



## Event Calendar Criteria

The Tourism Kamloops Event Calendar aims to amplify experiences to encourage visitors in our city to stay one more night in Kamloops. Although many of these events may attract locals, any events posted on the calendar *must* appeal to out-of-town visitors first and foremost.

The events highlighted on this calendar must also align with the overall values of Tourism Kamloops:

- Be real. Be bold. Be you.
- Our community is our soul. Create greatness together.
- Live with intention.
- Fiercely protect the spaces we live and play in.
- Act inclusively, live diversely.
- Be the voice for this valley. If you are loud enough, it will echo.

### **FURTHER CRITERIA**

Further to these values, the following criteria intends to clarify what qualifies as an appropriate submission:

1. Event Definition: Typically, a temporary or one-time occurrence scheduled for specific date or dates designed to create a specific atmosphere or experience for attendees; events may include a variety of activities such as live performances, food and drink vendors, or interactive exhibits.
2. Events will fall under one or more of the following categories:
  - a. Adventure & Fitness
  - b. Arts & Culture
  - c. Family Friendly
  - d. Food & Drink
  - e. Indigenous
  - f. LGBTQ+

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- g. Live Music
- h. Sports & Tournaments
- 3. Location: Events must take place in the Kamloops or immediate surrounding area.
- 4. Public: All events must be open to the public. Invitation-only or member-only events will not be accepted.
- 5. Duration and Frequency: Events must have a limited or fixed duration. Weekly local events are acceptable if they have the potential to draw visitors (e.g. farmer's markets or live music venues).
- 6. Admission: Events can be free or can charge a fee. However, events with discriminatory admission practices will not be accepted.
- 7. Organizational Status: Events can be hosted by private, for-profit, corporate, charitable, non-profit, or government organizations.
- 8. Legal Compliance: Events must not conflict with any applicable laws, municipal by-laws, or policies.
- 9. Organizational Alignment: Event submissions from organizations that do not align with Tourism Kamloops' organizational values will not be accepted, including any events that promote hate or discrimination of marginalized groups.
- 10. Submission: Events are submitted to the Visitor Experience Coordinator for approval and will be determined on a case-by-case basis.

**To submit your event for review**, please email the following information to

[meghan@tourismkamloops.com](mailto:meghan@tourismkamloops.com):

- Event information (name, date and time, location, description)
- Event website link (can be a Facebook event)
- Photo to use on the calendar (landscape orientation with NO text is preferred)
  - o If no photo is submitted, Tourism Kamloops reserves the right to use a suitable and event-appropriate photo