


# APRÈS BELLS PROGRAM

VILLAGE-WIDE APRÈS | WINTER 2026-27

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# APRÈS BELLS IS BACK

A recurring, village-wide après program connecting visitors with local dining, entertainment and experiences.

**Every Friday from 4 PM, the bell signals the start of après, encouraging guests to explore participating venues throughout Sun Peaks Village.**

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# A NEW APPROACH TO APRÈS

01

## A MORE COLLABORATIVE APPROACH

Building on last season's learnings, Après Bells is evolving into a sustainable, business-led program that brings together existing venue offerings, coordinated promotion and select activations.

02

## FLEXIBLE WAYS TO PARTICIPATE

Businesses can get involved at a level that works for them – from ongoing après specials to hosting entertainment and interactive experiences.

## ONE CONSISTENT DAY. ONE VILLAGE-WIDE APRÈS EXPERIENCE.

Following feedback from our recent F&B stakeholder meeting, we've confirmed that all Après Bells-branded programming will take place on Fridays from 4 PM. This consistency allows us to strengthen marketing, build recognition and create a reliable guest experience.

Businesses are still welcome to run their own après programming on other days, independently of Après Bells.

# HOW APRÈS WILL WORK

## THREE COMPONENTS WORKING TOGETHER

### Village Après

Participating venues offer specials, entertainment and existing après experiences.




### TSP Promotion

A shared après guide, monthly calendar and coordinated social media promotion.




### Pop-Up Activations

Interactive guest experiences, giveaways and special activations to encourage village exploration.




**ONE CONNECTED VILLAGE-WIDE APRÈS EXPERIENCE**

Creating a recognizable Friday après experience that showcases local businesses, encourages exploration and brings Sun Peaks Village to life.



# 3 WAYS FOR F&B TO BE INVOLVED

## LEVEL 1 - FRIDAY APRÈS

**Join the village-wide après experience every Friday.**

- Offer a Friday après special from 4 PM and incorporate Après Bells messaging into your menus or specials boards.
- Example: Rebrand your Friday happy hour as “Après Hour” with a featured food or drink special.

**BASELINE**

Highly recommended to at least sign up for this!

## LEVEL 2 - FEATURED APRÈS

**Put the spotlight on your venue on selected Fridays.**

- Everything in Level 1, plus choose selected Fridays to feature your après offering with additional in-venue promotion.
- Example: Highlight your Friday après special with themed décor and promotional materials.

**EXTRA EXPOSURE**

## LEVEL 3 - APRÈS ACTIVATION PARTNER

**Bring something extra to the après experience.**

- Everything in Levels 1 and 2, host entertainment, games or interactive experiences on selected Fridays from 4 PM.
- Example: Host an Après Bells games night, themed event or live music session.

**GET CREATIVE**

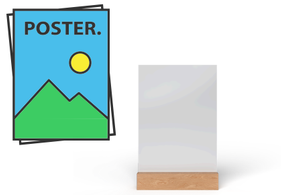
All participating F&B venues commit to Friday après from 4 PM. Levels 2 and 3 offer additional opportunities on selected Fridays.Businesses can continue to host their own après activities on other days independently.

# WHAT YOU'LL RECEIVE FROM TOURISM SUN PEAKS

### LEVEL 1
BASELINE

**Basic promotional support**

- Après Map listing
- General program social media recognition
- Basic branded collateral




### LEVEL 2
ENHANCED PROMO

**Everything in Level 1, plus:**

- Monthly Après Calendar inclusion
- Enhanced social media promotion
- Après Kit – posters, table talkers and photo props





### LEVEL 3
ACTIVATION SUPPORT

**Everything in Levels 1 & 2, plus:**

- Collaborative event promotion
- Enhanced activation promotion
- Expanded Après Kit – additional games and interactive materials





Note: Après Kit contents may vary depending on availability.

## MONTHLY APRÈS CALENDAR – LEVELS 2 & 3

Featured Friday specials, entertainment and events will be promoted through Tourism Sun Peaks social media, the Après Bells webpage and the Sun Peaks Resort events calendar.

- Tourism Sun Peaks social media
- Après Bells webpage
- Sun Peaks Resort website events calendar

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# MAKE APRÈS YOUR OWN

## THERE'S NO ONE-SIZE-FITS-ALL APPROACH TO APRÈS.

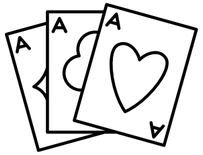
**Make it your own with:**

- Friday food and drink specials
- DJs and live music
- Bar games, trivia and interactive experiences
- Themed evenings and giveaways
- Showcasing an existing Friday event

### Already running a Friday happy hour or event?

You don't need to reinvent it – Après Bells can help amplify what you're already doing!













Events and specials on other days can continue independently of the Après Bells program.

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# BRINGING APRÈS INTO THE VILLAGE

Tourism Sun Peaks plans to introduce a mobile Après Bells pop-up on select Fridays from 4 PM, creating an interactive starting point for guests to discover participating venues.

The pop-up will complement the weekly Friday après program, with opportunities to align larger activations with key winter events and Sun Peaks Resort programming.

## THE POP-UP WILL FEATURE

- Après Bells signage and ambassadors in branded jerseys
- An interactive capsule machine with prizes, discounts and offers from local businesses
- A photo booth experience with instant photo printing
- A pocket-sized après and dining map showcasing participating venues

**F&B VENUES CAN ALSO CONTRIBUTE VOUCHERS, SPECIALS AND PRIZES TO THE CAPSULE GAME, CREATING ANOTHER WAY TO ATTRACT GUESTS INTO THEIR BUSINESSES.**




Concept mockup - final setup may vary

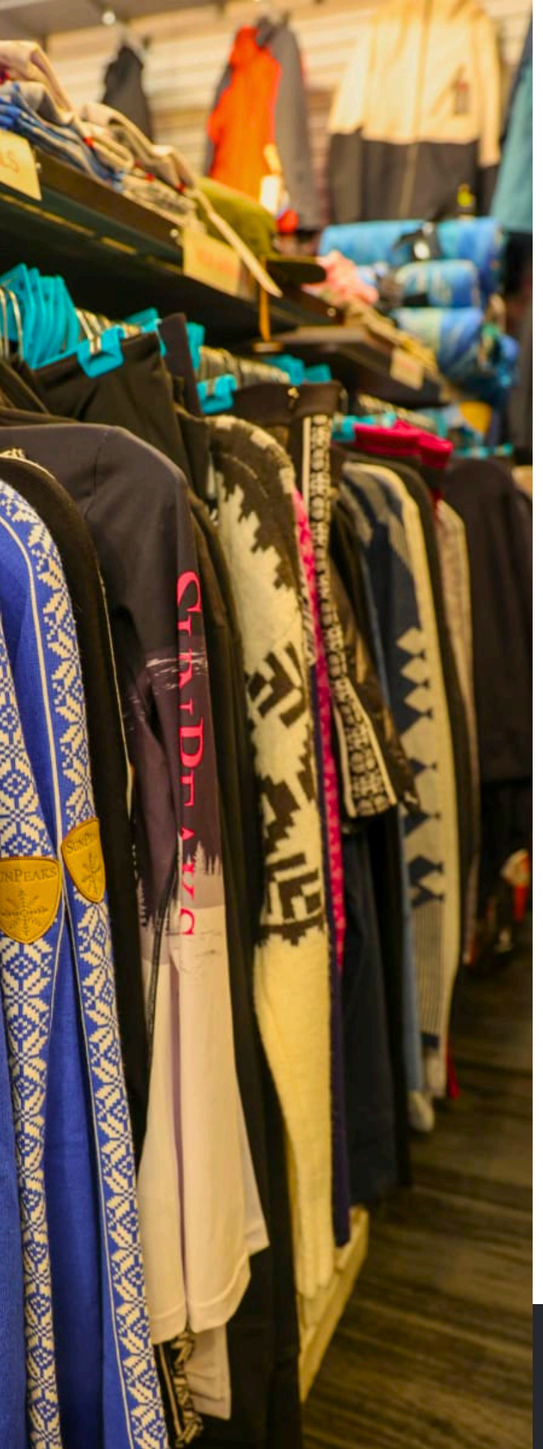








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# NOT A F&B VENUE?

## YOU CAN GET INVOLVED TOO!

We're inviting retailers and other local businesses to contribute prizes to the interactive Après Bells pop-up. It's an opportunity to showcase your business, reach new visitors and encourage village exploration – without needing to host an event.

**Prize contributions could include:**

- Merchandise and products
- Gift cards or vouchers
- Discounts or special offers (e.g. buy one, get one, $5 après hours shot)
- Activitiy vouchers or experiences

Participation is separate from the F&B venue levels.

Interested? Sign up through our Prize Contribution Form.on the last slide

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# HOW WE'LL PROMOTE APRÈS

## BUILDING A RECOGNIZABLE VILLAGE-WIDE APRÈS EXPERIENCE, EVERY FRIDAY FROM 4 PM.

### VILLAGE EATS & APRÈS MAP

A pocket-sized illustrated guide helping visitors discover local dining and participating après venues throughout the village.

### MONTHLY APRÈS CALENDAR

A shared calendar showcasing Friday après specials, entertainment and activations across our digital channels.

### SOCIAL MEDIA PROMOTION

Building awareness, sharing what's happening each Friday and encouraging guests to explore participating venues.

### PROMOTIONAL TOOLKIT

Consistent Après Bells messaging, signage and cross-promotion to connect the experience across the village.

### ONE CONSISTENT MESSAGE. GREATER COLLECTIVE IMPACT.

**By bringing everything together under the Après Bells brand, we can build awareness, encourage visitors to explore more venues and create a recognizable Friday après tradition in Sun Peaks.**

# LET'S MAKE APRÈS HAPPEN!




**WHETHER YOU'RE OFFERING A FRIDAY APRÈS SPECIAL, HOSTING AN EXPERIENCE OR CONTRIBUTING A PRIZE, WE'D LOVE TO HAVE YOU INVOLVED!**

**Ready to get involved?**
Complete the relevant participation form below:

## F&B Venues

- Register your participation level, Friday après offerings & prize contributions.

## Retailers & Other Businesses

- Register your interest in contributing prizes to our pop-up.

F&B Sign Up

Non F&B Sign up

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