



Event Calendar Criteria

The Tourism Kamloops Event Calendar aims to showcase experiences that encourage overnight visitation and inspire visitors to explore Kamloops. Events featured on the calendar should positively represent the destination and contribute to an authentic, welcoming, and inclusive visitor experience.

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:** An event is a scheduled experience with a defined start and end date that is intended to attract attendees. Events may include a variety of activities such as live performances, food and drink vendors, or interactive exhibits.

The Event Calendar is intended to promote visitor experiences. Retail sales, ongoing promotions, daily specials, permanent attractions, and other general business advertising will not be accepted unless they are part of a defined event with a specific date and time.



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+
 - g. Live Music
 - h. Sports & Tournaments
3. Location: Events must take place in Kamloops or the 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. Recurring events may be accepted if they offer a meaningful visitor experience and have the potential to attract overnight visitation.
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. Events that are primarily intended to promote or deliver religious messaging, services, or presentations will also not be accepted.

10. Image Requirements:

- Images must be high-quality, landscape-oriented photographs that accurately represent the event.
- Images should be high resolution and suitable for web display. Low-quality, pixelated, or distorted images may be replaced or declined.
- Images must not be posters, flyers, advertisements, or contain prominent promotional text, graphics, or watermarks.
- Heavily AI-generated or AI-manipulated images will not be accepted.
- Submitted imagery should authentically represent the event, venue, performers, or experience.
- Images must be owned by the event organizer or submitted with permission for Tourism Kamloops to use.
- Tourism Kamloops reserves the right to crop, edit, replace, or remove submitted images and may select an alternate image that better represents the event or aligns with Tourism Kamloops' brand standards.

11. Submission Timeline: To help ensure adequate review and promotion, event submissions must be received at least two (2) weeks prior to the event start date. While Tourism Kamloops will make every effort to publish late submissions, events received with less than two weeks' notice cannot be guaranteed to appear on the Event Calendar before the event takes place.



12. Submission Process: Event submissions are reviewed by the Visitor Experience Coordinator, and acceptance is at the sole discretion of Tourism Kamloops. Meeting these criteria does not guarantee inclusion on the Event Calendar.

To submit your event for review, please email the following information to:
visitorcentre@tourismkamloops.com

- Event Name
- Date and Time
- Location
- Description
- Website or event link
- Ticketed or Free Event
- One landscape-oriented image that meets the Image Requirements above

13. Editorial Rights: Tourism Kamloops reserves the right to edit event titles, descriptions, categories, images, and other listing information for clarity, formatting, and consistency with website standards.

14. Event organizers are responsible for notifying Tourism Kamloops as soon as possible of any cancellations, postponements, or significant changes to event details.