



RETRO CONCERT WEEKEND

PARTNER TOOLKIT

RETRO CONCERT WEEKEND EVENT DATES: Aug 21 - 23



A photograph of a concert crowd. In the foreground, the silhouettes of many people's heads are visible, looking towards a stage. In the center, a person is being held up on the shoulders of others, with their arms raised in a 'rock on' gesture. The background is filled with bright stage lights and a metal truss structure.

TOOLKIT INCLUSIONS

Everything partners need to promote Retro Concert Weekend across digital, social, and print:

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

EVENT OVERVIEW

OFFICAL EVENT NAME: RETRO CONCERT WEEKEND

01

Sun Peaks presents the 15th annual Retro Concert Weekend, featuring live tribute bands performing slopeside throughout the weekend. A favourite among local residents and guests, this free, all-ages event brings retro music to the mountains with a lush forest backdrop, outdoor patios nearby, and plenty of room to dance.

EVENT DETAILS

02

- Location: Slopeside Main Stage (Village Base)
- Dates: Fri Aug 21, Sat Aug 22, Sun Aug 23
- Time: Fri (from 8pm), Sat & Sun (from 12pm)
- Guests: Core audience ages 40+, drawn by live music, the outdoors, community-driven atmospheres
- Opportunities: exposure, increased foot traffic

ALSO ON: Guests can explore the Sun Peaks Sunday Market Day on Sun, Aug 23, from 9:30am-1:30pm, before the afternoon Retro Concert Weekend performances.



TOURISM
Sun Peaks



WHY THIS EVENT MATTERS

COME TOGETHER FOR RETRO CONCERT WEEKEND

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

WAYS TO LEVERAGE

CELEBRATE LIVE MUSIC IN AN OUTDOOR ALPINE SETTING

01

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

02

Encourage guests to make a full weekend of it – free live music, dining, patios, village shopping, alpine activities, and the Sun Peaks Sunday Market on Sunday.

03

Host retro/rock themed products, menus, drink specials or experiences

04

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

05

Run a business-led giveaway and tag @sunpeakslive



EVENT PROMOTION TIMELINE

PRE | NOW - AUG 21

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

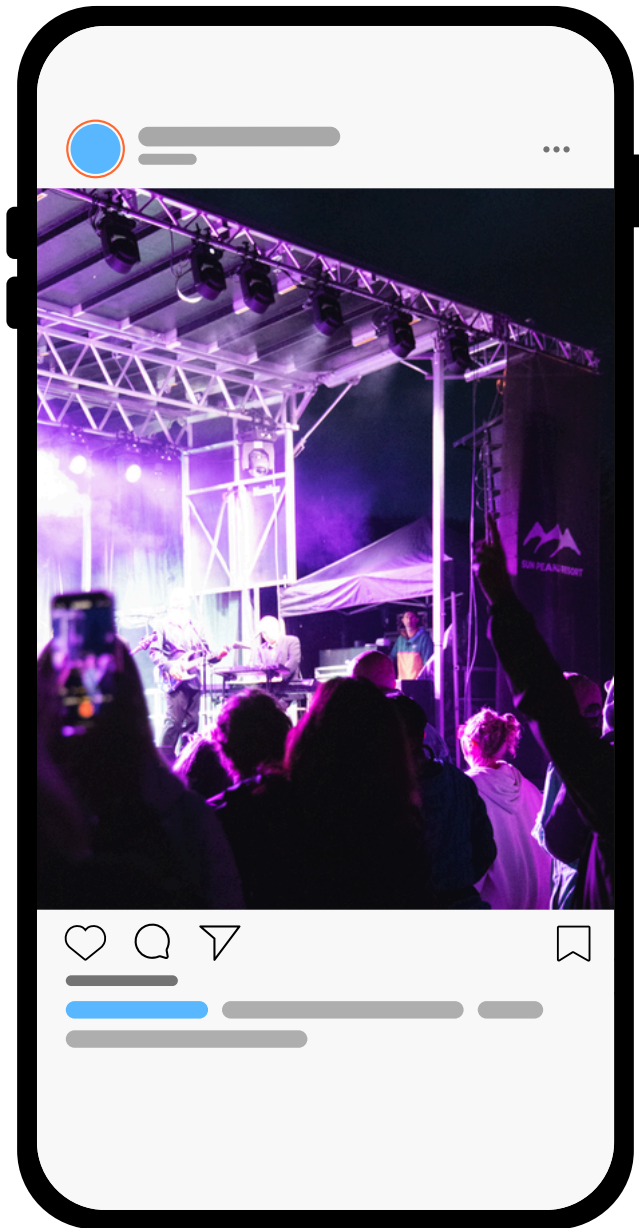
DURING | AUG 21 - 23

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)

HELP BUILD THE WEEKEND BUZZ

Retro Concert Weekend is a free event, so there are no ticket giveaways available. 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
- Retro-themed food, drink, or retail specials
- Staff dress-up or playlist themes
- Accommodation or activity add-ons
- Social posts encouraging guests to attend the free concerts
- 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.

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