



2026



Sponsorship Opportunities

Darwell & District
Agricultural Society



Bringing Communities Together

A Full Year of Community, Tradition & Entertainment

The Darwell & District Agricultural Society proudly hosts a diverse lineup of events throughout the year—each one designed to bring people together, celebrate rural life, and create memorable experiences for families, friends, and visitors from across the region.

From high-energy entertainment to grassroots markets and long-standing agricultural traditions, our events offer sponsors meaningful opportunities to connect with an engaged, loyal audience at multiple touchpoints throughout the year.



Signature Events

Tail Gate

Odd & Unusual Sale

Kicking off the season, the Tail Gate Odd & Unusual Sale is a relaxed, tailgate-style market celebrating the unique and unexpected. Vendors, collectors, makers, and curious shoppers come together for a spring event that encourages discovery, conversation, and community connection.

Bull Bash 6th Annual

A marquee event at the Darwell Fairgrounds, Bull Bash delivers thrilling bull riding action, Mutton Bustin', beer gardens, food trucks, and live music.

Drawing a passionate crowd and growing each year, this event offers high visibility and unforgettable entertainment.

82nd Annual Agricultural Fair

A cornerstone of our community, the Ag Fair celebrates agriculture, heritage, and family fun. Featuring livestock shows, competitions, kids' activities, classic fair entertainment, this multi-day event brings generations together and remains one of the most anticipated weekends of the year.

Yearly Community Events



In addition to our signature events, DDAS hosts a variety of beloved community gatherings throughout the year. While smaller in scale, these events play a vital role in strengthening local connections and supporting families, youth, and seasonal traditions.

- **Family Day Dance** – A winter favourite bringing the community together for music, prizes, and celebration
- **Easter Egg-stravaganza** – A family-friendly spring event featuring an egg hunt, photos, and fun activities
- **Trunk or Treat** – A safe, festive Halloween tradition and regional favourite



Sponsorship



Title Sponsor **TBN**
 Top-tier recognition - premium signage at event, name/logo on all marketing event announcements, on-site presence, social media up to and after event
 8 complimentary tickets to event

Platinum **\$3000**
 Logo on website & social media, event posters, standard signage, announcements at event, 6 complimentary tickets

Gold **\$2000**
 Signage at events, social media recognition, announcement at event
 4 complimentary tickets

Silver **\$1000**
 Event signage
 Website & social media recognition
 2 complimentary tickets

Bronze **\$500**
 Event signage
 Social media thanks

Community Partner **<\$499**
 Social Media,
 Community Thank-you Recognition



Year-Round Grounds & Signage Sponsorship

Term Investment Benefits

1 Year - \$1,500 Large on-site signage, website recognition

3 Years - \$2,500 Extended signage term, multi-year exposure

5 Years - \$4,000 **Best Value**, long-term visibility & recognition



Get In Touch

In addition to the positive impact on brand reputation, sponsoring our community events provides direct access to a captive audience, offering opportunities for product demonstrations, sampling, and other interactive experiences. This hands-on engagement can create lasting impressions and foster brand loyalty among consumers who value businesses that invest in the betterment of their local communities.

Meet our Board

President - Chantelle Lalonde
Vice President - Brian Gillespie
2nd Vice President - Chantelle Theriault
Secretary - Carla Berry
Treasurer - Emily Moore
Volunteer Coordinator - Carla Berry

Contact us



darwellag@yahoo.com

www.darwellag.com

780-542-0913

Box 99 Darwell, AB T0E 0L0

