

# ADVERTISING AGREEMENT

## 2015 Farm to Table



Inclusion in this program is a must for any agri-tourism business or farm to table restaurant interested in attracting tourists. This popular self-guided tour has been proven to generate visitor traffic for participating businesses through expanded exposure and cross-promotion. The farm to table experience comes alive for our visitors by celebrating the interconnectedness of local farmers, artisan producers and leading area chefs.

A minimum of 75,000 brochures will be distributed at participating businesses, Visitor Centres and at attractions and accommodations throughout Kelowna, West Kelowna and Lake Country. Supporting advertising and editorial will also be implemented by Tourism Kelowna.

### INCLUDES

- formatted ad with business listing, image, address, contact info, hours of operation
- locator on map
- wayfinding signage for each participant that corresponds to the touring guide
- enhanced additional listing on [www.tourismkelowna.com/do/farm to table](http://www.tourismkelowna.com/do/farm-to-table)
- placement of digital brochure on [www.tourismkelowna.com/do/farm to table](http://www.tourismkelowna.com/do/farm-to-table)

### PREREQUISITES

- hold a current Necessities Advertising Package
- be located within the Central Okanagan
- operate an agri-tourism business and/or farm to table restaurant with regular public hours
- restaurants must utilize, on a continual basis, products from a minimum of two participating farms and wines from a minimum of two Kelowna area wineries

To view current program materials visit [www.tourismkelowna.com/do/farmtotable](http://www.tourismkelowna.com/do/farmtotable)

Business Name

Address

City/Prov

Postal Code

Contact

Title

Tel

email



### FEE

Program fee: \$525

### PAYMENT

**AMOUNT OWED:** \$525 x 1.05 (gst) = \$551.25

**PAYMENT METHOD:** **CHEQUE**      **CREDIT CARD**

**CREDIT CARD INFORMATION:**   **NAME ON CARD**  **CARD NUMBER**

**EXPIRY: MONTH**  **EXPIRY: YEAR**  **SECURITY CODE**

### MATERIAL REQUIRED

One high resolution, full-colour image (300 dpi), maximum 15 words of copy plus physical address, phone, web address and months/days/hours of operation.

### DEADLINES

**BOOK PROGRAM** Wednesday October 29, 2014

**MATERIALS** Monday November 24, 2014

### TERMS & CONDITIONS

- Payment is due at time of booking.
- Participation is subject to approval. Tourism Kelowna reserves the right to select primary listing category.

← I agree to these terms and conditions

Digital signature (using Acrobat Reader)

Signature by hand

Date

## FOR MORE INFORMATION.

For more information on Tourism Kelowna programs and services, visit [www.tourismkelowna.com/programs](http://www.tourismkelowna.com/programs)