



## COMMUNITY SPONSORSHIP OPPORTUNITY

### Art in the Park Plein Air Festival

Greetings!

**Route 22 Artist Collective Gallery** is pleased to present the **4th annual Art in the Park Plein Air Festival**, taking place **August 26<sup>th</sup> to 30<sup>th</sup>**, in partnership with **Come Paint Alberta** and the **Glenbow Ranch Park Foundation**.

**Come Paint Alberta** is a collaborative, seasonal plein air festival circuit led by Route 22 that brings together nine arts organizations from across Southern Alberta. These events aim to connect and strengthen our arts community and creative economy - attracting tourism, sparking collaboration, and building meaningful connections across sectors. Art in the Park is more than an arts event - it's a celebration of community, nature, and the vibrant culture shaping our region. Events like this play significant roles in supporting local artists, drawing visitors, and creating meaningful connections between businesses, arts, culture, and communities.

Held at **Glenbow Ranch Provincial Park**, one of Alberta's most breathtaking natural settings, Art in the Park invites artists of all levels and ages to create en plein air—painting in real time, inspired by the beauty of our treasured Cochrane landscapes. While artists from near and far create, visitors can engage with the creative process and enjoy live art demonstrations in both the park and downtown Cochrane. Everyone is welcome attend our **Saturday, August 30 "Wet Paint Sale & Soirée"** where the plein air pieces are available for purchase.

This local festival is also strategically aligned with **Cochrane Lions Rodeo and Discovery Days** weekend, where Route 22 is proud to be a major partner. It also coincides with the opening of **"Interchange,"** our latest juried art exhibition and reception at **Route 22 Artist Collective Gallery**.

#### WE INVITE YOU TO BE INVOLVED

We're seeking local sponsorship support to help us provide thoughtfully curated swag bags to our participating artists - both local and visiting.

#### YOU CAN SUPPORT BY:

- Donating items such as product samples, ie., art supplies, travel size sunscreen, bug repellant, nutritious snacks and treats, beverages, other wellness goods, gift certificates or branded gifts
- Providing coupons or discounts to invite artists and guests to visit your business
- Offering financial support to help us source quality local and essential items

#### IN RETURN FOR YOUR SUPPORT, YOUR BUSINESS WILL RECEIVE:

- Promotion and tags on Route 22 Artist Collective Gallery and Come Paint Alberta social media channels
- Recognition with logo and link to your business at: [www.route22gallery.com/come-paint-alberta](http://www.route22gallery.com/come-paint-alberta)
- Inclusion in any swag bag printed materials and inserts - ie., postcards
- An opportunity to align your brand with a beloved and growing Cochrane tradition

If you're interested in participating, we'd love to hear from you **by August 11<sup>th</sup>**, so we can coordinate swag bag assembly and sponsorship recognition logistics. **EMAIL: [COMEPAINTAB@ROUTE22GALLERY.COM](mailto:COMEPAINTAB@ROUTE22GALLERY.COM)** with your donation support, logo (square jpeg), website link and social media handle.

*Thank you*