

TOURISM
Sun Peaks



PARTNER TOOLKIT

EVENT DATES: August 15-16, 2026

TOURISM
Sun Peaks

TOOLKIT

INCLUSIONS

Everything partners need to promote Paws 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: PAWS IN THE PEAKS PRESENTED BY VOLVO CARS KELOWNA

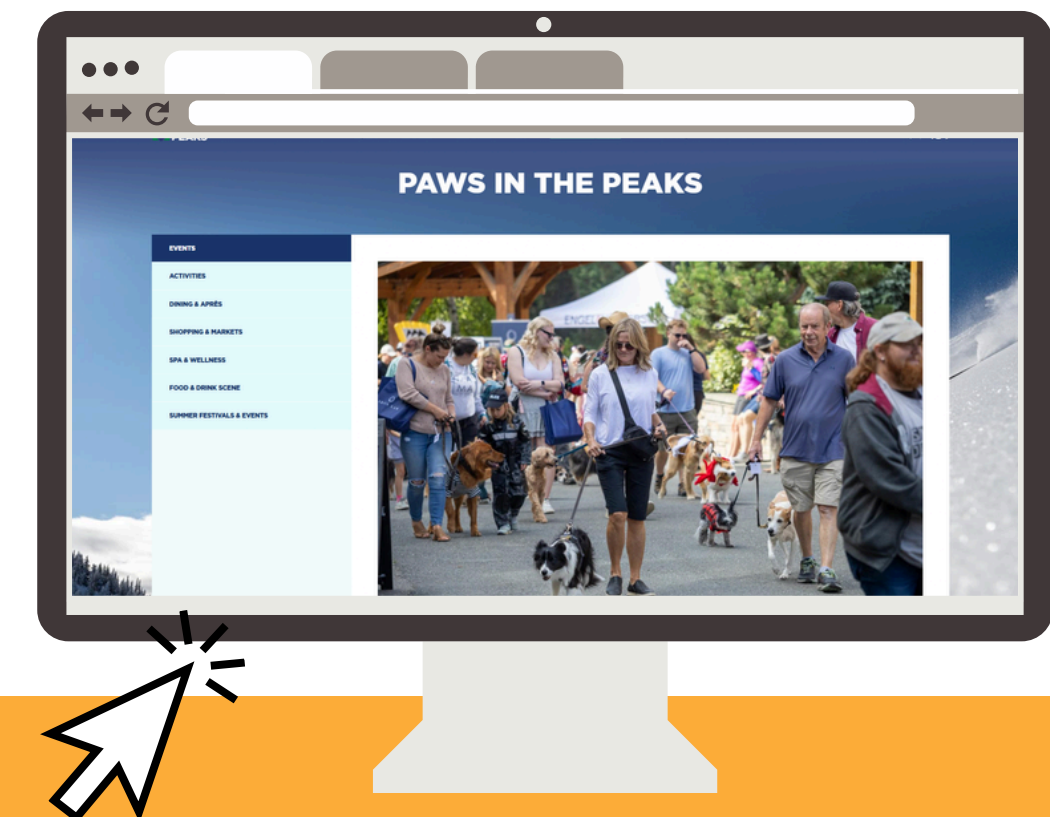
01

A weekend of paw-fect fun at Sun Peaks including the 3rd annual Pup Parade presented by Engel & Völkers and Araya Law, patio pamper time, a vendor village, pup friendly outdoor yoga, a Bark-BQ, and more dog centered fun.

EVENT DETAILS

02

- Location: Sun Peaks village and Sun Peaks Centre
- Dates: August 15-16, 2026
- Guests: Families, dog owners
- Opportunities: exposure, increased foot traffic.



WEEKEND HIGHLIGHTS

SATURDAY, AUGUST 15



PUP PARADE & PATIO CRAWL

- Sun Peaks' most adorable four-legged friends strut through the village while spectators cheer them on from their favourite patios | 12pm - 1pm

DOGA WITH KAYLA FROM SUN PEAKS YOGA

- Enjoy a relaxing outdoor yoga session with your dog | 10am - 11am

VENDOR VILLAGE

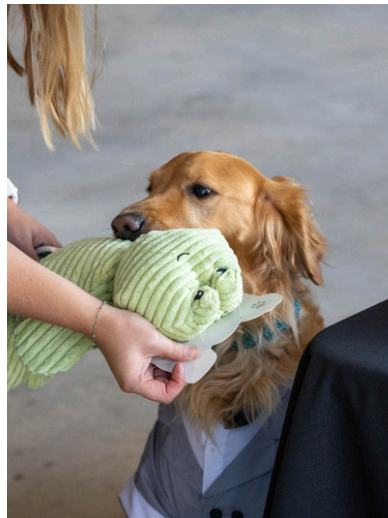
- Shop Till You Drop: Sniff out cool toys, tasty treats, and fancy clothes | 10am - 4pm

MOUNTAIN MAN ADVENTURE TOURS DOGGY CORRAL

- Visit the sled dogs and puppies | 11am - 3pm

MOVIE NIGHT

- Because of Winn Dixie | 6pm - 8pm
- Markey and Me | 8pm - 10pm



SUNDAY, AUGUST 16

SUN PEAKS MARKET DAY

- Sniff out cool toys, tasty treats, and fancy clothes at select vendor booths | 9:30AM - 1:30PM
- Visit the Paws in the peaks booth for a chance to win a stainless steel pet bowl!

SUNDAY BRUNCH

- Various participating locations throughout the village

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



WHY THIS EVENT MATTERS

COME TOGETHER FOR PAWS IN THE PEAKS

- Increased exposure to dog owners
- More village traffic throughout the weekend
- 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

CELEBRATING OUR FURRY FRIENDS IN THE MOUNTAINS

01

Promote the event through your social media channels, website, Google Business profile, and in-store signage.

02

Offer event-themed specials or promotions e.g. pet friendly offers, themed 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

PRE | NOW - AUGUST 15

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 | AUGUST 15-16

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)

HELP BUILD THE WEEKEND BUZZ

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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Sun Peaks

THANK YOU