



How we promote the Columbia Basin Culture Tour

At the West Kootenay Regional Arts Council (WKRAC), we promote the Columbia Basin Culture Tour in many ways. At the same time, it is up to you to build excitement for your individual venue through your own social media efforts, press releases and newsletters, or any other way you feel comfortable.

For your interest, here are the main methods that WKRAC uses to promote the tour. (Note that our promotions focus on the tour as a whole. As tour participation varies by region, we are unable to guarantee minimum attendance at individual venues.)

Website

- We promote the tour and list all venues at cbculturetour.com.

Social media

- We promote the tour in general on our Instagram and Facebook pages, plus through paid social media ads.
- We cycle through promoting each specific venue roughly once. Your venue may be highlighted in a standalone post or alongside several venues in a single region.

Print & online ads

- We run ads in newspapers throughout the Columbia Basin to promote the tour in general.
- We run ads in select other publications, such as regional arts magazines.

Print items

- **Tour directory:**
 - We print the tour directory and send multiple copies to venues. We ask you to distribute these to local places to advertise the event in advance, plus to keep a few on hand to give out during the tour weekend.

- We also mail directories directly to locations like chambers of commerce, visitors' centres, galleries, hotels and cafés. (We post a list of where directories are available on cbculturetour.com.)
- **Poster:** We print posters and send multiple copies to venues. We ask you to post these in highly visible locations in your community.
- **Postcard:** We print postcards and send multiple copies to venues. Please distribute these to public locations, but also keep a few on hand for the Tour to ensure visitors can access the link to the event survey.

News release

- We promote the tour in general by sending a news release to newspapers throughout the Columbia Basin.

Newsletter

- We promote the tour in general through the July and August issues of our newsletter.