

# Frequently Asked Questions (FAQ)

## Coors Light Snowbombing, April 6 – 10, 2017



This document is intended to answer 'Frequently Asked Questions' from the local Sun Peaks community as it pertains to the upcoming Coors Light Snowbombing festival, taking in place in Sun Peaks from April 6 – 10, 2017. If you have additional questions or would like clarity regarding any of the topics addressed, please contact our team. Contact details are available at the end of this document.

Snowbombing is a long running, successful music festival on snow from Europe that is for the first time taking place in North America. This five day festival is a fusion of alpine skiing and snowboarding and the celebration of music, targeting young professionals from North America and beyond.

To find out more about the artist line-up and venues, visit [www.SnowbombingCanada.com](http://www.SnowbombingCanada.com)

## GENERAL OVERVIEW

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### Who is executing the event?

There are four primary parties involved in the planning, execution, and promotion of the event. They are:

- **Broadwick Live:** An events production company from the UK who operate the long running Snowbombing Festival in Austria, among other international festivals.  
[www.broadwicklive.com](http://www.broadwicklive.com)
- **Brand Live:** The local Canadian partner to Broadwick Live to support the execution (production, logistics, security, etc.) of the Snowbombing festival in Sun Peaks. Brand Live executes large scale events such as the Celebration of Light in Vancouver and previously the Squamish Valley Music Festival. Brand Live is responsible for a comprehensive public safety and contingency plan for the event venues, including, but not limited to, security (private and police), medical (ambulance, first responders, nurses, etc.), fire, and others (*see below "Security" section*)  
[www.brandlivegroup.com](http://www.brandlivegroup.com)
- **Blueprint:** An entertainment, lifestyle, and event organizer based in Vancouver, tasked with booking the talent and executing many of the marketing and promotion elements of Coors Light Snowbombing.  
[www.thisisblueprint.com](http://www.thisisblueprint.com)
- **Sun Peaks Resort LLP and Tourism Sun Peaks:** Sun Peaks Resort's role is to provide the venue space and facilitate the collaboration between the three parties listed above with local stakeholders. Our responsibility is to ensure a successful event for the community, positive economic impact, and a safe environment for locals and guests alike.

### What is the clientele of the festival?

- Average age of attendees is 27
- Approximately 75% young professionals, 13% students, 12% seasonaires (from other ski resorts)
- Projected average spend per person is \$1500
- Festival attendees are here to enjoy the amenities of our resort and are paying to be here. This is not the "campground culture" associated with festival such as Squamish, Pemberton, etc.

## How many people are attending?

There are approx. 3,000 festival attendees staying in Sun Peaks with packages that include accommodation and festival passes (wristbands). There are 2,000 additional wristbands for sale for locals and folks who may stay in Kamloops. The festival is capped at 5,000 attendees.

## What are the festival hours?

Outdoor venues will run from approx. 12:00pm to 9:30pm. Indoor venues will have a variety of hours with some locations running as late as 2:00am.

## What are the festival venues and how does one access the venues?

The venues are a combination of indoor and outdoor concert locations. Only those wearing official festival wristbands can access the venues, with a few exceptions as noted below:

The Crystal Cave – Sun Peaks Grand Hotel ballroom (*late night venue*)

The Forest Stage – P5 / Parking Lot 5 (*main venue for headline artists*)

The Street Party – village thoroughfare to Sundance lift (*public event, no wristband required*)

The Cariboo Club – The Club (*late night venue*)

The Underground – underground parkade at the Sun Peaks Grand Hotel (*late night venue*)

The Sundance Terrace – the mid-mountain Sunburst Lodge (*daytime venue*)

Coors Light Basecamp – Slopeside of Bento's Day Lodge

Morriseys – Morrisey's Public House (*open to public until 7pm*)

Masa's – Masa's Bar + Grill (*open to public until 7pm*)

Three Bears (on-mountain beer garden/music venue) – Three Bears ski run (*will not be closed to public*)

For additional details on the venues listed above, visit <http://snowbombingcanada.com/venues>

## Are there still tickets available?

Yes, wristband only tickets and limited accommodation packages are still available, while quantities last. Visit [www.snowbombingcanada.com](http://www.snowbombingcanada.com) to purchase.

## Are there special tickets available for local Sun Peaks residents?

Yes, local ticket wristbands are still available for purchase at the Tourism Sun Peaks office for a reduced rate. Please call 250-578-5395 for more information.

## How will someone be identified as a festival attendee?

All festival attendees will be required to wear a wristband, which allows them access to the official festival venues and concerts. There will be two different coloured wristbands. One identifying guests who have booked accommodation and another identifying festival-only guests (those without resort accommodation booked through an official package).

## Are any amenities or ski terrain NOT available for non-festival guests?

The mid-mountain Sunburst Lodge will not be open to general public during the festival. Washrooms will still be accessible. All alpine ski terrain will be open to general public with season passes or valid alpine day ticket.

## How will garbage, waste, recycling and clean-up be dealt with?

There will be dedicated staff for venue clean-up. Clean-up of evening venues will take place in the early mornings. Additional garbage and recycle bins will be positioned throughout the resort with additional resources for busy public areas. Portable washrooms will be brought in for venues that do not have existing washroom facilities.

### **Will there be outside food vendors at the festival?**

Sun Peaks restaurants and cafés are encouraged to review operational hours in anticipation of larger than normal volumes for this time of the season, especially in the later evening hours. The potential need for outside food vendors will be evaluated in the coming weeks as part of the liquor licensing process.

### **Can alcoholic beverages be consumed in public places?**

No, as per BC liquor laws drinking in public spaces is prohibited by law, which include the village thoroughfare. Official venues of the festival will have appropriate temporary liquor licensing in place.

## **TRANSPORTATION, PARKING & TRAFFIC FLOW**

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### **Is there a shuttle operating in-resort?**

Yes, the regular in-resort shuttle will continue operating in Sun Peaks throughout the festival with planned extended hours into the evening. Updates will be added to the shuttle schedule as available at [www.sunpeaksresort.com/explore/getting-here/resort-transit-service](http://www.sunpeaksresort.com/explore/getting-here/resort-transit-service)

### **Is there a shuttle operating to and from Kamloops?**

Yes, there is a daily shuttle operating to and from Kamloops. This shuttle is available to those who have purchased accommodation packages in Kamloops and those with wristbands. Public who have not purchased a wristband may be able to take the shuttle depending on space and availability. The shuttle schedule will be available online closer to the festival date.

### **Will the resort run out of parking?**

We anticipate many attendees will arrive to Kamloops by air and utilize shuttles to reach the resort. The volume of cars and demand for parking from overnight guests should be no more than the busy Christmas period in Sun Peaks. Day visitor parking may have an impact on total available parking space and contingency plans are currently being developed. We are actively encouraging festival attendees from Kamloops to carpool. A parking map will be available to attendees prior to arrival.

### **Will festival attendees loiter in the village in the late evening after a concert is over and a venue is closed for the day?**

Security personnel will be sweeping the venues and ensuring groups of people are dispersed and make their way back to their accommodation or other late night venues. Security will be available via the Hotline (*see 'Communication' section below*) if there are issues that need to be handled accordingly.

## **COMMUNICATION**

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### **How do we contact security or medical if there's an issue?**

There will be a **hotline** phone number to contact the festival Dispatch Centre. The number will be distributed throughout the community prior to the festival commencing. Security and medical personnel will be accessible via this hotline.

## SECURITY, SAFETY & MEDICAL

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### Is there a security plan?

Yes, Brand Live has developed a comprehensive security plan. There will be approx. 50 paid security personnel in-resort through the duration of the festival. Security will be attending all venues, sweeping venues when events are over, moving foot traffic through the village and community back to accommodations, and available to respond if any issues arise.

### Is there a medical plan?

Yes, Brand Live has developed a medical and drug awareness plan. There will be approx. 18 medical staff on-site throughout the festival.

A harm reduction tent will be set up in the village, with information on fentanyl and other recreational drugs. Information on fentanyl will be distributed to festival attendees prior to arrival in Sun Peaks and again with check-in packages.

### Will there be police presence in Sun Peaks?

Yes, festival organizers are working with the local RCMP and there will be police presence during the festival.

### Is there security available for private businesses?

No, it is your responsibility as a private business to staff accordingly. If a particular issue arises, you can call the Hotline and request for security assistance. The private security personnel are focused on event venues and cannot be in all places at all times.

### What can be done about access to the P5 venue from the village?

The Forest Stage venue (P5) will include an interactive experience leading to the venue, which will include animation and lights keeping festival attendees on the valley trail and off the roadways.

## CONTACT US

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### If you have additional questions, please contact:

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