

A graphic with a pink and orange geometric pattern background. The word "Alpenglow" is written in a black, cursive script font.

Alpenglow

PARTNER TOOLKIT

ALPENGLOW EVENT DATES: SEPTEMBER 18 - 19, 2026

TOURISM
Sun Peaks

Alpenglow
PRESENTS

TOOLKIT

INCLUSIONS

Everything partners need to promote Alpenglow Arts Festival 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

JANN ARDEN

SEPT 18

SUN PEAKS CENTRE STAGE, SUN PEAKS, BC

TOURISM
SunPeaks

EVENT OVERVIEW

OFFICAL EVENT NAME: ALPENGLOW ARTS FESTIVAL

01

Alpenglow is a two-day celebration of art, music, photography, food and drink, set against the mountains of Sun Peaks. Beginning with an intimate Jann Arden Trio concert on Friday night, the experience transforms on Saturday into the Alpenglow Living Gallery - an immersive day of art, live performance, interactive installations and unexpected creative moments.

EVENT DETAILS

02

- Fri Sept 18, Jann Arden Concert
 - 6:00 - 9:00 PM at Sun Peaks Centre Stage
- Sat Sept 19, Living Gallery
 - Time TBC at Sun Peaks Centre Stage
- Guests: Core audience ages 40+, drawn by live music, arts & culture, and immersive experiences
- Exposure to new audiences, increased foot traffic, opportunities to drive incremental sales, alignment with a unique arts and cultural experience, stronger connection with the local community and visiting guests



WEEKEND HIGHLIGHTS



FRIDAY, SEPTEMBER 18

JAAN ARDEN CONCERT

- An intimate headline concert experience by one of Canada's most celebrated artists at Sun Peaks Centre Stage | 6:00pm - 9:00pm



SATURDAY, SEPTEMBER 19

ALPENGLOW LIVING GALLERY

- On Saturday, the venue transforms into the immersive living gallery experience, featuring photography, visual art, music, food & drink, and more

You can also look forward to

- Photography workshops
- Zuzy Art Exhibit
- Privato Elevated Wine Experience
- Vendors

SUNDAY, SEPTEMBER 20

Check these activities out on Sunday after the festival:

SUN PEAKS MARKET DAY

- Browse goods from local farmers, ranchers, and artisans as you stroll the village | 9:30am - 1:30pm

SUNDAY BRUNCH

- Enjoy brunch favourites and local flavours at various participating locations throughout the village



WHY THIS EVENT MATTERS

COME TOGETHER FOR ALPENGLOW

- Increased visibility among guests drawn to music, arts, culture and elevated mountain experiences
- Increased village activity, foot traffic and dwell time throughout the weekend
- Opportunities to drive bookings, sales and overall guest spend
- Stronger alignment with Sun Peaks' community-focused and culturally rich destination offering
- Greater opportunities for local businesses to connect with both visitors and residents
- An enhanced overall guest experience through high-quality, memorable programming
- Supports Sun Peaks' positioning as a vibrant, year-round destination beyond traditional outdoor recreation

WAYS TO LEVERAGE

CELEBRATE THE ARTS IN AN ALPINE SETTING

01

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

02

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

03

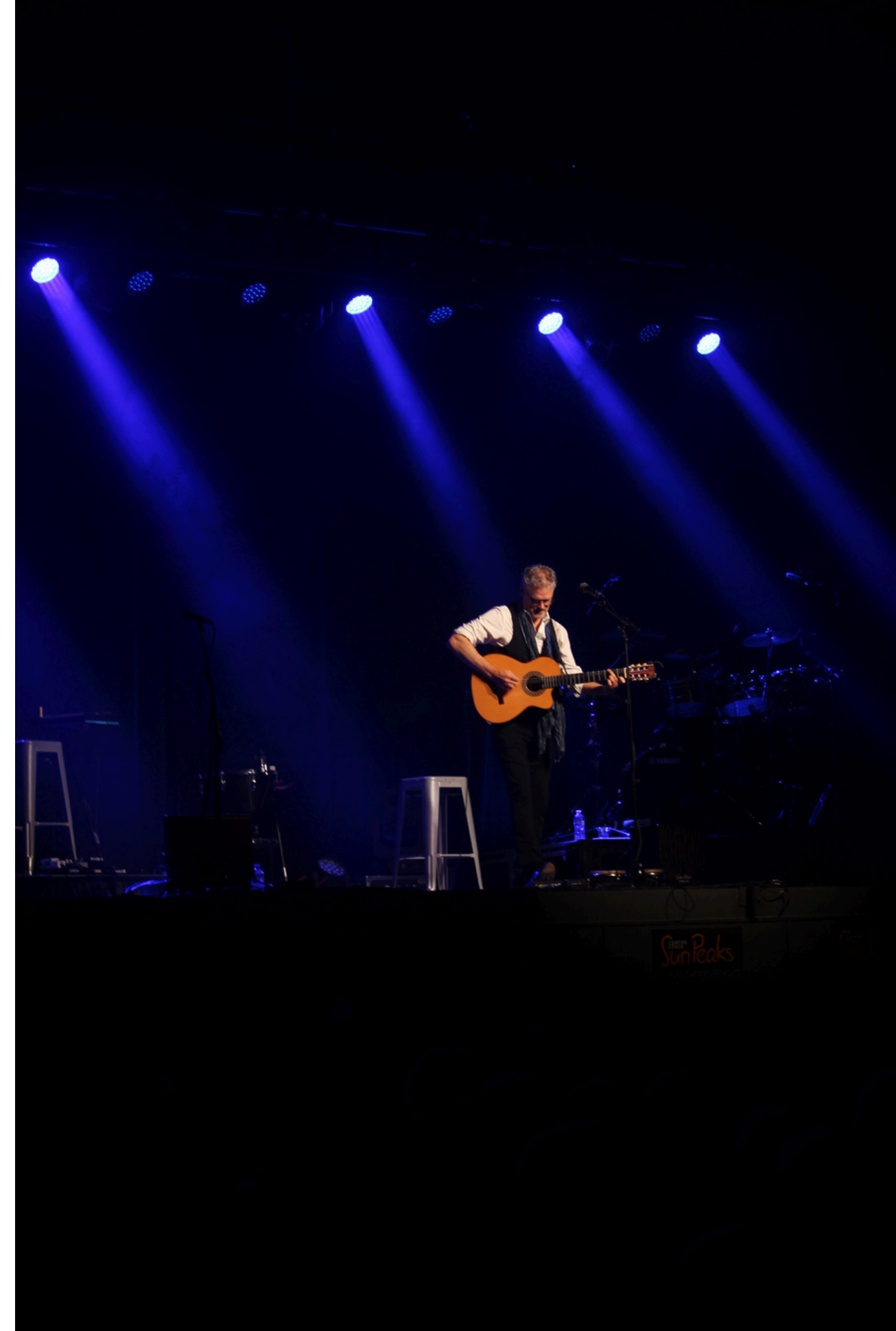
Create themed products, menus, drink specials or experiences

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 - SEPTEMBER 18

01

- Promote in-store with posters and stickers
- 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

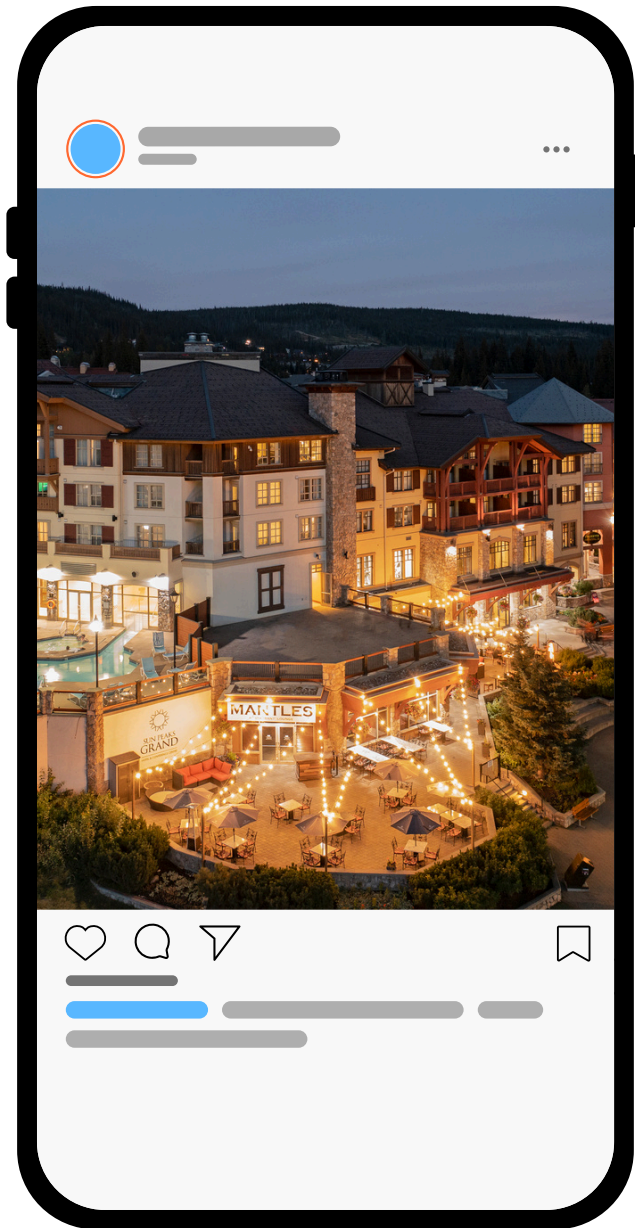
DURING | SEPTEMBER 18 - 20

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

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
- Alpenglow themed food, drink, or retail specials
- Playlist themes
- Accommodation or activity add-ons
- Social posts encouraging guests to attend the festival
- 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.

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

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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TOURISM
Sun Peaks

THANK YOU