



3<sup>RD</sup>  
ANNUAL

ART

in the

PARK

2024

SPONSORSHIP PACKAGE





# ABOUT ART IN THE PARK



Cochrane's **Art in the Park** is an integral component of the annual **Come Paint Alberta** circuit, marking its third year as a vibrant celebration of the arts within Alberta's breathtaking landscapes. This festival, driven by the passionate art community and dedicated volunteers, exemplifies a commitment to making the arts accessible and inclusive to all. It is held at the scenic Glenbow Ranch Provincial Park and features a collaboration with the Route 22 Artist Collective Gallery, spotlighting the synergy between natural beauty and artistic expression.

Taking place in Cochrane **May 25-26**, and **September 28-29**, 2024, this outdoor festival is free to the public with ticketed options for special programs and draws hundreds of attendees each year. Participants range from local community members to art enthusiasts from across the province. They gather to engage with and appreciate the talents of numerous artists. These artists contribute to our economic diversity and help to build a stronger creative economy through events such as this and through the Route 22 Gallery.

Each iteration of the festival significantly impacts Cochrane's well-being. It is more than just an event; it is a pivotal moment that supports local businesses, boosts the economy, and enriches our cultural tapestry. The festival includes diverse activities, from live painting sessions and workshops to local Indigenous-led offerings and knowledge sharing to exhibitions that celebrate both emerging talents and established artists.

This year marks a particularly special celebration as we continue to build on the success of previous years. The festival brings joy and inspiration to those who attend and plays a vital role in sustaining the artistic and cultural vibrancy that makes Cochrane an extraordinary place to visit and live. Join us as we celebrate Alberta's rich tapestry of arts, support our artists, and offer an inclusive, engaging experience for everyone involved. Cochrane's Art in the Park is not just an event but a movement towards a more connected and culturally rich community.



## PLEIN AIR FESTIVALS

### Route 22 Artist Collective:

Cochrane, AB

May 25-26 and Sept 28-29

in partnership with Glenbow Ranch  
Provincial Park

Register: [route22gallery.com](http://route22gallery.com)

### Rosebud Art Collective:

Rosebud, AB

June 7-9 and Sept 20-22

Register: [visitrosebud.ca](http://visitrosebud.ca)

### Whyte Museum:

Banff Aug 24 | Canmore Aug 25

More info: [whyte.org/events](http://whyte.org/events)

### Coutts Centre:

Nanton, AB

May 12, Jun 16, Jul 21, and Aug 18

Register: [couttscentre.ca](http://couttscentre.ca)

### Leighton Art Centre:

Foothills, AB

September 7-8

Register: [leightoncentre.org](http://leightoncentre.org)

## DROP-IN PAINT OUTS

May 4, 2024

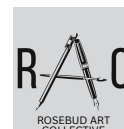
Drumheller area (location TBA)

July 6, 2024

Bar U Ranch National Historic Site

## PARTICIPATING ORGANIZATIONS

LEIGHTON  
ART CENTRE



# SPONSORSHIP OPPORTUNITIES



Come Paint Alberta and Cochrane's Art in the Park plein air festival is only possible with the support of our generous sponsors. Businesses large and small have supported the festival's growth over the past three years. Your sponsorship and donations are what make it possible for us to continue this important work and apply to both the May and September 2024 festivals. Thank you for supporting the arts in our community.

## TITLE SPONSOR

\$10,000 / 1 available

Claim this exclusive sponsorship to show your commitment to supporting the local community and the arts. Includes all recognition opportunities. The title sponsor covers main expenses, including rental of venues at GRPF and Route 22 Gallery, marketing, and promotion.

- 4 tickets to the VIP event and live auction
- Presented by "X" naming rights
- Business logo on ALL digital and printed expo signage
- Business tagged in all social media posts
- Special website feature
- Recognition in all advertising, including print, digital and radio
- MC speeches during all events and opportunity to make a short speech or presentation onstage during the event
- One 10x10 booth space on site at the event.

## ARTIST SPONSOR

\$2,500 / 2 available

The Artist Sponsor covers cost of swag bags, aprons, lanyards and 'perks' for artists such as golf cart transport at Glenbow Ranch. Perfect for businesses and organizations that want to capitalize on community exposure.

- 2 tickets to the VIP event and live auction
- Business logo on ALL digital and printed expo signage
- Business tagged in all social media posts
- Special website feature
- Recognition in all advertising, including print, digital and radio
- Recognition in MC speeches during events

## INDIGENOUS SPONSOR

\$1,500 / 2 available

This sponsorship supports honorariums for elders, dancers and knowledgekeepers, teepee rental, food and drink. Embrace this opportunity to honor indigenous culture and traditions, ensuring a meaningful representation and celebration at the festival.

- 2 tickets to the VIP event and Live Auction
- Business logo on ALL digital and printed expo signage
- Business tagged in all social media posts
- Special website feature
- Recognition in all advertising, including print, digital and radio
- Recognition in MC speeches during events

## VIP SOCIAL EVENT SPONSOR

\$2,000 / 2 available

This sponsorship offers a unique promotion opportunity at the VIP Social Event and supports live music, food and drink, bar service, and floral arrangements at the event. Elevate your brand by aligning with an elite gathering that promises an unforgettable experience for all attendees.

- 2 tickets to the VIP event and live auction
- Business logo on ALL digital and printed expo signage
- Business tagged in all social media posts
- Special website feature
- Recognition in all advertising, including print, digital and radio
- Recognition in MC speeches during events

# SPONSORSHIP OPPORTUNITIES



## LIVE AUCTION SPONSOR

\$500 / 4 available

Claim this sponsorship to demonstrate your support for local artists and community engagement. This package includes hiring professional auctioneers, providing appetizers, and managing bar service. As a Live Auction Sponsor, enjoy premium positioning at the event and comprehensive promotional recognition.

- 2 tickets to the Live Auction
- Recognition in all advertising, including print, digital and radio
- Recognition in MC speeches during events

## FRIEND OF THE ARTS

\$250 / 20 available

Our entry level is perfect for anyone who wants to show their love of the festival. All of our supporters will be recognized on our website and social platforms.

- Recognition in website and social media advertising
- Complementary 2024 'Supporter' level membership with Route 22 Artist Collective
- Recognition in MC speeches during events

## PROMOTER

In-Kind Partnership

Each year we partner with local publications, websites, radio stations, and digital promoters to help us spread the word. Contact us to discuss opportunities.

- Recognition in website and social media advertising
- Complementary 2024 'Supporter' level membership with Route 22 Artist Collective
- Recognition in MC speeches during events

**TO REQUEST A SPONSORSHIP LEVEL, PLEASE CONTACT:**

Lara Kruger, Executive Director

[info@route22gallery.com](mailto:info@route22gallery.com)

[route22gallery.com](http://route22gallery.com)

403.932.3374

More info and tickets: [route22gallery.com/come-paint-alberta](http://route22gallery.com/come-paint-alberta)







ROUTE 22 ARTIST COLLECTIVE GALLERY IN PARTNERSHIP WITH  
GLENBOW RANCH PARK FOUNDATION PRESENT

# ART *in the* PARK

**MAY 25-26, 2024**

**CELEBRATE THE BEAUTY OF NATURE AND THE ARTS WITH  
A WEEKEND FILLED WITH ACTIVITIES FOR ALL AGES!**

Enjoy this public festival for free, or opt for special  
ticketed arts and nature-focused programs.

- Gates open at 8am
- Golf cart tours (ticketed)
- Free family-friendly art activities
- Plein Air painting workshop
- Car pooling strongly recommended

Don't miss the live art auction showcasing the incredible original Plein Air work by participating artists! Join us at 2pm on Sunday, May 26, at Route 22 Gallery.



More info and tickets: [route22gallery.com/come-paint-alberta](http://route22gallery.com/come-paint-alberta)





# SCHEDULE

## SAT MAY 25

**8:00am - 10:00am** Artist Swag-bag pick-up and Continental Breakfast for Artists @ Route22

**8:30am** Glenbow Ranch Park golf cart transportation open for artists

**8:30am-4:00pm** Artists stationed throughout Glenbow Ranch Park

**8:30am-4:00pm** Glenbow Ranch offering 1-hour golf cart tours for visitors (ticketed)

**10:00am** Indigenous Blessing – House of Oneness welcomes the public to join!

**9:00am-4:00pm** Free Family Friendly Art Activities @ GRPF Learning Center

- Landscape Collage & Dictionary Art
- Plein Air Sketching Kits (include customized Route 22 pocket sketchbook and pencil)
- Nature Scavenger Hunts
- Button Badge Making

\*All activities are FREE and supplies are included, courtesy of Route 22 Artist Collective  
 \*\*All ages welcome in the Learning Center at Glenbow Ranch to join in the festivities.

**4:00pm** Last GRPF Golf Cart pick up for Artists

**5:00-7:00pm** VIP Social at Route 22 Artists Collective (participating artists & VIP guests)

## SUN MAY 26

**8:00am - 10:00am** Artist Swag-bag pick-up and Continental Breakfast for Artists @ Route22

**8:30am** Glenbow Ranch Park golf cart transportation open for artists

**8:30am-12:00pm** Artists stationed throughout Glenbow Ranch Park

**8:30am-4:00pm** Glenbow Ranch offering 1-hour golf cart tours for visitors (ticketed)

**12:00pm** Last GRPF Golf Cart pick-up for Artists

**1:00-5:00pm** David Sharpe Plein air painting workshop (ticketed)

**12:00-2:00pm** Artist and Guest Social & Live Music at Route 22 Gallery

**2:00-4:00pm** Live Art Auction @ Route 22 Gallery (tickets \$10 – includes one drink ticket)

Don't miss the live art auction showcasing the incredible original Plein Air work by participating artists! Join us at 2pm on Sunday, May 26, at Route 22 Gallery.  
[route22gallery.com/come-paint-alberta](http://route22gallery.com/come-paint-alberta)