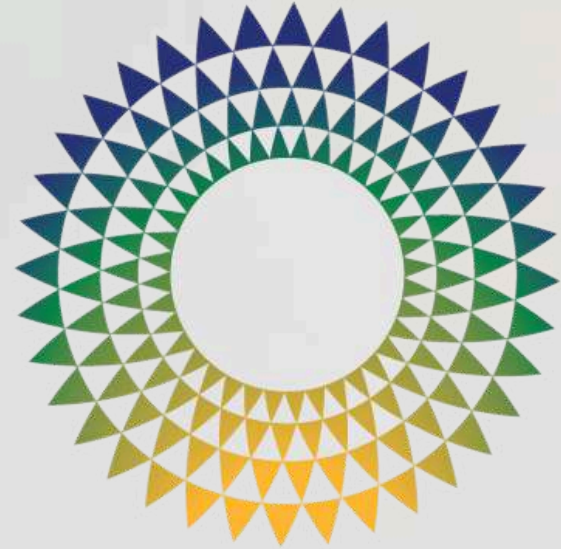


TOURISM  
*SunPeaks*



**SOLSTICE**  
WELLNESS WEEKEND

**PARTNER**  
**TOOLKIT**

EVENT DATE: JUNE 19 - 21, 2026



# TOOLKIT INCLUSIONS



Everything partners need to promote Solstice Wellness Weekend across digital, social, and print channels:

- Event overview
- Why this event matters
- Ways to leverage the event
- Pre, during & post-event promotion timeline
- Social media tips & best practices
- Social media giveaway opportunity
- Download assets

# EVENT OVERVIEW

## OFFICAL EVENT NAME: SUMMER SOLSTICE WELLNESS WEEKEND

01

A three-day celebration of wellness, movement, and connection from June 19–21, 2026. Guests can enjoy yoga, wellness workshops, outdoor adventures, sound healing, and inspiring speakers, all designed to help attendees recharge, reconnect, and celebrate the start of summer in a beautiful alpine setting.

## EVENT DETAILS

02

- Location: Sun Peaks Centre
- Dates: June 19 - 21, 2026
- Guests: Typically women aged 30+ interested in health, wellness, and spirituality.
- Opportunities: exposure, increased foot traffic.





# WHY THIS EVENT MATTERS

## COME TOGETHER FOR THE SOLSTICE IN SUN PEAKS

- Increased exposure to wellness-focused guests
- More village traffic throughout the weekend
- Increased bookings, sales & guest spend
- Align with wellness & community values
- Cross-promotional partnership opportunities
- Enhance the overall guest experience

# WAYS TO LEVERAGE

## LEAN INTO THE SPIRIT OF WELLNESS, COMMUNITY & SUMMER

01

Promote the event through your channels and in-store signage.

Collateral available!

03

Host wellness-inspired products, menus, or experiences

05

Collaborate on giveaways or activations. More on this to come!

02

Offer event-themed specials or promotions e.g. food and drink specials, discounts

04

Encourage staff and guests to attend and engage with the weekend programming



# EVENT PROMOTION TIMELINE

## PRE | NOW - JUNE 19

01

- Promote in-store with posters, window decals & postcards
- Share across socials, website & Google Business Profile
- Tag @sunpeakslive in all event-related content for repost opportunities

## DURING | JUNE 19-21

02

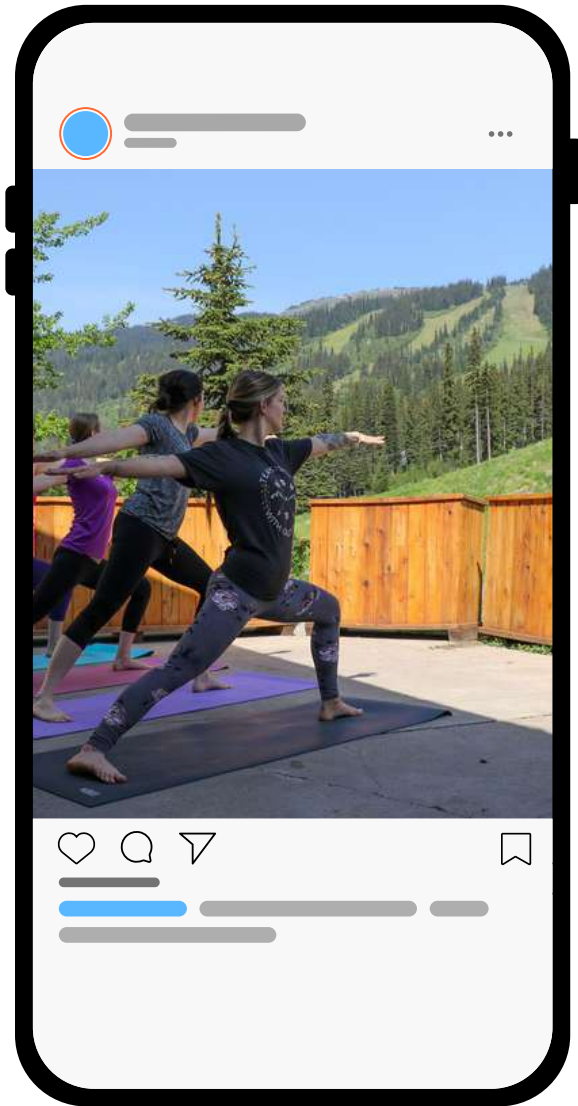
- Share live event moments, activations & guest experiences
- Encourage attendees to explore the village
- Tag @sunpeakslive for repost opportunities

## POST | WEEK FOLLOWING

03

- Share a recap post or reel highlighting weekend energy & village buzz
- Tag @sunpeakslive so we can reshare to Stories

# SOCIAL MEDIA BEST PRACTICES



## CAPTURE

01

- Focus on people, experiences & atmosphere
- Capture quick vertical photos/videos throughout the day
- Authentic content performs better than overly polished posts

## ENGAGE

03

- Use Stories, photos & Reels to highlight experiences, atmosphere & community moments
- Use polls, stickers & questions to encourage interaction
- Repost guest content when visitors tag your business

## POST

02

- Keep captions short, clear & inviting
- Use simple calls-to-action (“Join us this weekend”)
- Add text overlays to videos for easy viewing without sound

## AMPLIFY

04

- Tag @sunpeakslive
- Add location tags for better visibility
- Use a few relevant hashtags (#sunpeaks #explorebc, explorekamloops)

**Social media workshop coming soon!**

# SOCIAL MEDIA GIVEAWAY OPPORTUNITY

SELECT PARTNERS WILL HAVE THE OPPORTUNITY TO PARTICIPATE IN COORDINATED SOCIAL MEDIA GIVEAWAYS TO HELP INCREASE EVENT AWARENESS AND ENGAGEMENT.

## GIVEAWAY INCLUDES

01

- 2 complimentary event tickets
- Downloadable images & suggested captions
- Recommended posting timelines & guidelines

## PARTICIPATION DETAILS

02

- Businesses are encouraged to sign up for the events they're most excited to promote
- To help maximize reach, participating partners will follow shared giveaway timing & guidelines
- **Limited giveaway spots available - early sign-up recommended**
- Businesses participating in multiple events may be waitlisted for select giveaways

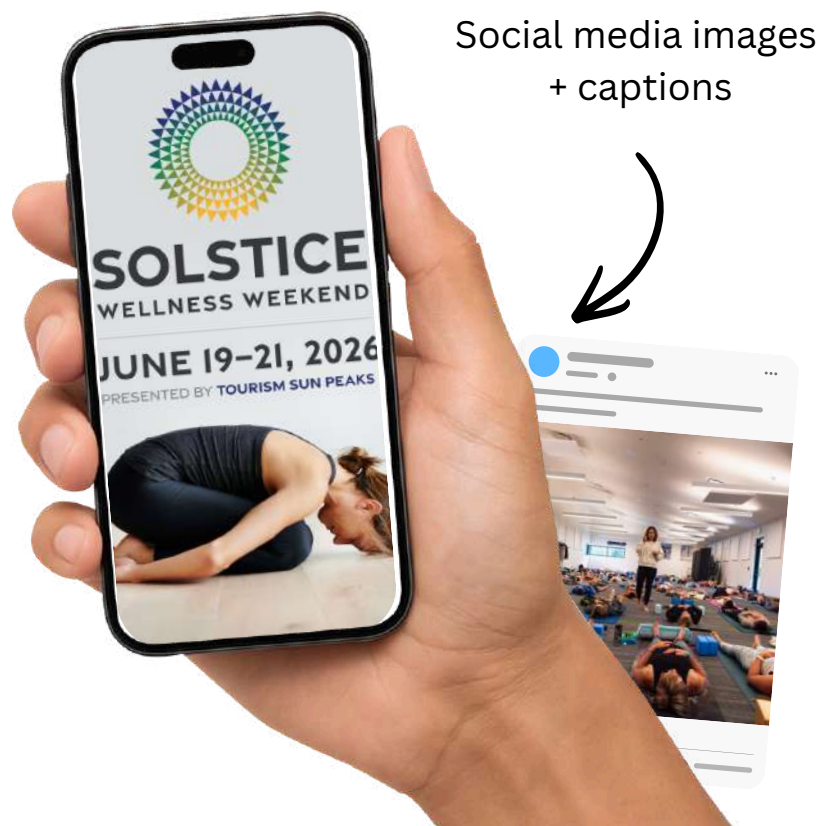


[Info and sign up](#)

# DOWNLOAD ASSETS

## EVENT BRANDING + SOCIAL MEDIA ASSETS

01



Social media images  
+ captions

## SIGN UP FOR FREE COLLATERAL

02




Sign up for stickers,  
coasters,  
table talkers,  
posters, window  
decals + more



# QUESTIONS? CONTACT:

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 250.320.8200

 3250 Village Way, Sun Peaks

An aerial photograph of a mountain resort town. The town features several large, multi-story buildings with dark roofs and light-colored facades. A large, dark-roofed building with a curved facade is prominent in the foreground. The town is surrounded by dense evergreen forests and green hills. In the background, there are ski runs and more forested slopes. The sky is overcast with grey clouds. The text 'TOURISM Sun Peaks' is overlaid in the center, and 'THANK YOU' is written in large white letters across the middle of the image.

TOURISM  
Sun Peaks

THANK YOU