



MOUNTAIN VIEW ARTS SOCIETY 2024 SPONSORSHIP OPPORTUNITIES

BECOME A CHAMPION FOR ARTS, CULTURE & HERITAGE WHILE INVESTING IN YOUR COMMUNITY!

Our 2024 lineup of great "artsy" events, are in the planning stages by our eager volunteers! If history is any indication, each will bring lots of people to Didsbury and Mountain View County, and all will be a lot of fun for you and your family, your customers, and your neighbours.

This year your sponsorship dollars will be seen in action at:

- Days of Yore - 8th Annual - August 3 & 4
- Mountain View Arts Festival - 13th Edition - September 7 and 8
Joining Alberta's Month of the Artist and Alberta Culture Days
- Continuation of our Alley Art Mural, adding to the community-collaborative art project begun with the Didsbury Elks Lodge in 2019.
- Raising awareness to the film industry that "Didsbury is Open for Show Business".
- Distribution of our Mountain View Arts Society annual Bursary for youth from our region.
- Didsbury Elks Parade, Spring Community Registration, Showcase Didsbury, and other community events.
- Planning to help create the new Culture, Heritage & Arts Master Plan with the Town of Didsbury.
- Following up on the lead by Mountain View County on their Mountain View Regional Parks, Recreation and Culture Master Plan
- On Facebook, Twitter, Instagram, Travel Alberta, and other online programs, and in our various promotional campaigns and cultural programs all year long!



AN IMPORTANT NOTICE FOR OUR LOCAL BUSINESSES!

We give our business community an opportunity to show their support of the arts at several events throughout the year, and to very different, yet similar audiences.

Most importantly to you, we support you at every turn!

Sponsorship opportunities begin when you decide and continue till December 31st.



What Makes Us Great

- We work with municipal, provincial, and federal governments to promote the arts, bringing as much "new money" into Didsbury as possible, doing what we can to lessen the burden on our local business community and to **promote Didsbury**.
- We have honoured our **"Local First" shopping policy** for all our events and programs. Your sponsorship dollars will be returned to you whenever possible.
- As one of the **main economic drivers** of our community, everything the Arts Society does is about **community partnerships**. In the past, we have shared resources and talents with Didsbury Historical Society, Mountain View Model Railroad Club, Olds Regional Exhibition, Didsbury Lions Club, Friends of the Didsbury Library, Didsbury Municipal Library, DHS Leadership Group, Didsbury Chamber of Commerce, Opening Minds Through Art, and Didsbury High School Music.
- Some **local businesses provided volunteers, staffing, or in-kind items** for different aspects of our events: Unique Stained Glass Works, Town of Didsbury, In Bloom Flowers, Windsor Graphics, Ultimate Safety Alberta, Mountainview Colts, Wild Rose Humane Society, Didsbury Mini Storage, and Top Note Music School, to name a few.
- We **respect our volunteers**. They have opportunities to share their talents, and to learn skills to help them grow.

***MISSION:** The Mountain View Arts Society promotes and encourages a variety of artistic opportunities and events for the enrichment and enjoyment of the general public.*



TALK TO US

We welcome new ideas and are eager to work with those who share an interest in the arts and entertainment community. Your business may be able to conduct extensive marketing initiatives during our events. We are definitely open to your ideas!

Overheard at the Art Show

"I loved the ambience of the Art Show. The set-up and just everything was done so well!"

Overheard at Days of Yore

"What fun! We all thoroughly enjoyed all the reenactments put on. The vendors had amazing talents - pottery, wood carvings, etc. Definitely making this an annual outing!"

Overheard at the Arts Festival

"It was amazing - be warned though - you may need to drag your children out at closing time. Our kids had an absolute blast and didn't want to leave."

About our Art Mural

"Would like to say thank you to everyone involved in improving the alleyway with the wall painting & tree & leaves. It looks FANTASTIC. Thank you for all your hard work. It's people like you that make our town special!"

OUR SIGNATURE EVENTS

Art Show & Sale, April 2025

2023 was the 10th year that Mountain View Arts Society brought a juried Art Show to town. Held at the MPR at the Didsbury Memorial Complex, “A Brush with Art” Show & Sale featured artists from Mountain View County and surrounding communities in Central Alberta. Both 2022 and 2023 saw very successful stand-alone shows. We know the importance of the visual arts to our well being and are always excited to be presenting



artists and their work to the community. A popular feature of our shows has been the Artist’s Windows where art is created in real time, plus a fan favourite, the “Emerging Artists” corner which features work from young artists from local schools. All artwork is offered for sale in this gallery-styled presentation, with the artists receiving 100% of all sales! A highlight for the artists is the opportunity it provides to network with each other, as well as meet prospective clients. As the Arts Society negotiates new changes and updates some of our governance issues, this 2024 Sponsorship Package also covers the April 2025 Art Show & Sale.

Days of Yore, August 3 & 4, 2024

This “Stroll Through the Ages” takes place at Rosebud Park at the east entrance to town. In 2019, over 300 volunteer hours went into this event. We had to “covid-cancel” in 2020, but were able to produce a very successful live streaming of the festival in 2021. In-person performances returned in 2022 and 2023. Attendance was up from 1,464 in 2018 to 2,002



in 2023 – our highest ever! This year, 2024, these living historians return: Vikings, Knights, Victorians, Fur Traders, Civil War, Alberta 18th Century, WWI and WWII reenactors, and a Military “Show & Shine”. PLUS, for the first time in 2024, we are very excited to bring the 700 (City of Edmonton) Wing RCAF as a new group—a new group with a very special fly-by to commemorate the 100th Anniversary of the Royal Canadian Air Force! We offer a show that thrills and entertains young and old alike. Artisans offering heritage and traditional period-era crafts join these groups with era-accurate shows, games of the day, and battles! 37% of past visitors came from Mountain View County – about half of those from Didsbury. Next up was Calgary, then Red Deer, Airdrie, and out of province, due in part to our promotion on CTV Calgary, coverage by CTV Homestretch, Global TV, and the Globe & Mail. This opens up business spin-off opportunities to these new customers coming to our Didsbury community. Days of Yore helps fill the Rosebud Valley Campground and the Didsbury Elks Campground - so again, lots of opportunity for local business promotions to a entirely new market.

OUR SIGNATURE EVENTS

Mountain View Arts Festival, September 7 & 8, 2024

The “covid years” are behind us and in 2023, for the 13th year, we returned to our roots holding great artsy activities at multiple venues downtown. Folks told us they loved having everything within walking distance of each other, and our festival will be held downtown again in 2024! The Library, Museum, Train Station, and Elks Hall will all be bursting at the seams with artists of all kinds! Plus, we’re hosting a Jazz Dessert Night on Friday, September 6th with Top Note Music Studio at the helm!

As part of Alberta’s Month of the Artist, and joining Alberta Culture Days, there will be lots of hands-on activities at the various venues. In addition, following the great success of the Indigenous dancers at the 2023 Festival, the Library (which is where some of the greatest memories are made), will be focusing on Indigenous activities and participatory crafts for everyone. “Artists at Work” returns to the Train Station, and the always-popular Fiddler’s Jamboree will be a highlight on Sunday afternoon.



And there’s more! We’re bringing in Experience Points from Edmonton, an opportunity for children and youth to learn and share their skills in game art. The group will be playing music from the most popular video games, and we expect this addition will help bring a younger crowd in to enjoy a current art form.



There is lots going on at the Didsbury Museum as well. Following the popularity we experienced last year, we are gearing up for the 2nd Annual Photography Show & Sale. Not only that, but kids of all ages will not only be mesmerized by the Outdoor Garden Train, but also the expansion. One of our Festival’s main partners, the Mountain View Model Railroad Club, has put a G-Scale track around the UPPER section of the Train Room at the Museum! And one more highlight: you won’t want to miss the new Uranium Glass collection, a rarity in museums, and a beauty when it glows!

Our second wall mural downtown will be near completion and we plan to put together a special event to celebrate the unveiling at the Didsbury Inn.

We look forward to the local business community joining in on the fun and helping us celebrate 14 years of promoting arts, heritage, and culture in our community. Well over 1,000 volunteer hours goes into this event, proving this is one of Didsbury’s favourite community-engaged events of the year!

2024 Sponsorship Packages

Note: "Programs" refers to both Days of Yore & Arts Festival programs/maps. "Brochure" refers to the Society brochure. Website link time period is for the calendar year (ending December 31st—with the exception of the Art Show which runs into 2025).

Gold Sponsor - \$1,000 - \$1,999

- Logo inclusion in all print materials (programs, ads, posters*, brochure)
- Logo and text link on the Society/Festival, and Days of Yore websites
- Radio recognition in ad trailers
- Business name mentioned in all print media and public messages.
- Certificate for place of business.
- 2' x 4' Site Signage
- Name on Group Signage

Silver Sponsor - \$750 - \$999

- Name mention in print materials (programs, ads, posters*, brochure)
- Business name mentioned in print media and public messages
- Text link on the Society/Festival, and Days of Yore websites
- Certificate for place of business
- 2' x 2' Site Signage
- Name on Group Signage

Bronze Sponsor - \$500 - \$749

- Name mention in print materials (programs, brochure, and full-page ad)
- Text link on the Society/Festival, and Days of Yore websites
- Certificate for place of business
- Name on Group Signage

Copper Sponsor - \$250 - \$499

- Name mention in print materials (programs, brochure, and full-page ad if space permits)
- Text link on the Society/Festival, and Days of Yore websites
- Certificate for place of business.
- Name on Group Signage.

Friend of the Arts - Up to \$249

- Name mention in print materials (programs, brochure, and full-page ad if space permits)
- Text link on the Society/Festival, and Days of Yore websites
- Certificate for place of business

*** To be included on posters and in all programs, your sponsorship must be booked by March 15. Sponsorships are available year-round**

The Packages presented in this document are our standard packages. If you need something different, please let us know; we are happy to customize a package that fits your needs and your budget.

Receipts will be given for any donation over \$20.00

For more information on Sponsorships for the Mountain View Arts Society, please contact:

Maia Foster, President
Ph/Text: 403-477-5954
info@mountainviewartssociety.ca

Society/Festival Website: www.mountainviewartssociety.ca
Days of Yore Site: www.daysofyore.ca

On Facebook: www.facebook.com/mvartsfest
On YouTube: www.youtube.com/user/MVASociety/videos



Sponsorship Application Form

"PLEASE PRINT CLEARLY"

***To be included in ALL print materials, sponsorship must be booked by March 15, 2024.
Sponsorships are available at any time of the year.***

Business Name _____
Contact Person _____
Mailing Address _____
Street Address _____
Town _____ Province _____ P. Code _____
Phone _____ Cell _____
E-Mail _____
Website Address _____

Level of Sponsorship Requested

Please check one.

- | | |
|---|---|
| <input type="checkbox"/> Gold - 1,000 - \$1,999 | <input type="checkbox"/> Copper - \$250 - \$499 |
| <input type="checkbox"/> Silver - \$750 - \$999 | <input type="checkbox"/> Friend of the Arts - Up to \$249 |
| <input type="checkbox"/> Bronze - \$500 - \$749 | |

FOR VOLUNTEER USE ONLY

Payment Received _____

Cheque - Cash - Credit Card

Receipt Issued _____

Certificate Delivered _____

Tell us about your business & your interest in the arts:

This information may be used by our MCs at our events.

The Mountain View Arts Society will use and disclose information only for the purposes for which it is collected, unless the individual consents or the Freedom of Information and Protection of Personal Privacy Act (Alberta) permits the use or disclosure without consent, in case of an emergency.

Please make cheques payable to the Mountain View Arts Society.
We also accept e-transfers, Direct Deposits, and credit card through PayPal (Cash or Square in person).

Mountain View Arts Society

General Delivery, Didsbury, Alberta T0M 0W0

www.mountainviewartsociety.ca

E-Mail: info@mountainviewartsociety.ca

ANNUAL MEMBERSHIP FEES:

Individual - \$20.00

Family/Business/Organization - \$25.00

** The Family/Biz/Org Membership Fee entitles the family one vote at Society meetings.*