

Consider Yourself Invited!

September opportunities for businesses to be involved

Events are BACK! Kicking off Alberta Culture Days throughout September!



Summer Send-Off | Sept 4 and 5

Summer's last hoo-rah! Send-off the best Sylvan Lake summer yet! Free music and entertainment around downtown

CulinART! | Sept 10

Celebrating Sylvan Lake's rich food and art scene with a downtown culinary and art walk experience

Flannel & Feast | Sept 25

Lumberjack culture at its finest! This hilarious festival is all about flannel, feasting, and fall!



CulinART! Participation | September 10 | 6pm - 9:30pm

For Downtown Restaurants: showcase up to 4 of your best food and drink items for the CulinART! menu. Guests will be encouraged to sample from each participating restaurant. Collect culinary tickets from guests to be reimbursed following the event. \$50 participation fee. **Register by August 31 at visitsylvanlake.ca/culinartregistration**

NEW! For Non-Downtown Restaurants: restaurants not located on the walking route can participate in CulinART! Limit of 10 culinary stations available. A 10x10ft canopy tent will be provided. AHS permit approval required.

Register by August 20, \$50 participation fee payment is required to secure a spot.

For Artists: Exhibit your unique pieces along the walking route. Free to exhibit or \$50 participation fee to vend. **Apply at visitsylvanlake.ca/artistapplication**

NEW! Sponsor a Prize: Guests will collect stickers from each restaurant to fill up their passports. Complete passports will be entered to win a giveaway item! Limit of 10 giveaway spaces. Minimum \$50 prize value.

Email pmcarthur@sylvanlake.ca to sponsor a prize

Questions? Email nbhola@sylvanlake.ca or 403 887 2199 ext 527


Sylvan Lake
BRILLIANT ALL YEAR

Consider Yourself Invited!

September opportunities for businesses to be involved

Flannel & Feast Sponsor | September 25 | 1pm-6pm

Full of arts, music, food, and entertainment celebrating the laidback cabin lifestyle that is quintessentially Sylvan Lake. This one-day event celebrates hipster fashion, robust facial hair, and lumberjack culture at its finest.

Entertainment Stage Sponsorship (exclusive)

Investment: \$2,000

Contact Piper at pmcarthur@sylvanlake.ca to enquire



Contribute Content to Visit Sylvan Lake

Did you know you can supply blog articles, videos, and other content to be shared through Visit Sylvan Lake channels? Content marketing provides value to the audience by sharing information that deepens their understanding and connection to a product or business, such as:

- an exploration of a craft technique of a local maker
- a super-secret recipe from a renowned chef of a local restaurant
- the history of that kooky and colorful shop near the beach
- translating a sport's specific lingo, or a step-by-step teaching

Associating your business with content that gives value to the audience and creates fascination, deepens understanding, and explores Sylvan Lake from new perspectives can benefit your business AND enhance visitor experiences. **Coming Soon! Stay tuned on visitsylvanlake.ca/industry**

Giveaways & Influencers

Visit Sylvan Lake social media channels are gearing up to work with influencers! Influencers are social media super stars that have developed a strong audience following for their channels. Working with influencers helps us grow the awareness of Sylvan Lake. Businesses can be involved by providing products or services to Visit Sylvan Lake's influencer partners and benefit from this collaborative marketing effort for social media recognition. **Coming Soon! Stay tuned on visitsylvanlake.ca/industry**

Questions? Email nbhola@sylvanlake.ca or 403 887 2199 ext 527