



Community Sponsorship Proposal

ATHABASCA DISTRICT
AG SOCIETY

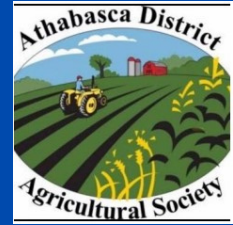
Mission :To encourage improvement in agriculture and the quality of life for residents of a rural area and to further promote and develop programs, services and facilities based on the needs of our community.

Contact

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Highway 813 and RR 224

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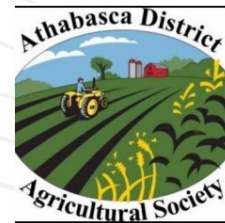
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About Us

108 years and counting



Athabasca District Ag Society was formed when a group of volunteers, in 1915, that felt compelled to provide betterment in their agriculture community, established an organization. On December 21, 1949 the Province of Alberta issued the original Certificate of Organization to "Athabasca District Agricultural Society". In June 1952 the Athabasca District Agricultural Society was chartered by law under the authority of the Agriculture Societies Act of Alberta.

Our volunteer presence in this community has been long active. Our objective as a Society is to encourage improvement in agriculture, and the quality of life for persons living in our community by developing programs, services and facilities based on the needs of the agriculture community.

Values

- Support and promote a healthy community.
- Support local producers.
- Support youth activities.
- Foster personal development.
- Forerunners of agriculture.
- Become a core/hub of the community.
- Build community partnership.
- To be known as the #1 supporter/promoter of educational events in the community.

Vision



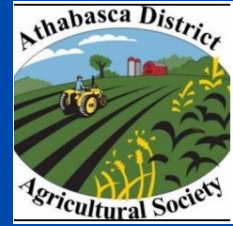
Build a stronger community by becoming the hub of social, agricultural, and educational service through the provision of facilities, organization and funding.

Mission



To encourage improvement in agriculture and the quality of life for residents of a rural area and to further promote and develop programs, services and facilities based on the needs of our community.

Meet Our Directors



Camille Wallach
President



Travais Johnston
Vice President



Gloria Bury
Secretary
Arena Chair



Leah Olson
Treasurer



Sasha Wallach
Events Chair



Jan Baker
Grounds Chair

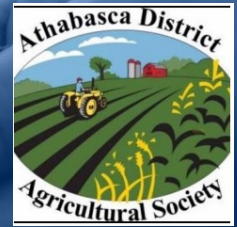


Lori Ann Duma
Hall Chair

Directors

Katherine Tremblay
Sarah Burden
Pearson Burden
Penny Wizniuk

Alienia Mitchell
Morgan Strong
Mallory Chrusch



Sponsorship Goals

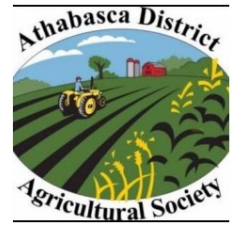
Continue to increase our capacity as a society.

Upgrade aging infrastructure.

Beautify and upgrades to our grounds, to generate income and host more events.

Create a community hub.

Benefits for Sponsor



Be part of helping our Ag Society thrive! Help us continue to support youth and community members in and out of the agriculture community.

First Benefit

Great company exposure. We have a Facebook page with 500 followers and a group of 680 members and growing. We are situated along highway 813, with an average of 4240 (2022 count) vehicles per day.

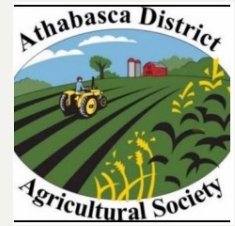
Second Benefit

Build a strong community your team can call home. Your support will allow us to continue to host events that will engage the community with entertainment, purpose and volunteerism.

Third Benefit

Reach a diverse demographic. Our grounds host events such as agricultural education, rodeo events, weddings, funerals, 4H activities, Canine events, drawing in a wide variety of people. With your support you will be helping our community thrive and keep our rural traditions alive. Showing good faith in the community.

Sponsorship Package



Donation

Cash donations that will continue to support our operations.

Bronze Level

\$500-\$999

Silver

\$1000-\$1999

Gold

\$2000-\$4999

Platinum

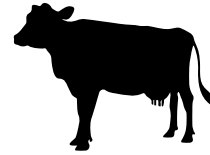
\$4000- \$9999

Diamond

\$10,000 +

Name on our sponsorship wall.

\$500+



Fence Ads

Signage on our fencing on highway 813.

Yearly fee plus sign cost.

\$1000/year

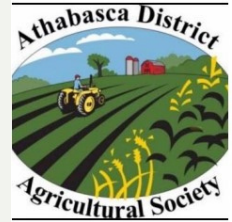
\$2500/3 year term.

Average vehicle count
4240/day.

Social Media exposure on our Facebook page.

\$1,000+

Sponsorship Package



Harvest Dinner

Be part of our Annual Harvest Dinner.
Recognizing 3- 50 year Farmers each year.
Dinner and Dance.

This is our biggest fundraiser of the year.

Event Sponsor-\$5000
Dinner Sponsor- 2x\$1500
DJ Sponsor - \$1000
Wine Sponsor- \$1000
50 Years of Farming - 3x\$1000
Decoration Sponsor- 2x\$500
Silent Auction Items welcome.

Social Media and
Exposure during event.



Monthly Donation

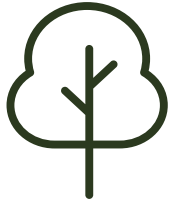
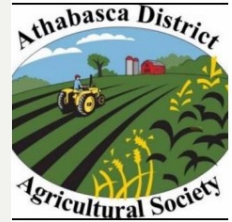
Donate on a monthly basis to the Ag Society!

\$10/Month
\$25/Month
\$50/Month
\$100/Month

Sign up on our website to activate your monthly donation.

Athabascaagsociety.com

Sponsorship Package



Tree Sponsor

Beautification of the grounds with Lilacs and other trees.



Flower Box Sponsor

2- 10 foot flower boxes for the front entrance of the Agri plex Hall.

Sponsored By:



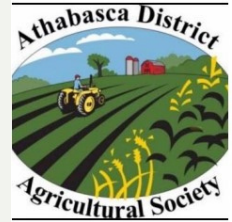
Name on our sponsorship wall.

\$2500

Name on our sponsorship wall.

\$2500

Sponsorship Package



Dishwasher Sponsor

Installation of a commercial dishwasher in our kitchen.

This will allow us to hold more events at our hall.

Sponsored By:



Name on our sponsorship wall.

\$5,000 x 2



Dance Floor Sponsor

Keep the party going.

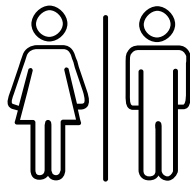
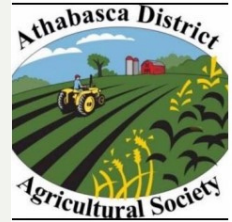
Refinishing of the dance floor in the hall.

Social Media Exposure.
Dance floor naming on website. 5 year term

Name on our sponsorship wall.

\$5000

Sponsorship Package



Bathroom Upgrades

Upgrading the counter tops and sinks in the bathrooms.
Upgrading the look of the bathroom.



Kitchen Upgrades

Upgrading the counter tops in the kitchen.

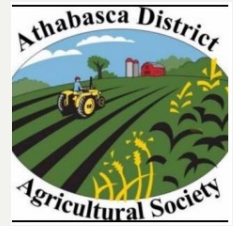
Sponsored By:



\$15,000

\$10,000

Sponsorship Package



Wedding Ceremony Area

We are creating a western themed outdoor wedding ceremony area, at the back of the Agri plex Hall.
Title sponsor.
5 year term.

Ceremony area named for your donation.

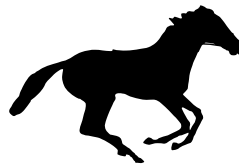
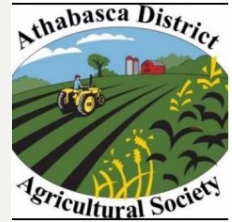
Facebook and Website Exposure.

\$5000



Beautification of this area.

Sponsorship Package



Indoor Riding Arena Building Sponsor

Title Sponsor for the Indoor Riding Arena.

Company Name on the front of the building.
Sponsorship will include building mural that will include your company colors.
20 Year term.

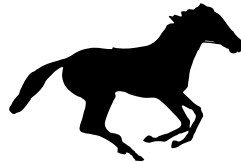
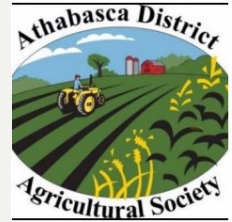
Social Media exposure on our Facebook page and website.
Named at all arena events.

Funds will go towards building our fire suppression pond and upgrades to
the arena.

Located right off AB Highway 813. Average
daily traffic of 4240
Daily commuters, Oil/Gas industry,
Agriculture.

\$250,000

Sponsorship Package



Indoor Riding Arena Heating Sponsor

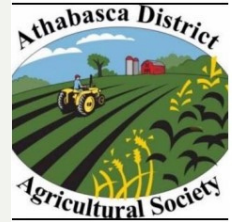
Help us get heat into our arena.
This will allow us to run events and programs through our long winter season.

Social Media exposure on our Facebook page and website.
Named at all arena events.
Named on our sponsorship board.

Funds will go toward installation and costs associated with the heating project.

\$25,000

Sponsorship Package Bring Rodeo back to Athabasca



Roping Chute

Roping shoot for the outdoor arena.
2 Chutes available.
5 year term.

Social Media exposure on our Facebook page.
Recognition at each event.

Company banner on the Chute.

\$10,000



Bucking Chute x 4

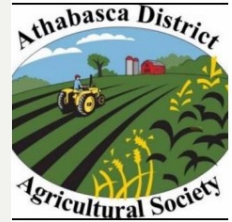
Bucking shoot sponsor.
4 Chutes available.
5 year term.

Social Media exposure on our Facebook page.
Recognition at each event.

Company banner on the Chute.

\$20,000

Sponsorship Package Bring Rodeo back to Athabasca



Rodeo Grounds Sponsor

Title Sponsor for the Rodeo Grounds.
Help bring Rodeo back to Athabasca!

Company Name on the front the announcers stand.
10 year term.

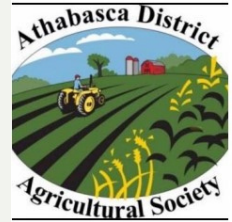
Social Media exposure on our Facebook page and website.
Named at all arena events.

Funds will go towards rebuilding the rodeo grounds.

Highway sign on our small outdoor pen.
Located right off AB Highway 813. Average
daily traffic of 4240.
Daily commuters, Oil/Gas industry,
Agriculture.

\$100,000

Sponsorship Package



Mural Sponsor

Mural on our sea can as you arrive into the Ag grounds.
Create a welcoming atmosphere as you arrive into our grounds.

Social Media exposure on our Facebook page.

Company logo/name incorporated into the design.

\$10,000



Mural Sponsor 2

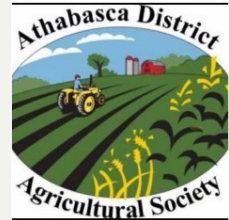
Mural Sponsor on the Fairhaven Big Coulee Barn facing Highway 813.

Beautification of our grounds. Creating a community art space.

Company logo/name incorporated into the design.

\$15,000

Sponsorship Package- Murals



ATHABASCA DISTRICT AG SOCIETY Mural Proposal — Jan 3/22

WHY MURALS?

Murals draw people in. They tell a story and create a vibrant atmosphere. Adding murals (with historical and agricultural themes) to the Ag Society buildings would create an inviting community area.

Your space has the facilities, but its main audience are farmers, barrel racers, and 4H members. Meanwhile, there is no set community center for all Athabascans. Wouldn't it be great to rebrand the Ag Society as this space?

Presenting your society as an inclusive community space would drum up awareness within the town, villages, and county—which could lead to more building rentals and events. The Ag Society would, then, not only be a place of togetherness, but would also represent parts of Athabasca's rich history and agriculture to visitors from near and far.

MURAL THEMES

BUILDING 1 - WHERE WE ARE

Historical map of Athabasca:

The purpose of this mural is to share part of Athabasca's history, point out the Ag Society's location amongst other long-standing Athabasca buildings, and entice viewers to visit other areas on the map.

It will include:

- Rodeo grounds, Brick School, Union Hotel, churches, Train Station, Indigenous tipis and Métis tents along the river front, Athabasca bridge or cable car, etc.

BUILDING 2 - WHAT WE DO

A throwback to pioneers:

This mural is meant to share how Athabasca pioneers made a living.

It will include:

- Farm equipment: tractor, combine, swather, etc.
- Crops: oats, wheat, canola, peas, clover, etc.
- Animals: horses, cattle, chickens, pigs, etc.
- Pioneer practices: pickling, canning, making cream + butter, etc.
- Seeding + harvesting practices, etc.

BUILDING 3 - WHO WE ARE

Community collaboration barn quilt:

A barn quilt creates a mosaic of the community's experiences, while also representing the integral role women had on the homestead. This mural is meant to foster community and share Athabasca residents' stories about living here in the early 1900s.

- **Prompt:** Can you illustrate a part of your or someone else's pioneer memory in Athabasca on a "2x2" piece of metal? The piece, or "patch", will then be organized into a "quilt" on the building. *Limitations: must use provided colour palette and simple geometric shapes.*
- Could we collaborate with EPC students and Pleasant Valley lodge, Extensicare, and/or Hospital Auxiliary residents? High school students could ask a family member, neighbour, or be paired with an older person to create a memory "patch"?

ORGANIZATIONS TO CONSULT

- Athabasca Archives + Athabasca Heritage Society

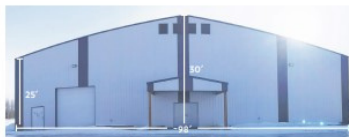
This is your Ag Society



3 buildings (highway view)



Building 1 (highway view)



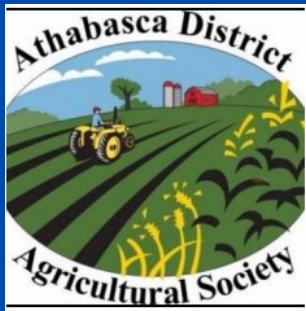
Building 2 (highway view)



Building 3 (highway view)



Building 3 (back view)



Thank you!
Hope you are
interested!

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