

WINTER KICKOFF

2019

Presented by **Nelson Kootenay Lake Tourism**

It starts with one big event

Walk through an illuminated archway into a winter wonderland. The scent of seasonal, mouthwatering morsels waft through the air as the sounds of joyous cheers ring amongst the ambient music. With each step you discover something new to explore; interactive art, photo booths, tasting rooms, kids activities and roaming performers all set the stage for a tremendous kick-off into a magical winter.

WHEN, WHAT, WHERE

Flagship event November 29, 4pm - 9pm at The Station in Railtown:

- Craft Beer Tasting Room
- Interactive Art & Roaming Performers
- Culinary Demonstrations
- Artisan Vendors
- Curated Signature Environments
- Kids Activities & Santa Visits

Affiliated events throughout the weekend:

- Customer Appreciation Day
- Winter Tales Storytelling
- Craft Fairs
- Brewery Crawls

WHY WINTER KICKOFF

- Draw visitors to the region pre-winter season
- Generate excitement for the winter season

FOR DETAILS VISIT WINTERKICKOFF.COM



nelsonkootenaylake.com
101A Ward Street, Nelson, BC
250-352-7879

WHY PARTICIPATE

Showcase your business in new, imaginative ways!

This is an experiential marketing opportunity:

- Sponsoring an environment or performer
- Build an environment
- Host a demonstration
- Staff an interactive area
- Engage with locals community and connect with new visitors
- Connect your brand with lasting memories
- Be promoted on the website, posters, and social posts

HOW CAN YOU PARTICIPATE?

Whatever your industry, our Winter Kickoff Coordinator **Zan Comerford** has a variety of bespoke ideas for your business's unique activation in Winter Kickoff. We are excited to help you find the perfect fit or bring your idea to fruition.

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