

A man and a woman are sitting on a wooden deck under a pergola. The woman is on the left, wearing a straw cowboy hat, sunglasses, and a colorful patterned top. The man is on the right, wearing a straw cowboy hat, sunglasses, a blue patterned shirt, and jeans. They are both smiling and looking towards the camera. The background is filled with green trees.

TOURISM
Sun Peaks

HEARTLAND
COUNTRY ★ FESTIVAL

PARTNER TOOLKIT

EVENT DATES: AUG 7-8, 2026

TOURISM
Sun Peaks



TOOLKIT INCLUSIONS

Everything partners need to promote Heartland Country Festival 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: HEARTLAND COUNTRY FESTIVAL

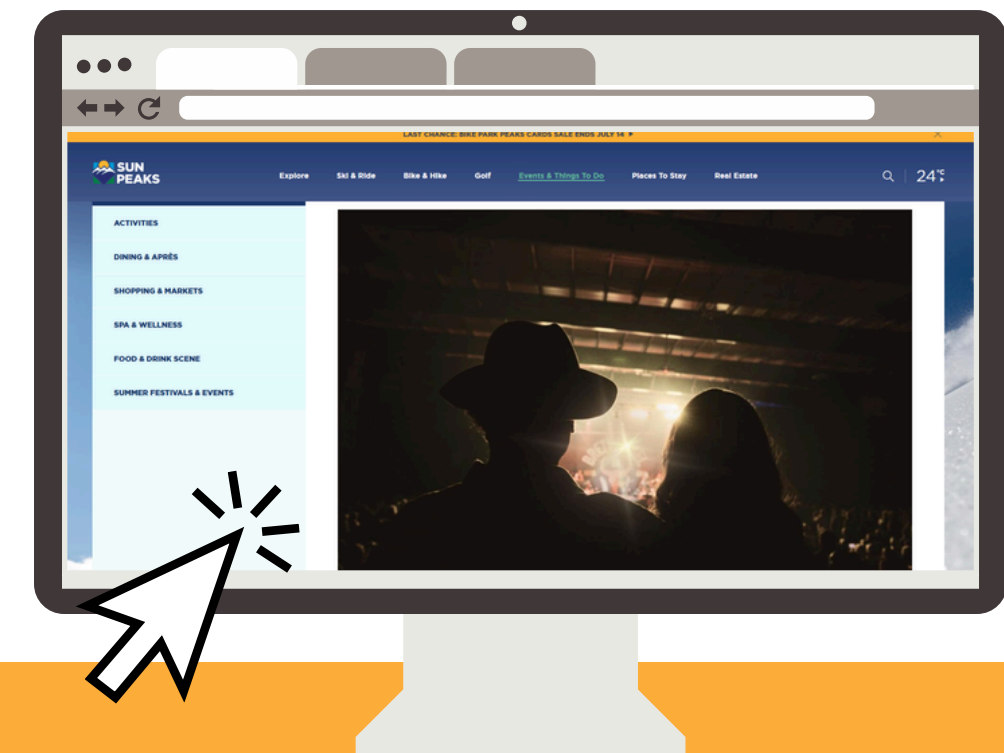
01

Discover the soul of BC's country music. The inaugural Heartland Country Festival rides in to Sun Peaks this August 7-8, 2026, bringing high-energy performances and laid-back mountain vibes. Pull on your boots and join us at the open-air Sun Peaks Centre Stage for a can't-miss country weekend.

EVENT DETAILS

02

- Location: Sun Peaks Centre Stage
- Dates: Fri, Aug 7 and Sat, Aug 8, 2026
- Time: Doors and Bar Service: 5:00pm.
- Guests: Core audience ages 40+, drawn by country music, live music and community-driven atmospheres
- Opportunities: exposure, increased foot traffic





WHY THIS EVENT MATTERS

COME TOGETHER FOR HEARTLAND COUNTRY FESTIVAL

- 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 NATURE'S HEARTLAND, COUNTRY & COMMUNITY

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 - AUG 7

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 | AUG 7-8

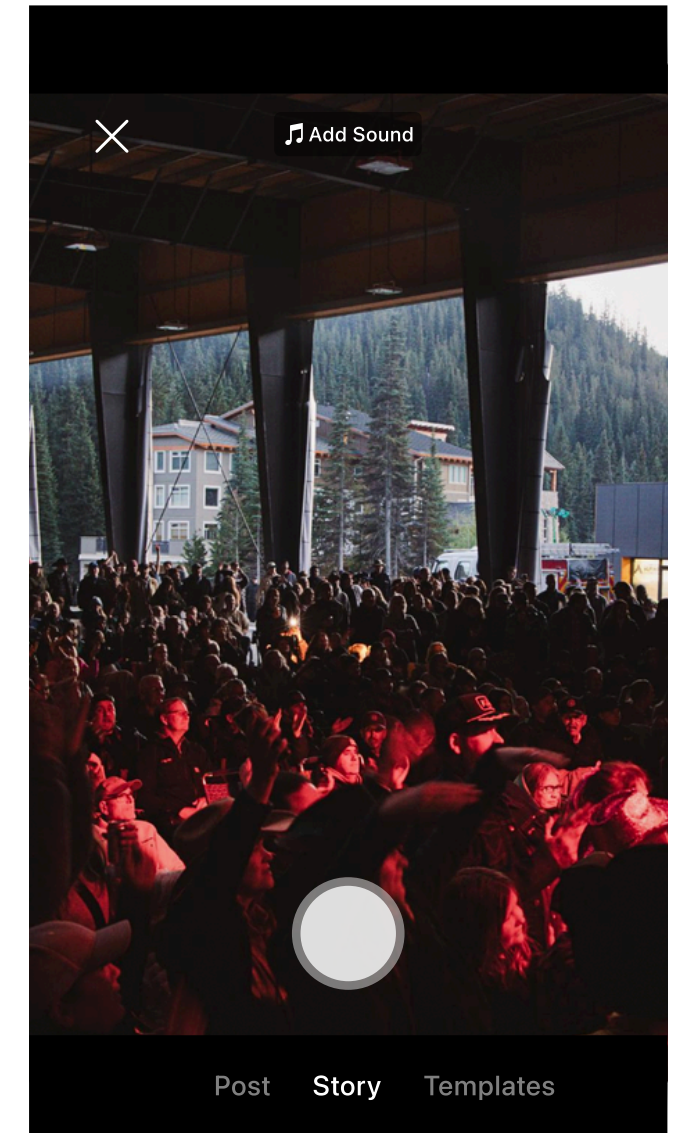
02

- 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 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 (TSP DISTRIBUTING TO THOSE WHO SIGNED UP. 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