

*where the arts meet community*

# 2026 SPONSORSHIP OPPORTUNITIES



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# SPONSORSHIP

## PROJECTS

## ALLIED ARTS COUNCIL OF LETHBRIDGE

The Allied Arts Council (AAC) has a long history in Lethbridge having established in 1958 with the intent of encouraging, coordinating, and promoting the arts in Lethbridge and area. The AAC continues this mission to this day. A non-profit and registered charity, the AAC currently operates in downtown Lethbridge.

The AAC manages Casa, Lethbridge's community art centre, provides quality arts education, supports the artistic community of Lethbridge, advocates on the arts to all levels of government, and produces community arts events that are free to the public. Programming like arts education or vendor markets are developed as cost-recovery to provide a low barrier for access.

## WHY SUPPORT THE ARTS?

- Connecting with a passionate and engaged loyal audience
- Helping to foster and grow a sense of community
- Ensuring that events are barrier-free to all Lethbridgians
- Supporting local talent and allowing it to flourish
- Creating magical experiences and memories in our city
- Supporting the well-being of community members
- Aligning with vibrant events and happenings

**RAW: REAL  
ARTISTS AT  
WORK**

**AiR: ARTISTS IN  
RESIDENCE AT  
CASA**

**THE GALLERY  
AT CASA**

**MONTH OF THE  
ARTIST - ARTS  
DAYS**

**MAYOR'S  
LUNCHEON FOR  
BUSINESS & THE  
ARTS**

**CHRISTMAS AT  
CASA**

**UPSIDE  
DOWNTOWN:  
CONCERTS +  
ART**

**CELEBRATION  
CHAMPION**



# SPONSORSHIP

## REAL ARTISTS WORKING (RAW)

The AAC provides programming for individuals experiencing hardship to re-integrate into community life through art exploration. This program began with outreach to the local shelter, moved to the Bowman, and then transitioned to Casa in 2013. This is a free, drop-in program where participants work on their own personal, self-directed projects with support from an instructor. Participants must be referred to the program, usually by a support worker from Alberta Health Services. Artists demonstrate financial need and benefit from a structured, creative, social activity at Casa for their well-being and quality of life.

### **SUPPORT THIS PROGRAM: \$15,000**

Your support provides for a specialized instructor, art supplies, and 75 x 2 hour classes from September through June. Maximum class size is 10 participants. Class participants change throughout the year.

#### RAW

**15 ARTISTS  
PARTICIPATE IN  
THE RAW PROGRAM**

**THIS PROGRAM  
WAS ESTABLISHED  
IN 2011 AND HAS  
CONTINUED TO  
THIS DAY**

## ARTISTS IN RESIDENCE (AiR)

### **ADOPT AN ARTIST**

The AAC's Artist in Residence (AiR) program at Casa provides an opportunity for artists from across all disciplines to pursue their practice in a supportive, concentrated, community-based atmosphere. Open to artists with diverse experience levels, background, and a variety of media including those in or recently graduated from undergraduate programs.

### **SUPPORT THIS PROGRAM: \$2,000 per Artist**

Your support includes a specialized invitation to Artist Talks, Open Houses, and AiR activities, plus logo recognition in print and digital promotion for your adopted artist.

#### AiR

**5 ARTISTS CREATE  
AT CASA EACH YEAR**

**ACTIVITIES IN 2025 -  
WORKSHOPS: 4  
OPEN HOUSES: 4  
ARTIST TALKS: 1  
PERFORMANCES: 1**

**COMMUNITY  
MEMBERS ENGAGED:  
223**





**THE GALLERY  
AT CASA**

# THE GALLERY AT CASA

The Gallery at Casa exhibits fine art and craft from southern Alberta. With free admission, the gallery spaces at Casa are open from visitors to explore. Beyond regular exhibitions, The Gallery hosts film screenings, art documentaries, community projects, and artist talks to encourage connection, engagement, and celebration in Lethbridge and beyond.

**GALLERY  
OPENINGS: 5**

**AVERAGE OPENING  
ATTENDANCE:  
300+**

**ARTISTS EXHIBITED  
IN 2024: 130**

LEVEL	SOCIAL MEDIA & WEBSITE			COMMUNITY ENGAGEMENT			TOURS
	FB Events	Website Logo	2-3 Social Media @ Event	Verbal Acknowledgement	Calendar Mentions	Newsletter	Tour with the Curator
GALLERY CELEBRATION \$500/IN KIND	✓	✓	✓	✓	✓	✓	✓

Consider sponsoring an opening night at The Gallery at Casa! Your support elevates the event with appetizers and/or entertainment and aligns your business with a creative community.

## GALLERY RECOGNITION

**\$1000/year - 1 yr minimum - 8 spaces**

The Gallery at Casa has several exhibition spaces throughout the building. By sponsoring a gallery space for a minimum 2-year commitment, you will receive visual acknowledgment (signage) in that space, a personalized tour from the Curator, and will support keeping The Gallery at Casa FREE for visitors in Lethbridge.

**SAOKITAPI GALLERY • PASSAGE GALLERY  
CONCOURSE GALLERY • FOCUS GALLERY • PLATFORM  
TEXTILE SHOWCASE • PROJECT SPACE**

Let us craft the perfect sponsorship package for you! Contact Shannon Bos, Project Manager, at 403.320.0555 or [projects@artslethbridge.org](mailto:projects@artslethbridge.org) today!

# SPONSORSHIP

## ART DAYS

## MONTH OF THE ARTIST / ARTS DAYS

Month of the Artist / Arts Days is an annual celebration of the arts held in conjunction with provincial and national Culture Days organizations. The AAC works with local artists and member organizations to support and celebrate a variety of events throughout the city of Lethbridge.

EVENTS: 7

ATTENDANCE:  
2,400

ARTISTS  
PARTICIPATING: 71

LEVEL	PRINTED PROMOTION (where applicable)				SOCIAL MEDIA & WEBSITE			COMMUNITY ENGAGEMENT				
	Posters	Sandwich Board	Handbills	Event Specific Print	FB Events	Website Logo	2-3 Social Media @ Event	Verbal Acknowle- dgement	Calendar Mentions	Newsletter	News Press	Radio Interviews
VISIONARY PRESENTING SPONSOR \$2000+	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Our Visionary Presenting Sponsors select an Arts Days event to champion and be associated with throughout the month of September.

### ARTS DAYS 2026 PLANNED EVENTS:

**DOWNTOWN LENS EPHEMERAL MURALS**  
**INDIGENOUS FASHION SHOW • BIG BAND BOP • ORANGE SHIRT DAY**  
**KEEPING IT REEL FILM DOCUMENTARY SCREENING**

In 2025, the Month of the Artist / Arts Days hosted magical, multi-disciplinary events that included musical acts, dancing, public art celebrations, interactive clay challenges, projected drawings, temporary murals, buskers, artist talks, a field trip, a fashion show, and Orange Shirt Day activities. Supporting these events aligns your business with a vibrant community and builds lasting memories.

IMAGINATION SPONSOR \$1000+	✓	✓	✗	✗	✓	✓	✗	✓	✓	✗	✗	✗
CREATIVITY SPONSOR \$500+	✓	✓	✗	✗	✓	✓	✗	✓	✓	✗	✗	✗

# SPONSORSHIP

## MAYOR'S LUNCHEON FOR BUSINESS & THE ARTS

The Mayor's Luncheon for Business and the Arts is an annual event that celebrates and recognizes the important relationship between the arts community, local business, and civic government. Awards are presented at the event recognizing the commitment of individuals, organizations, and businesses who have contributed to the vibrancy of the arts in our city.

### MAYOR'S LUNCHEON

**ATTENDANCE:**  
150+

**AWARDS PRESENTED: 6**  
Joan Waterfield Memorial Award, AACE Awards x 3, Young Artist Award & Aspiring Artist Award

LEVEL	PRINTED PROMOTION	SOCIAL MEDIA & WEBSITE			COMMUNITY ENGAGEMENT					TICKETS
	Event Program	FB Events	Website Logo	2-3 Social Media @ Event	Verbal Acknowledgement	Calendar Mentions	Newsletter	News Press	Radio Interviews	Tickets
PLATINUM(TITLE) SPONSOR \$2000+	✓	✓	✓	✓	✓	✗	✓	✓	✓	8
GOLD SPONSOR \$1000+	✓	✓	✓	✓	✓	✗	✓	✓	✗	6
SILVER SPONSOR \$500+	✓	✓	✗	✗	✓	✗	✗	✗	✗	4
BRONZE SPONSOR \$250+	✓	✗	✗	✗	✓	✗	✗	✗	✗	2

The Joan Waterfield Memorial Award is a special recognition of long-time service and philanthropy to the arts community recognized by their peers. Sponsoring this award allows for a commemorative portrait to be commissioned from a local artist. The sponsor will also be seated with the recipient.

JOAN WATERFIELD MEMORIAL AWARD \$1500+	✓	✓	✓	✓	✓	✗	✓	✓	✓	6
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# SPONSORSHIP

## CHRISTMAS AT CASA

## CHRISTMAS AT CASA

Christmas at Casa is Lethbridge’s premiere fine art and fine craft holiday market. Kicking off the season in downtown Lethbridge, the event showcases local artists, artisans, crafters, and guilds with truly one-of-a-kind items. Casa is decorated for the holidays and musicians play carols to celebrate the season. Join us on Rotary Square for outdoor holiday activities including live blacksmithing, Santa, hot chocolate and mulled wine on Friday evening.

When you support this event you are helping to create the magic with decorations including our 20ft tree, assist our marvelous Santa Claus, support musicians and elves, plus allow us to keep this event FREE for visitors.

**FRIDAY NIGHT &  
SATURDAY DAY  
(11 HOURS)**

**ATTENDANCE  
IN 2025: 6,500+**

**VENDORS &  
PERFORMERS:  
150**

LEVEL	PRINTED PROMOTION (where applicable)				SOCIAL MEDIA & WEBSITE			COMMUNITY ENGAGEMENT				
	Posters	Sandwich Board	Handbills	Event Specific Print	FB Events	Website Logo	2-3 Social Media @ Event	Verbal Acknowledgement	Calendar Mentions	Newsletter	News Press	Radio Interviews
JINGLE BELL SPONSOR \$2000+	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
MERRY & BRIGHT SPONSOR \$1000+	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗
TINSEL SPONSOR \$500+	✓	✓	✗	✗	✓	✓	✗	✓	✓	✗	✗	✗





# SPONSORSHIP

## UPSIDE DOWNTOWN CONCERTS + ART

Summer in Lethbridge has never sounded so good! Every Thursday in July and August, join us on Rotary Square from 5pm to 7pm for a FREE, outdoor concert under the shade sails. Local musicians, visual artists, a food truck, and a cash bar create the perfect summer atmosphere for an apres-work break.

In 2025, the AAC hosted POP UP GET DOWN on the final night of the concert series. This wrap-up concert included 3 amazing bands, young emerging musicians, food trucks, an artist market, and closed 8 Street South creating a multi-generational street festival.

**UPSIDE  
DOWNTOWN**

**CONCERTS: 9**

**ATTENDANCE:  
8,200+**

**ARTISTS/  
PERFORMERS IN  
2024: 122**

LEVEL	PRINTED PROMOTION (where applicable)				SOCIAL MEDIA & WEBSITE			COMMUNITY ENGAGEMENT				
	Posters	Sandwich Board	Handbills	Event Specific Print	FB Events	Website Logo	Social Media Posts	On-Stage Call-Outs	Calendar Mentions	Newsletter	Media Releases	Radio Interviews
FESTIVAL SPONSOR \$2000+	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
SOUND SPONSOR \$1000+	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗
FESTIVAL FRIEND \$500+	✓	✓	✗	✗	✓	✓	✗	✓	✓	✗	✗	✗

Concert-goers love Upside Downtown. This concert series was initiated in 2021 to provide outdoor events that celebrate the arts community. Each year, Upside Downtown grows and expands. Our data shows that this event has high-retention with people attending multiple evenings, year after year. Many continue their evening after the show by visiting live music and restaurants in the downtown core. Attendees also report that they bring friends and family visiting Lethbridge so that they might experience a truly local event.

Let us craft the perfect sponsorship package for you! Contact Shannon Bos, Project Manager, at 403.320.0555 or projects@artslethbridge.org today!



# SPONSORSHIP

## CELEBRATION CHAMPION

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Show your undying support for the arts by being the AAC Celebration Champion! This coveted role provides sustainability to the AAC and arts community over 2 years.

Throughout the year the Celebration Champion will receive perks at all major events including being introduced to artists and performers. The Champion will be recognized in print, on social media, on signage, plus receiving tickets to the Mayor's Luncheon for Business and the Arts and a personalized tour from the Curator at The Gallery at Casa. The arts matter and so does our Celebration Champion!

SHOW THE  
COMMUNITY  
YOUR LOVE FOR  
THE ARTS!

BECOME THE  
CELEBRATION  
CHAMPION TODAY!

LEVEL	PRINTED PROMOTION (where applicable)	SOCIAL MEDIA & WEBSITE	COMMUNITY ENGAGEMENT	TIX & TOURS
	Posters Sandwich Board Handbills Event Specific Print	FB Events Website Logo Social Post Mentions	On-stage Call-outs Calendar Mentions Newsletter Media Releases Radio Mentions	Curator Tour Mayors Luncheon 8 Tickets
CELEBRATION CHAMPION \$10,000 per year (2 yr. commitment)	✓ ✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓ ✓ ✓	✓

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