

TOURISM
Sun Peaks



ROCKIN'
IN THE PEAKS

PARTNER
TOOLKIT

EVENT DATES: JULY 3-4, 2026

TOURISM
Sun Peaks

A close-up photograph of a male musician performing on stage. He is wearing a light-colored fedora-style hat, gold-tinted aviator sunglasses, and a black t-shirt with a graphic design that includes a skull and the text 'SWEAT THE TE'. He has visible tattoos on his arms and is playing a light-colored electric guitar. The background is dark with stage lighting.

TOOLKIT

INCLUSIONS

Everything partners need to promote Rockin' In The Peaks 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: ROCKIN' IN THE PEAKS

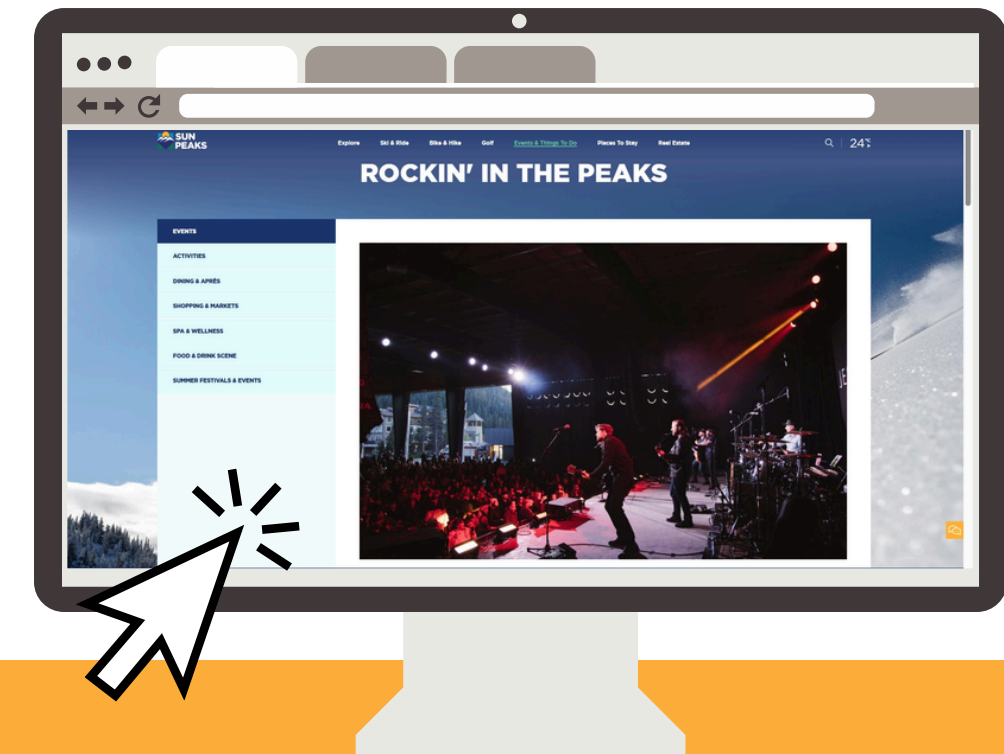
01

Rockin' In The Peaks is a premier outdoor live music experience set against our stunning alpine backdrop. The 2026 lineup features Kim Mitchell performing on Friday, July 3, and The Trews on Saturday, July 4, with supporting performances by Barney Bentall and the Legendary Hearts and Odds. The event continues to position Sun Peaks as a key destination for summer events, offering attendees a unique combination of live music and mountain culture.

EVENT DETAILS

02

- Location: Sun Peaks Centre Stage
- Dates: July 3-4, 2026
- Guests: Core audience ages 40+, drawn by live music and community-driven atmospheres
- Opportunities: exposure, increased foot traffic





WHY THIS EVENT MATTERS

COME TOGETHER FOR ROCKIN' IN THE PEAKS

- Increased visibility among lifestyle & experience focused guests
- Enhanced village activity and traffic throughout the weekend
- Increased bookings, sales & guest spend
- Align with community values
- Cross-promotional partnership opportunities
- Enhance the overall guest experience

WAYS TO LEVERAGE

CELEBRATE THE SPIRIT OF ROCK, COMMUNITY & SUMMER MAGIC

01

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

02

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

03

Host rock concert themed products, menus, or experiences

04

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

05

Collaborate on giveaways or activations.



EVENT PROMOTION TIMELINE

PRE | NOW - JULY 3

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

POST | WEEK FOLLOWING

03

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

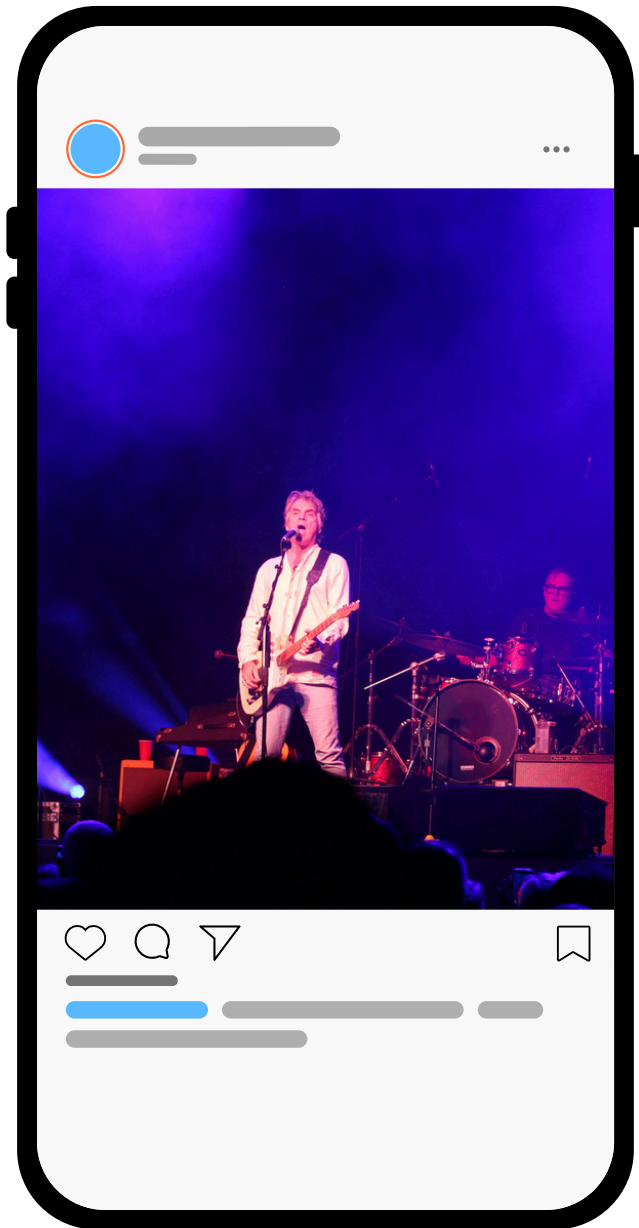
DURING | JULY 3-4

02

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



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 increased visibility
- Use a few relevant hashtags (#sunpeaks #explorebc, explorekamloops)

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

FREE COLLATERAL (ORDER DEADLINE PASSED)

02




Missed the free collateral order deadline? No problem. While free sign-up for stickers, coasters, table talkers, posters, window decals, and other materials has closed, you can still print your own posters using the **Event Branding + Social Media Assets** link. Contact us if you have questions!



QUESTIONS? CONTACT:

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THANK YOU