



Didsbury and District Historical Society  
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# SPONSORSHIP PACKAGE 2025

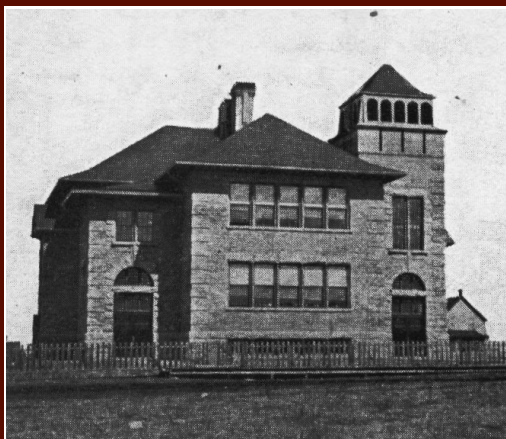
Preserve  Research  Interpret  Develop  Exhibit



## VISITORS COME FROM ACROSS CANADA, PLUS

*Australia, Austria, Brazil, Chile, China, England, France, Germany, Hungary, Ireland, Israel, Italy, Mexico, Netherlands, New Zealand, Portugal, Romania, South Africa, Scotland, Spain, Sweden, Switzerland, Ukraine and just about every state in the USA!*

*And MIKI, JAPAN  
Didsbury's Twin*



# Partners and Supporters

MANY OF OUR MOST POPULAR EVENTS, LIKE THE MONTHLY "COFFEE AND CONVERSATION", ARE FUNDED, IN PART, BY OUTSIDE SOURCES.

If you are interested in sponsoring the **Didsbury Museum**, the **2025 Sponsorship Package Options** are found on the last two pages; however, we invite you to read on to learn what makes the Didsbury Museum the dynamic destination it is, and why it is worth your investment.

We're always looking to partner with companies and organizations that are excited and passionate about having an impact on our community for years to come.

Didsbury and Mountain View County have always been known for their "can do" attitude. The Museum is a place that inspires creativity and innovation - something we can, and must, continue to support. It is an investment in the future of our children and the growth and success of our town, our province, and our country.

Our 1907 heritage building attracts the best in local artifacts as well as travelling exhibits from provincial galleries and museums. With 3 or 4 feature exhibits each year, there are multiple opportunities for sponsorship with tailored campaigns that drive recognition and visibility. Read on to find out about our programs, projects and events.

## YEARLY VISITORS TO THE DIDSBURY MUSEUM 2016-2024





## Board of Directors

### President

Ray Kaczmer

### Vice President

Doug Giesbrecht

### Treasurer

Kathleen Windsor

### Secretary

Opportunity Open

### Past President

Warren Wright

### Directors

Cheryl Dahl

Miranda Dulmage

Stephanie Duncan

Joelle Fournier

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### Archivist

Lori Wright

### Museum Manager

Dawn Stewart

403-335-9295

office@didsburymuseum.ca

# Celebrating our Heritage

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THROUGH INTERACTIVE ADVENTURE AND LEARNING EXPERIENCES

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The Didsbury and District Historical Society is a registered, charitable, non-profit organization that endeavours to preserve and interpret the rich history of Didsbury.

The Society owns and manages the Didsbury Museum, which tells the story of the founding, settlement and development of Didsbury, Alberta and the surrounding area from the late 1800s to the present, in order to preserve our past for future generations.

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*You can always find a piece  
of yourself at the museum!*

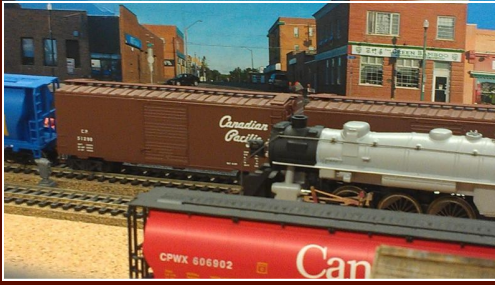
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As an independent, member-based organization, the Didsbury and District Historical Society's operating revenue depends on donations and memberships.

Our hope is that you will be in a position to help sustain us this coming year as we work hard to enhance our exhibits and maintain the historic building, so we can continue to welcome visitors through our doors and play an active role in our community.

Your sponsorship is a direct investment in the vibrant and meaningful historical and cultural life in Didsbury and Mountain View County. We sincerely thank you for your consideration.





**2024 WINNERS**  
**The Albertan**  
 Annual Readers' Choice Awards

Favourite Historical Building  
 Favourite Tourist Attraction  
 Favourite Museum

# Our Projects

A TOURISM ATTRACTION HAS TO BE INVOLVING, IT HAS TO BE FUN, AND IT HAS TO EXERCISE YOUR CREATIVE INSTINCTS.

The Didsbury and District Historical Society's team is active, creative, and engaged - this has been very clear in the last few years as new volunteers come with fresh, exciting ideas. Some of these latest developments include:

- Expansion of our railroad exhibit with a G-Scale track in the upper section of the Railroad Room, and an Outdoor Garden Train!
- Current OH&S Safety & Hazard Policies and Emergency Preparedness Plan developed.
- Supported a series of Poppy-a-Thons, with residents knitting a poppy waterfall for Remembrance Day services, enhancing our Bells of Peace program.
- Veteran's Memorial Banner project - banners featuring Didsbury's veterans displayed on town streetlights in the fall, with new ones added every year.
- Continual rotation and updating of permanent exhibits and additions of new exhibits (RCMP, Anne of Green Gables, Depression Glass)
- Alberta Quilt Society's quilt documentation.
- Building maintenance including replacement of roof shingles, painting of exterior doors, installation of audiovisual equipment, upgrading security systems and switching exhibit lighting to LED.
- Routine inspections and maintenance of the boiler system, elevators and building integrity.
- A year-long task of revising our policies and procedures to update our Recognized Museum Accreditation with the Alberta Museums Association.



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## DID YOU KNOW?

*Fondly known as the "Old Red Brick School", it was also a temporary hospital during the 1918 influenza epidemic.*

*This building also served as a training area for men and women during WWII.*

*What is now the Bell Tower Room and our redesigned Chapel was also the first public library in Didsbury (1908-1943).*

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[www.didsburymuseum.ca](http://www.didsburymuseum.ca)

# Programs and Projects

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**VOLUNTEERING IS THE ULTIMATE EXERCISE IN DEMOCRACY. WHEN YOU VOLUNTEER, YOU VOTE EVERY DAY ABOUT THE KIND OF COMMUNITY YOU WANT TO LIVE IN.**

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Thanks to the annual support by the Town of Didsbury, the Didsbury and District Historical Society is able to employ a part-time manager. Besides booking tours and acting as the Museum's tour guide and interpreter, the Museum Manager is responsible for developing interpretative programming, arranging school tour programs around the curriculum, preparing artifact reminiscing events at two seniors care facilities, representing the Didsbury and District Historical Society as a community ambassador at events throughout the province, regular administrative duties, and more.

All other activities and programs are conducted by volunteers, community members who want to make a difference in our town.

Our volunteers logged 3,600 volunteer hours last year! Yes, our volunteers are incredible! It is important that our community - our business leaders - recognize the investment these volunteers put into making the historical exhibits attractive and educational, and programs desirable and valuable. We respect our volunteers and give them opportunities to share their talents and learn new skills to help them grow. We will always marvel at their devotion to these types of activities:

- School programming (Preschool to high school) - including designing scavenger hunts, "guess what this was used for" interactive activities, and tours, +++
- Community Events (e.g. family game nights, rodeo demos, plant & seed swaps) Communities in Bloom, Didsbury Trade Show, Didsbury Elks Parade, Showcase Didsbury, Seniors Week, Earptopia, +++

DIDSBURY MUSEUM  
WELCOMES  
EARPERS!



## Programs and Projects

We want to share our fabulous experience from the fall of 2024, when the entire town of Didsbury was inundated with “Earpers”, part of the Earptopia Convention held in Calgary to honour fans of the Wynonna Earp television series filmed in Didsbury.

Shortly after, in an effort to reduce utility costs and decrease ultraviolet deterioration of the artifacts and exhibits, the Museum put together a program where sponsors would choose a display cabinet and help us upgrade to LED lighting. Many answered the call, and we are grateful to each and every one, but Earpers really showed up in force, collectively sponsoring multiple cabinets throughout the Museum. The Earpers became our own “Light Emitting” supporters! We will never forget the fun we had and the friends we made, and the Museum itself will forever be changed for the better.

## 2025 Events

**Training Programs:** For 2025, the Museum has designated funds towards training programs. Two of our archivists will be taking the Alberta Museums Association *Collections Management Course*, and our Manager is attending the *Museums Canada Summit*. Educational opportunities are of great value to our team of volunteers and staff.

**Special Annual Events:** Pie Social, SugarFest, Canada Day, Coffee and Conversation, Alberta Culture Days, Bells of Peace Remembrance Day Sunset Ceremony, Christmas Train, Photography Show & Sale!

**New in 2025:** Easter Egg Hunt and Ukrainian heritage, International Museum Day with the launch of a very special addition to our Agriculture Room, and a Community Birthday Party!

# WE RECOGNIZE OUR SPONSORS AND DONORS

*The Didsbury and District Historical Society works with every company to create a custom-made sponsorship recognition and activation program tailored to meet your specific marketing objectives.*

## BENEFITS INCLUDE

- Business name and logo placed on print advertising throughout the year. Depending on value, name mention in radio community hotline interviews.
- Logo and mention on promotional materials circulated at events like the Didsbury Seniors Showcase, Showcase Didsbury, and community registration nights in Didsbury, Olds and Carstairs.
- Mention on website and social media platforms, signage & other collateral material where possible.
- Hosting tours of the Museum's collection and archives for company VIPs.
- Hosting private events at the Museum.
- Naming rights for specific special events such as School Trips, Summer Fun, specific exhibitions - or other programs that may align with your business or personal passions.

*Let us provide a platform for you to align your brand with our audience, while inspiring a deeper understanding and respect for heritage and culture.*

# Sponsorship Opportunities

**BECOME A CHAMPION FOR CULTURE, HERITAGE, AND THE ARTS WHILE INVESTING IN OUR COMMUNITY!**

Through the management of the Mercantile Store, donations and memberships, the Didsbury & District Historical Society plays a key role in helping the Museum achieve its mandate. The Board is well-managed, accountable, and fiscally responsible.

We access as many provincial and federal grants as are available to museums. The 118-year old building itself has high utility costs - expenses we are able to manage in normal years. The Board continues to introduce as many new revenue streams as they can think of (raffles and draws for example), and host as many fundraisers throughout the year as we can. We have enjoyed success with a new revenue stream from rental of our meeting room.

Ongoing maintenance of our very old, very historic building is always foremost on our minds. We are currently mitigating our aging boiler system (our heat failed last winter), two developing leaks in the roof, and we have security and technology shortcomings to address.

We are also now faced with raising funds for an **Exterior Restore and Rejuvenate Program** to conserve this building for the future. It will be a multi-year project representing unprecedented and unforeseen hardship.

We host as many fundraisers throughout the year as we can. We honour our "Local First" shopping philosophy for all our events and programs. Sponsorship dollars are returned to you through these purchases as much as possible.

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

# 2025 Sponsorship Package Options

*All sponsorship levels include a one year membership with the Didsbury and District Historical Society, and verbal recognition at events whenever possible.*

## **Diamond Level - Minimum of \$1,000 annually for a 5 year term**

- ⇒ **Naming Rights:** An exhibit room in the Museum will feature your name and will host an acknowledgement plaque inside the room.
- ⇒ **Business Tours:** Tours of the Museum's collections and archives for company VIPs.
- ⇒ **Name/Logo Promo:** Mentions on circulated materials at community events.
  - ⇒ Mentions and links on website and social media platforms, signage, newsletter, etc.
  - ⇒ Name listed on the Museum website.
- ⇒ **Facility Use:** Complimentary use of the Mercantile Room for one event each year (up to 6 hours each), as scheduling permits (great for team building or client recognition lunches).
- ⇒ **Tickets:** Two complimentary tickets to SugarFest (spring) and the Pie Social (autumn).
- ⇒ **Merchandise Discounts:** 10% off Didsbury Museum Merchandise (excluding vendor products).

## **Platinum Level - \$1,000+**

- ⇒ **Business Tours:** Tours of the Museum's collections and archives for company VIPs.
- ⇒ **Name/Logo Promo:** Mentions on circulated materials at community events.
  - ⇒ Mentions and links on website and social media platforms, signage, newsletter, etc.
  - ⇒ Name listed on the Museum website.
- ⇒ **Facility Use:** Complimentary use of the Mercantile Room for one event each year (up to 6 hours each), as scheduling permits (great for team building or client recognition lunches).
- ⇒ **Tickets:** Two complimentary tickets to SugarFest (spring) and the Pie Social (autumn).
- ⇒ **Merchandise Discounts:** 10% off Didsbury Museum Merchandise (excluding vendor products).

## **Gold Level - \$501 to \$999**

- ⇒ **Business Tours:** Tours of the Museum's collections and archives for company VIPs.
- ⇒ **Name Promo:** Listed on the Museum website and on the Museum touring brochure.
- ⇒ **Facility Use:** Complimentary use of the Mercantile Room for one event each year (up to 3 hours), as scheduling permits (great for team building or client recognition lunches).
- ⇒ **Tickets:** Two complimentary tickets to SugarFest (spring) OR the Pie Social (autumn).
- ⇒ **Merchandise Discounts:** 10% off Didsbury Museum Merchandise (excluding vendor products).

## **Silver Level - \$201 - \$500**

- ⇒ **Name Promo:** Listed on the Museum website and on the Museum touring brochure.
- ⇒ **Facility Use:** Complimentary use of the Mercantile Room for one event each year (up to 3 hours), as scheduling permits (great for team building or client recognition lunches).
- ⇒ **Merchandise Discounts:** 10% off Didsbury Museum Merchandise (excluding vendor products).

## **Bronze Level - \$50 to \$200**

- ⇒ **Facility Use:** 50% off rental of the Mercantile Room for one event each year (up to 3 hours), as scheduling permits (great for team building or client recognition lunches).



# SPONSORSHIP APPLICATION FORM

**"PLEASE PRINT CLEARLY"**

*Sponsorships are available at any time of the year.  
The Didsbury Museum operates year-round.*

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.*

- Diamond - \$1,000 (min) annually for a 5 year term
- Platinum - \$1,000+
- Gold - \$501 - \$999
- Silver - \$201 - \$500
- Bronze - \$50 - \$200

Please describe any special requests for your sponsorship. We are happy to customize a package that fits your needs and your budget, including in-kind offers.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Didsbury and District Historical 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 **Didsbury and District Historical Society**. We also accept **e-transfers, Direct Deposits, and Credit Cards**. Debit or cash can be used in person at the museum.

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## FOR OFFICE USE ONLY

Payment Received \_\_\_\_\_

Cheque - Cash - Credit - Debit - EMT

Receipt Issued \_\_\_\_\_

Certificate Delivered \_\_\_\_\_