will be eligible to receive complimentary tickets as part of our outreach initiative.

Community Collaboration and Promotions

Last year, guests were offered special discounts at participating locations when they showed proof of their event ticket. We saw great success with this approach, where early promotion encouraged concert and event-goers to arrive early, explore the village, and support local businesses before and after the shows. We want to continue building on that momentum by offering guests the full Sun Peaks experience, not just attending the event, but dining, shopping, and enjoying everything the village has to offer around concerts and festivals.

If your business would like to participate by offering specials to concert and event goers this summer, please reach out to us! Participating businesses will receive additional promotion and exposure to all event and concert audiences throughout the season.

Example: Brett Kissel Communication Outreach

Businesses offering specials were promoted directly to concert-goers through pre-event emails, social media shoutouts, and on-site signage.

Vendor Opportunities & Lifting the Pail Together

We are once again opening up vendor opportunities for our summer events, **with no fees attached**. This is a great way for local businesses to get involved, connect with visitors, and help shape the event experience. We are calling on stakeholders to step up vending booths once again and help us make these events successful for everyone. Further opportunity information to follow.

We touched on the growing role of events in elevating Sun Peaks as a destination for spring, summer and fall. Two areas will be key as we move into the next season:

Collaborative messaging across the resort plays a vital role in shaping the guest experience. When a visitor hears the same energy and excitement from a bartender, front desk agent, or liftie, it turns an event into something bigger than just a show — it becomes part of the Sun Peaks story.

- We're asking teams to stay informed, speak with enthusiasm, and help every guest feel genuinely welcomed.
- To make that easy, TSP will be providing media toolkits for key events — complete with pre-made social assets, messaging, suggested posting schedules, and talking points for frontline staff.
- Ilkay will also join internal team meetings to share quick event briefings — if there's a time each month that works for your team, let us know and we'll coordinate directly.

Operational support — from pricing and catering to hosting and on-mountain participation, we'll need alignment to deliver exceptional experiences for guests, partners, and artists.

More to come on both fronts — we'll be following up soon with next steps.

Tour Bus and Large Groups

Colin Canon, Discover Sun Peaks Adventures, will once again be leading exclusive guided tours for Tour Bus guests starting **May 12**. This is the second year running this program, and it continues to offer a unique and curated experience for the Tour Bus guests. Tour Bus operators are actively promoting this experience to their guests as a key must do of their visit. In order to ensure a smooth and engaging stop for these groups, it's essential that we provide up-to-date operating hours for all businesses. Colin will use the [hours of operation](#) to lead the guest to the open locations.

The [Tour Bus & Large Group Report](#) will be updated in early May, including projected guest volume by day.

Save the Dates – Upcoming Summer Summit Socials

Please save the date for the following upcoming Summit Socials. We will send reminders and announce the exact hosting locations closer to each date. If any stakeholder would like to host a Summit Social at their business, please reach out and let us know which date you are interested in. Agendas for each Summit Social will also be shared closer to the dates. The idea is to gather before each major tentpole event to clarify communications, operations, last minute questions, and logistical details – making sure everyone is aligned ahead of key events. Following key event weekends, we will follow up with a short survey to gather event feedback, and economic impact.

Upcoming Dates:

- Monday, June 2 (prior to Foam Fest, Summersgiving)
- Monday, June 23 (prior to Canada Day, Rockin in the Peaks)
- Wednesday, July 16 (prior to Speedweek)
- Wednesday, August 6 (prior to Endless Summer, Retro Rock)
- Wednesday, September 3 (prior to Alpenglow Arts Festival, Paws in the Peaks)

Team Updates & Roles

We are excited to share a few team updates to help clarify roles and support going forward:

- [Theresa St. Louis](#) is now **Senior Events Manager**, continuing to lead major events, event logistics, and village animation throughout the year.
- [Shayna Law](#) joined the team as a full-time member as of April 1, stepping into the role of **Conference & Visitor Services Coordinator**. Shayna will be your main contact for anything related to Sun Peaks Centre bookings. She will also be working closely with Food & Beverage providers for large group and conference planning – including outreach for catering options and identifying future collaboration opportunities.
- [Ilkay Çakiroğulları](#) is now **Destination Management Coordinator**, supporting stakeholder relations, event support, visitor experience enhancement, and community engagement initiatives.