

That's the Spirit Partner Tool Kit

Tourism Calgary is excited to partner with tourism organizations to lift the *That's the Spirit* campaign platform to promote the recovery of the tourism economy through generating traveller visitation and local exploration.

General Positioning Notes

That's the Spirit is designed to make an emotional connection with the local or visitor, based on the new reality of what they've just been through. At the top is brand awareness messaging that spark attraction to Calgary as a destination.

Here's a tone of voice check-list to help:

Does the piece capture a moment that is unique or unexpected?

The unexpected invitations are the creative ways we choose to move forward, and how we show our spirit. These unexpected moments invite us to experience something new, and articulate what's at the heart of resiliency- and what will emotionally connect with consumers and inspire them to be a part of this creative movement forward. Rather than 'We are at 50% capacity', we recognize the opportunity and communicate this with optimistic excitement.'

For example; 'From wizard-themed cocktail bars to the retro-magic of drive-in movies, Calgary's bursting with creative ways to explore- That's the Spirit.'

Is there emotion due to the fact that COVID19 has changed the way we value and experience things?

Calgary experiences feel different now, because of what we've been through. There's power in zoning-in on the small things that have been given a whole new meaning (these are simple things that we would have ignored pre-COVID19 that have become deeply profound post-COVID19).

For example; 'Strolling through the living artifacts at Heritage Park take on new meaning after creating a few artifacts of your own during this historic time'

Is the tone positive and energetic?

Is it inviting? Does it inspire the reader to want to participate?

Would you Instagram it?

Tools to help you use this platform

That's the Spirit headlines/social copy idea starters

Here are a few headline ideas to get you started

- Although we're a bit farther apart, we've never felt closer together. Make the most of summer with (distanced) patio pints! That's the Spirit.
- Although things look a little differently, we are finding a new perspective. Check out our Attraction with an all-new time-stamped entry to give an exclusive feel- That's the Spirit.
- Your squad can still roll-in with style with this pub on wheels- That's the Spirit.
- The most profound moments are the simple ones. Find a park and connect with your loved ones over our delectable take-out options- That's the Spirit.
- Moving our feet and taking concerts to the streets- That's the Spirit.



Download a few social ad examples to give you a sense of the look and feel.

Social Overlay

Use any of these templates to create your own social images with *That's the Spirit* branding

Facebook Post overlays (right click on link to download)

[light yellow & blue](#)

[orange & blue](#)

[pink & green](#)

[yellow & red](#)

Instagram Post overlays (right click on link to download)

[light yellow & blue](#)

[orange & blue](#)

[pink & green](#)

[yellow & red](#)

There are also **several produced photos to use for social posting**. (right click to download examples below)

[Social post - Facebook - East Village](#)

[Social post - Facebook - Calgary skyline](#)

[Social post - Facebook - TELUS Spark](#)

[Social post - Instagram - Annex Ale Project](#)

[Social post - Instagram - Peace Bridge](#)

[Social post - Instagram - Kensington](#)

***That's the Spirit* wordmark**

Please use these as needed in your digital efforts

[Wordmark - black & transparent](#)

[Wordmark - white & transparent](#)

[Wordmark - banner](#)

That's the Spirit Local Video

Help us create momentum by sharing the locals *That's the Spirit* video and sharing our post on your channels:

[Tourism Calgary Facebook post](#)

[Tourism Calgary Instagram post](#)

[Tourism Calgary Youtube post](#)

*Share with us any amplification or activation you do with **That's the Spirit** on your social by adding the hashtag **#capturecalgary** and tagging us on Facebook ([@tourismcalgary](#)), Instagram ([@tourismcalgary](#)) or Twitter ([@tourismcalgary](#))!*

Additional Resources

Outside of *That's the Spirit*, there are several additional ways Tourism Calgary can help lift your business.

Communication around your business' opening status

Please send any updates around the status of your business (opening, or anticipated opening day) to **Tourism Calgary** at industry@tourismcalgary.com

Promotion of packages, deals or activations

Please submit **any packages or deals** to **Tourism Calgary** through the applicable form

- Hotel partners: <https://www.visitcalgary.com/DMF-deals-submission>
- Non-Hotel partners: <https://www.visitcalgary.com/industry-partners/partner-resources/submit-deal>

These deals will be promoted to visitors and locals across visitcalgary.com through various paid and organic tactics

If you'd like to participate in **Tourism Calgary's #LoveYYC Deals Pass**, which will be promoted to locals to encourage staycations and eventually, triggering VFR invites, please submit deals to: **Kaitlyn Hakvoort** at kaitlynh@tourismcalgary.com

This pass will be promoted to locals through a paid buy.

If you have any major initiatives and events themed to holidays or events we'd like to feature these. Please send information through to marketing@tourismcalgary.com

Health and Safety Examples, Assets and Content

We are working hard to show visitors that Calgary is a safe destination to visit. If you have images, b-roll or explanations of how your organization or staff is taking health precautions (in masks, safety sanitation stations), or interacting with guests in this context

Please send to: marketing@tourismcalgary.com with the subject: **Partner Health and Safety Examples**

Leverage and promote Tourism Calgary website and assets

Please interact with Tourism Calgary's social channels through your business/organizational channels

- Facebook: <https://www.facebook.com/tourismcalgary/>
- Twitter: [@TourismCalgary](https://twitter.com/TourismCalgary)
- Instagram: [@tourismcalgary](https://www.instagram.com/tourismcalgary)

You are welcome to direct to visitcalgary.com content if it's a fit for your marketing efforts

- Businesses that are reopening: <https://www.visitcalgary.com/reopening>
- Ways to support local: <https://www.visitcalgary.com/things-to-do/stories-from-calgary/how-to-support-local-in-calgary>
- 12 unique neighbourhoods to explore: <https://www.visitcalgary.com/things-to-do/stories-from-calgary/12-of-calgarys-unique-neighbourhoods>
- 10 Epic Bike Pathways in Calgary: <https://www.visitcalgary.com/things-to-do/stories-from-calgary/10-epic-bike-pathways-in-calgary>