

APRIL 15 | 2026



## COMMUNITY SPONSORSHIP OPPORTUNITY Art in the Park Plein Air Festival

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Greetings!

**Route 22 Artist Collective Gallery** is thrilled to present the **5th annual Come Paint Alberta - Art in the Park Plein Air Festival**, held in partnership with the **Glenbow Ranch Park Foundation**. This unique event takes place May 26-30th, celebrating creativity in the open air and wide-open spaces as artists gather to paint live in one of Alberta's most breathtaking natural settings. The Come Paint Alberta festival series is a growing annual seasonal circuit coordinated by Route 22 across Southern Alberta with festivals and events happening at 9 stunning locations hosted by arts organizations, non-profits and Provincial and National parks from May through Sept.

**Art in the Park** is more than an arts event - it's the Come Paint Alberta kick-off celebration of **community, nature, and the vibrant culture** shaping our region. Events like this play a key role in supporting local artists, drawing visitors, and creating meaningful connections between business, arts and culture and community.

Held at **Glenbow Ranch Provincial Park** and **popping up at locations around Cochrane**, 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 landscape. While artists from near and far create, visitors can also engage with the creative process, enjoy live demonstrations, explore the intersection of nature and creativity, and purchase original artwork at our **Saturday, May 30th "Wet Paint Sale & Soirée."**

As we continue to foster arts, culture, and creativity in our region, we've seen firsthand how they are strengthening **Cochrane's creative economy** - attracting tourism, sparking collaboration, and building meaningful connections across sectors. With a record partnership of **10 regional arts organization partners this year**, Art in the Park is a reflection of this growing movement, and we'd love for your business to be part of that!

### HOW YOU CAN GET INVOLVED

We're seeking local sponsorship support to help us provide thoughtfully curated swag bags and an inaugural 'People's Choice' award to our participating artists - both local and visiting.

### YOU CAN SUPPORT US BY:

- Donating items such as product samples, ie., travel size sunscreen, bug repellent, nutritious snacks and treats, beverages, wellness goods, gift certificates or branded gifts, art supplies, small thoughtful items
- 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
- Sponsoring the branded canvas bags (\$250) or 'People's Choice' Award' (\$500)

### 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 May 4th**, so we can coordinate swag bag assembly and sponsorship recognition logistics. **EMAIL: [COMEPAINTEB@ROUTE22GALLERY.COM](mailto:COMEPAINTEB@ROUTE22GALLERY.COM)** with your donation support, logo (square jpeg), website link and social media handle.

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*Thank you*