

A woman in a blue long-sleeved shirt and patterned leggings is holding the hand of a young girl in a pink and green tank top. They are walking on a paved path towards a man in a red shirt, grey shorts, and a black helmet, who is standing next to a black mountain bike. The background features multi-story resort buildings with stone walls and balconies under a clear blue sky.

SUMMER LONG WEEKENDS

PARTNER

TOOLKIT

BC Day Long Weekend: Jul 31 – Aug 2
Labour Day Long Weekend: Sep 4 – 6

TOURISM
Sun Peaks



TOOLKIT

INCLUSIONS

Everything partners need to promote promote BC Day and Labour Day long weekends across digital, social and print:

- Long weekend event overview
- Why these weekends matter
- Weekend highlights
- Ways to leverage the long weekends
- Pre, during & post-event promotion timeline
- Social media tips & best practices
- Ways to build weekend buzz
- Download assets (imagery, caption examples etc.)

EVENT OVERVIEW

01

Sun Peaks is the place to be for free, family-friendly long weekend activities this summer. From live music, Sunday brunch and village markets to kids' activities, movie nights, outdoor adventure, dining, patios, and shopping, these weekends are designed to encourage guests to slow down, explore the village, and make the most of summer in the mountains.

EVENT DETAILS

02

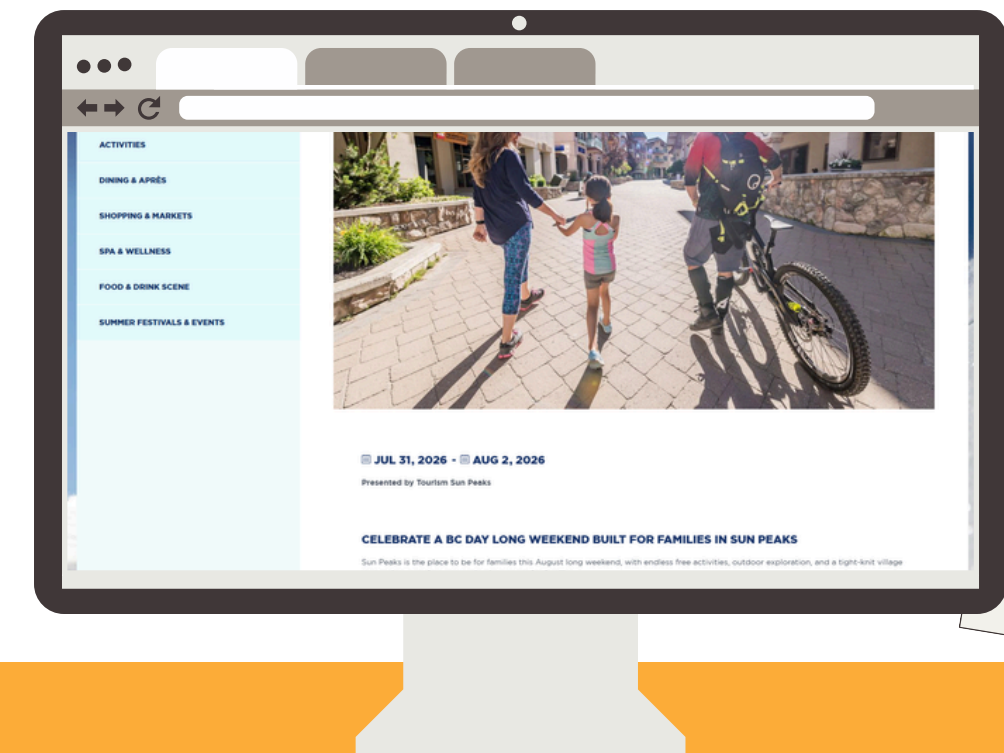
BC Day Long Weekend | Jul 31 – Aug 2

Designed for families, with free activities, outdoor exploration, live music, Sunday Market Day, and a mountain village atmosphere. The event page highlights free family activities, outdoor exploration, and the village as a mountain playground for families.

Labour Day Long Weekend | Sep 4 – 6

A summer family getaway weekend featuring free family-friendly activities, Sunday Market Day, a Kids Bounce Party, and Family Movie Night.

Audience: Families, visiting friends and relatives, weekend travellers, local residents, and guests looking for free summer activities.



TOURISM
Sun Peaks

WEEKEND HIGHLIGHTS



BC DAY LONG WEEKEND HIGHLIGHTS JULY 31 - AUG 2

FRI JUL 31

- Free live music with Troy Toma | 7pm - 8:30pm

SAT AUG 1

- Roller Party | 5pm - 9pm

SUN AUG 2

- Sun Peaks Market Day | 9:30am - 1:30pm
- DJ D-FUNKT at the Village Stage | 11am - 1pm
- Sunday brunch | participating venues

PLUS: Sunday brunch, Village dining, patios, shopping, and summer activities

LABOUR DAY LONG WEEKEND HIGHLIGHTS SEP 4 - 6

SAT SEP 5

- Kids Bounce Party | 11:00am - 3:00pm

SUN SEP 6

- Sun Peaks Market Day | 9:30am - 1:30pm
- Family Movie Night | 6pm - 10pm

PLUS: Sunday brunch, village dining, patios, shopping, and summer activities





WHY THESE WEEKENDS MATTER

COME TOGETHER FOR LONG WEEKENDS

- Encourages guests to stay longer and explore more of the village
- Supports increased dining, shopping, activity, and accommodation spend
- Creates a stronger village atmosphere during peak summer weekends
- Gives staff and businesses easy talking points to share with guests
- Helps position Sun Peaks as a family-friendly summer destination
- Builds awareness of free activities, Sunday Market Day, and local experiences

WAYS TO LEVERAGE

CELEBRATE LONG WEEKENDS IN A MOUNTAIN GETAWAY DESTINATION

01

Promote the long weekends through your social channels, website, Google Business Profile, and in-store signage.

02

Create targeted long weekend specials e.g. family-friendly offers, retail features, accommodation deals, dining promotions, or activity add-ons. Submit your dining specials [here](#).

03

Encourage guests to make a full weekend of it – free activities, Sunday Market Day, brunch, dining, patios, village shopping, biking, hiking etc.

04

Share the schedule with your staff so they can confidently speak to guests about what's happening and recommend things to do.

05

Run a business-led giveaway, special, or activation to build weekend buzz, and tag @sunpeakslive for potential amplification.



EVENT PROMOTION TIMELINE

BC DAY LONG WEEKEND: JUL 31 – AUG 2

01

PRE | NOW - JUL 31

- 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

02

DURING | JUL 31 - AUG 2

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

03

POST | WEEK FOLLOWING

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

LABOUR DAY LONG WEEKEND: SEP 4 – 6

01

PRE | AUG 1 - SEPT 4

- 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

02

DURING | SEPT 4 - 6

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

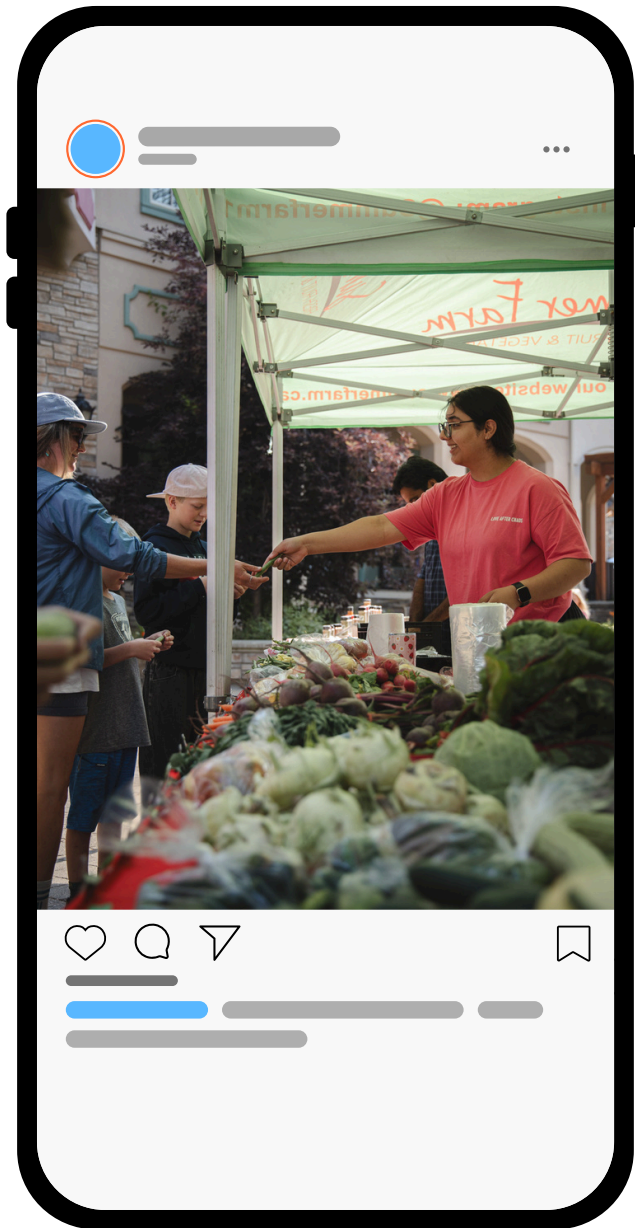
03

POST | WEEK FOLLOWING

- 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)

HELP BUILD THE WEEKEND BUZZ

BC AND LABOUR DAY ACTIVITIES ARE FREE, SO THERE ARE NO TICKET GIVEAWAYS AVAILABLE FOR THESE WEEKENDS. INSTEAD, LOCAL BUSINESSES ARE ENCOURAGED TO CREATE THEIR OWN PROMOTIONS, SPECIALS, OR GIVEAWAYS TO HELP BUILD EXCITEMENT AND DRIVE GUEST ENGAGEMENT THROUGHOUT THE WEEKEND.

WAYS TO GET INVOLVED

01

- Gift card or prize giveaways
- Long weekend specials (e.g. dining, retail, accommodation)
- Play the Sun Peaks Vibes Spotify playlist in your venue to add to the atmosphere
- Accommodation or activity add-ons
- Social posts encouraging guests to attend the free activities happening over the weekend
- Sharing the weekend schedule with staff so they can speak confidently with guests

AMPLIFY

02

Running your own giveaway or activation? Tag @sunpeakslive and let Tourism Sun Peaks know - we'd love to help amplify where possible. Submit for our events webpage [here](#).

DOWNLOAD ASSETS

IMAGE GALLERY

**(DOWNLOAD & RESIZE TO
WHAT YOU NEED)**

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