
Pioneer Acres Museum

2026 SPONSORSHIP OPPORTUNITY

Preserving the Pioneer Era of Alberta's History

F E A T U R E D E V E N T

Alberta's Pioneer Steam Power Festival

56th Annual Show • August 7, 8 & 9, 2026

Pioneer Acres Museum • Irricana, Alberta

Canadian Registered Charity
Township Road 274, Irricana AB T0M 1B0 | www.pioneeracres.ab.ca

THANK YOU TO OUR 2025 SPONSORS!

Your partnership makes it possible to keep history alive.



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Reynolds-Alberta Museum

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"ALWAYS A SAFE BET"



Westcan Appraisals Ltd.



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March 2026

Dear Valued Partner,

On behalf of the Board of Directors, staff, and 280 dedicated member volunteers of Pioneer Acres of Alberta, we are honoured to present our 2026 Sponsorship Package — and to extend a personal invitation for your organization to partner with us during what promises to be an exceptional season.

Pioneer Acres is a Canadian Registered Charity situated on 50 acres just outside Irricana, Alberta — approximately 40 minutes northeast of Calgary. For 56 years, our Club has preserved and actively demonstrated the equipment, craftsmanship, and stories of the men and women who built this province between 1900 and the late 1950s. Starting with a small but passionate group with a common interest in the restoration, preservation and demonstration of vintage agricultural machinery and practices, this passion has transferred down through the years and across generations providing the life blood of our Club today, which is the heart of everything we do. Our collections span over a dozen buildings of artifacts, working machinery, and immersive exhibits — including the Alberta Grain Academy, relocated from the BMO Centre in Calgary in 2020 and now housed in its own dedicated facility on our grounds.

Our 2026 season is anchored by a once-in-a-generation headline event: Alberta's Pioneer Steam Power Festival, the theme for our 56th Annual Show on August 7, 8, and 9. In collaboration with Reynolds Museum (Wetaskiwin), Coyote Flats Pioneer Village (Picture Butte), South Peace Centennial Museum (Beaverlodge), and the Heritage Boiler Association of Alberta, we are assembling the largest operational collection of historical steam traction engines to gather in this province in living memory. This includes one of only three surviving Case Steam Rollers in the world — the only one in Canada — alongside rare engines from Case, George White, Sawyer Massey, and Waterloo. Visitors will witness full-scale plowing, threshing, and sawmill demonstrations powered by these century-old machines on authentic agricultural land.

Beyond the Annual Show, our 2026 season features an exceptional calendar of events: the Spring Tractor Pull and Model Toy Show (May 23–24), Kids Days (June 2–4), the Second Annual Chore Team Competition (June 20–21), the return of Out West Truck Fest for its 5th Annual edition (July 4–5) — Western Canada's largest custom truck show — and the 1st Annual Summer Tractor Pull (July 17–19), designed to become the premier gathering of competitive pullers from across the Prairies.

We are proud to report that Pioneer Acres is on a strong growth trajectory, with a strategic goal of doubling our annual attendance over the next three years. Sponsorship partners who invest now will grow with us as our audience, digital reach, and community impact expand. Our current digital footprint already connects us to more than 290,000 quarterly views across Facebook, Instagram, and TikTok — predominantly reaching audiences across Alberta from Calgary to Edmonton.

This year, for the first time, our sponsorship program includes dedicated social media content creation and brand exposure — meaning your organization's story reaches our audience directly through professionally crafted posts, spotlights, and video features, not just passive logo placement.

We invite you to review the opportunities outlined in this package and select the partnership tier that best aligns with your objectives. Our team welcomes the opportunity to discuss tailored arrangements that meet your organization's specific goals.

With sincere appreciation,

Ken Hervey

Sponsorship Committee | 403-826-0272 | sponsorships@pioneeracres.ab.ca

Chris Wood

Executive Director | 403-560-5164 | cwood@pioneeracres.ab.ca

ABOUT PIONEER ACRES

OUR MISSION

Pioneer Acres and its dedicated volunteers actively preserve, display, and demonstrate the equipment and artifacts used by the pioneers of Western Canada — making history come alive for every generation.

BY THE NUMBERS

50 acres of heritage grounds
280 member volunteers
12+ exhibit buildings & collections
9,000+ visitors anticipated in 2026
56 years of continuous operation

Situated 40 minutes northeast of Calgary on Township Road 274, Pioneer Acres is one of Alberta's most distinctive heritage destinations — a fully operational living museum where visitors don't just observe the past, they experience it. From working blacksmith and wheelwright shops to interactive tractor and steam engine demonstrations, every visit offers an authentic connection to the pioneering era that built this province.

THE ALBERTA GRAIN ACADEMY

Relocated from its long-time home in Calgary's BMO Centre in 2020, the Alberta Grain Academy has found a permanent home at Pioneer Acres in its own dedicated facility adjacent to the Ron Carey Building. The Academy's interactive exhibits trace the story of grain agriculture in Alberta — from breaking the sod to modern harvesting — and represent a major addition to our interpretive programming.

DIGITAL REACH & AUDIENCE

Facebook	Instagram	TikTok
230,000 quarterly views	32,000 quarterly views	31,000 quarterly views
Primarily reaching Calgary, Airdrie, Olds, Drumheller, High River & Edmonton	Growing engagement with heritage, agricultural & family audiences	Expanding reach with younger demographic audiences across Alberta

Pioneer Acres operates Thursday through Monday, 9 AM – 5 PM, with Tuesday and Wednesday visits available by appointment. Our grounds are open for overnight camping during the Annual Show.

Check us out on our website: [Pioneer Acres - Where History Comes Alive](#)

Or here on Youtube: [2025 Pioneer Acres celebrates Caterpillar Milestone, Pioneer Acres Annual Show 2025](#)

And on Facebook: [Pioneer Acres](#)

2026 SEASON CALENDAR

Pioneer Acres opens for the 2026 season on May 16th. The calendar below represents an unprecedented array of events — each offering distinct sponsorship visibility and audience engagement opportunities.

DATE	EVENT	NOTES
May 16	Season Opening	<i>Museum opens to the public for the 2026 season</i>
May 23–24	Spring Tractor Pull & Model Toy Show	<i>Season-opening pull event with collector toy displays</i>
June 2–4	Kids Days	<i>Family programming and hands-on pioneer experiences</i>
June 20–21	2nd Annual ChoreTeam Competition	<i>Draft horse members host the regional working competition</i>
July 4–5	Out West Truck Fest — 5th Annual	<i>Western Canada's largest custom truck show returns</i>
July 17–19	1 st Annual Summer Tractor Pull	<i>Premier prairie-wide competitive pull; replaces former Calgary Stampede venue</i>
August 7–9	56th Annual Show — Steam Heritage Festival	<i>Headline event of the season — see full feature section</i>
Fall	Fall Antique Tractor Pull	<i>Season-closing competitive pull event</i>

ONGOING PROGRAMMING

Throughout the season, Pioneer Acres delivers daily immersive programming including working demonstrations from our Blacksmith, Wheelwright, and Stationary Engine member groups. Guided tours, the Alberta Grain Academy exhibits, Pioneer World, the Women's World Gallery, and the ongoing restoration of the 1913 Pioneer Tractor — built in Calgary and a centrepiece of our long-term preservation mission — all contribute to a visit that rewards repeat attendance and multi-generational family engagement.

Pioneer Acres is strategically positioned on Highway 9 north of Irricana with a digital billboard on Highway 2 southbound at Innisfail — generating approximately 27,000 impressions per week — providing sponsors at select tiers with high-frequency roadway visibility to Alberta's busiest travel corridor.

Alberta's Pioneer Steam Power Festival

56th Annual Show • August 7, 8 & 9, 2026 • Pioneer Acres, Irricana

This year's Annual Show is a critical preservation milestone: the largest cooperative assembly of operational steam traction engines in Alberta's recent history. In partnership with three of the province's most respected agricultural museums and the Heritage Boiler Association of Alberta, Pioneer Acres is creating a living historical tableau that would be a rare treasure to enjoy in Canada.

PROVINCIAL MUSEUM PARTNERSHIPS

Reynolds Museum (Wetaskiwin), Coyote Flats Pioneer Village (Picture Butte), and South Peace Centennial Museum (Beaverlodge) are each contributing one or more operational steam engines to the Festival. This unprecedented inter-museum collaboration produces a collective exhibition unmatched in the region — and directly drives cross-provincial tourism to all participating institutions.

THE ENGINES — A ONCE-IN-A-GENERATION COLLECTION

ENGINE	PROVENANCE / SOURCE	SIGNIFICANCE
Case Steam Roller (10-ton)	Pioneer Acres / Private collection	One of only 3 worldwide; the only one in Canada
Case 65 HP Traction Engine (1915)	Pioneer Acres Museum (Provincial collection)	On-site centrepiece; registered in AB Oct. 30, 1915
110 HP Case Traction Engine	Reynolds Museum, Wetaskiwin	Currently under full restoration for this event
1899 Case 6 HP Portable Engine	Reynolds Museum, Wetaskiwin	Over 125-year-old Alberta survivor
1880 Waterous 8 HP Fireproof Champion	Reynolds Museum, Wetaskiwin	Documented first steam engine in Alberta
50 HP Case Traction Engine	Coyote Flats Pioneer Village, Picture Butte	Southern Alberta prairie workhorse
30 HP Waterloo Traction Engine	South Peace Centennial Museum, Beaverlodge	Peace Country heritage contribution
80 HP Case Traction Engine	Robin Reding, Beiseker	Private heritage collection
28 HP George White Traction Engine	Robin Reding, Beiseker	Rare Canadian manufacturer
68 HP Sawyer Massey Traction Engine	Ethan Harty, Strome	Canadian-built prairie icon

Technical operations are managed entirely by the Heritage Boiler Association of Alberta — 80 certified steam enthusiasts who provide the expert knowledge and safety protocols required to operate these irreplaceable high-pressure antique systems.

PIONEER ACRES' RESIDENT STEAM ENGINES

While partner institutions are contributing remarkable engines from across the province, Pioneer Acres also contains two extraordinary stationary residents to the Festival — each with a story that anchors our collection in the history of Canadian industry.

E. Leonard & Sons Stationary Steam Engine London, Ontario

E. Leonard & Sons was one of Canada's most prominent steam engine and boiler manufacturers, founded in London, Ontario in 1838 by Elijah Leonard Jr. — the man credited with assembling what was reportedly the first steam engine in Canada in 1842. Reorganized as E. Leonard & Sons in 1875 when his sons Frank and Charles joined the partnership, the firm became a leading supplier of stationary power for sawmills, waterworks, and early electrical plants. Pioneer Acres' Leonard engine is a rare surviving example of this foundational Canadian manufacturing heritage — a working artifact from the era that powered the nation's early industrial growth. This unique unit is rated at 190-200 HP

Robb-Armstrong High-Speed Engine Amherst, Nova Scotia

The Robb Engineering Company of Amherst, Nova Scotia was among the most prestigious industrial manufacturers in pre-Confederation Canada. Founded in 1848, the firm rose to prominence under the Robb family, who transformed it into a powerhouse of precision engineering for Nova Scotia's booming coal and lumber industries. Their flagship product — the Robb-Armstrong engine, introduced in 1891 and rated at 120 HP — was purpose-built to solve the two defining challenges of the early electrical industry: speed regulation and vibration control. Where slow-speed engines caused flickering lights in hotels and factories, the Robb-Armstrong's high-speed precision eliminated the problem entirely, making it the engine of choice for the emerging electrical grid. Pioneer Acres' Robb-Armstrong is a remarkable cross-country survivor — a testament to the national scope of Canada's industrial revolution.

Together, Pioneer Acres' Leonard and Robb-Armstrong engines represent both the eastern and western threads of Canada's industrial story — brought to life on an Alberta heritage site, operating alongside the most significant assembly of traction steam power this province has seen in living memory.



A 68 hp Sawyer Massey like this one will be coming to Irricana from Ethan Harty at Strome.



This Case Steam Roller is one of three still in existence. The only one in Canada will appear at Pioneer Acres at the Alberta's Steam Heritage Festival.

LIVE DEMONSTRATIONS INCLUDE:

Full-scale plowing demonstrations on fall rye stubble • Dual antique threshing machine operations • Steam powered demonstration; Stationary and Wheeled • Daily engine parades featuring the complete collection • Steam 101 educational programming • Draft horse and horse-drawn implement exhibits • Blacksmith, Farrier, and Wheelwright demonstrations

2026 SPONSORSHIP TIERS & BENEFITS

Pioneer Acres offers seven annual and event-based sponsorship tiers, each designed to deliver meaningful brand exposure and community impact. All contributions — cash, goods, services in kind, and qualifying volunteer commitments — are recognized through this program.

BENEFIT	LEGACY \$25,000+	FRONTIER \$10,000– \$24,999	PRAIRIE \$5,000– \$9,999	TOWNSHIP \$3,000– \$4,999	HOMESTEAD \$1,500–\$2,999	CABIN \$900– \$1,499	CLAIM \$400– \$899	FRIEND 8-Year Partner
Stage & PA Announcement Recognition	✓	✓	✓	✓	✓	✓	✓	✓
Logo & Name: Website, Print Programs & Museum Signage	✓	✓	✓	✓	✓	✓	✓	—
Event Perimeter Fence Signage	✓	✓	✓	✓	✓	✓	✓	—
Annual Perimeter Fence Signage (full season)	✓	✓	✓	✓	✓	†A	†A	—
Bleacher Face Signage — South Grandstand	✓	✓	✓	✓	—	—	—	†D
Country 105 Paid Advertisement Inclusion & Media Release	✓	✓	✓	✓	—	—	—	—
Hwy 2 Digital Billboard — 27,000 impressions/week	†B	†B	†B	—	—	—	—	—
Show / Event Admission Tickets	6	6	4	4	2	2	—	—
Trade Fair Exhibitor Booth (show weekend)	✓	✓	✓	✓	✓	—	—	—
One Corporate Membership (1 year)	✓	✓	✓	✓	✓	✓	—	—
Sponsor Appreciation Dinner Invitation	✓	✓	✓	✓	✓	✓	✓	✓
VIP Address at Annual Member Windup	✓	—	—	—	—	—	—	—
Press Conference / Announcement Event Invitation	✓	✓	✓	—	—	—	—	—
Social Media: Sponsorship Acknowledgement Posts	✓	✓	✓	✓	✓	✓	—	—
Social Media: Main Feed Posts	4/qtr	2/qtr	4/yr	2/yr	—	—	—	—
Social Media: Company Spotlight Stories	12/yr	9/yr	4/yr	—	—	—	—	—
30-Second Social Media Brand Video Feature	✓	—	—	—	—	—	—	—
Social Media Mentions	✓	✓	✓	✓	✓	✓	—	✓

†A Claim & Cabin Sponsors may purchase annual perimeter fence signage for an additional \$300/current year (2026 only).

†B Highway 2 southbound digital sign at Innisfail — 27,000 impressions/week based on 4-second rotations.

†D Friends of Pioneer Acres (8+ consecutive years) are permanently recognized on the Heritage Wall in the Alberta Grain Academy. Annual signage and additional partnership opportunities are available — contact the Sponsorship Committee for details.

SOCIAL MEDIA & DIGITAL BRAND EXPOSURE

For the first time in our sponsorship program, Pioneer Acres is offering dedicated social media content creation as a formal partner benefit. Our growing digital community represents a highly engaged, Alberta-centric audience of heritage enthusiasts, families, agricultural professionals, and collectors — a premium demographic for sponsors aligned with Alberta's values and heritage.

OUR PLATFORMS AT A GLANCE

<p>Facebook 230,000 quarterly views 75,000 avg. monthly <i>Reach: Calgary, Airdrie, Olds, Drumheller, High River, Edmonton</i></p>	<p>Instagram 32,000 quarterly views 11,000 avg. monthly <i>Engaged visual storytelling audience</i></p>	<p>TikTok 31,000 quarterly views 10,500 avg. monthly <i>Growing reach with younger Alberta audiences</i></p>
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SOCIAL MEDIA CONTENT BENEFITS BY TIER

<p>LEGACY \$25,000+</p> <ul style="list-style-type: none"> • 4 branded posts per quarter on main social media feed • 12 Company Spotlight Stories per year • 30-second branded social media video commercial feature • Ongoing sponsorship acknowledgement posts • Dedicated social media mentions across all platforms
<p>FRONTIER \$10,000–\$24,999</p> <ul style="list-style-type: none"> • 2 branded posts per quarter on main feed • 9 Company Spotlight Stories per year • Ongoing sponsorship acknowledgement posts • Social media mentions
<p>PRAIRIE \$5,000–\$9,999</p> <ul style="list-style-type: none"> • 4 branded posts per year on main feed • 4 Company Spotlight Stories per year • Ongoing sponsorship acknowledgement posts • Social media mentions
<p>TOWNSHIP \$3,000–\$4,999</p> <ul style="list-style-type: none"> • 2 branded posts per year on main feed • Ongoing sponsorship acknowledgement posts • Social media mentions

Homestead, Cabin, and Claim Sponsors receive social media mentions. Legacy and Frontier Sponsors are additionally included in Country 105 paid advertising and media releases. Legacy, Frontier, and Prairie Sponsors also receive inclusion in the Highway 2 digital billboard rotation at Innisfail.

YOUR PARTNERSHIP INVESTMENT

Pioneer Acres is a federally recognized charitable non-profit organization. Sponsorship contributions — whether cash, goods and services in kind, or qualifying volunteer commitments — are formally recognized through this program. Tailored partnership arrangements beyond the tiers presented here are available and welcomed; we encourage prospective partners to contact us to discuss objectives specific to your organization.

ADDITIONAL SIGNAGE OPPORTUNITIES

OPPORTUNITY	INVESTMENT
Annual South Perimeter Fence Signage (full calendar year)	\$300 / current year (add-on)
South Bleacher Face Signage (show season)	Included: Legacy, Frontier, Prairie, Claim
Pioneer Tractor Restoration — Naming / Dedication Sponsorship	Inquire for details

HOW TO INVEST

E-transfer sponsorship funds to: treasurer@pioneeracres.ab.ca

Complete and return the Sponsorship Form (following page) along with your company logo to begin your partnership or renew your valued annual commitment.

SPONSORSHIP ENQUIRIES

Ken Hervey

Sponsorship Committee

403-826-0272

sponsorships@pioneeracres.ab.ca

MUSEUM OFFICE

Chris Wood

Executive Director

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Pioneer Acres of Alberta • Box 58, Irricana, AB T0M 1B0 • 403-935-4357 • www.pioneeracres.ab.ca

2026 SPONSORSHIP APPLICATION

56th Annual Show & Season • Pioneer Acres of Alberta

DATE

COMPANY / ORGANIZATION NAME

CONTACT NAME	TITLE / POSITION
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MAILING ADDRESS

CITY	PROVINCE	POSTAL CODE
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PHONE NUMBER	EMAIL ADDRESS
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SELECTED SPONSORSHIP TIER	SPONSORSHIP AMOUNT \$
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ANNUAL FENCE SIGNAGE (Add \$300) <input type="checkbox"/> Yes <input type="checkbox"/> No	TOTAL E-TRANSFER AMOUNT \$
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COMPANY LOGO

Please attach your logo file (high-resolution PNG or vector preferred) to your returned form.

TELL US ABOUT YOUR ORGANIZATION

[Empty text area for organization information]

ADDITIONAL REQUESTS OR PARTNERSHIP IDEAS

[Empty text area for additional requests or partnership ideas]

Return completed form to:

Ken Hervey | sponsorships@pioneeracres.ab.ca | khervey@pioneeracres.ab.ca | Text: 403-826-0272 |

Fax: 403-935-4375

E-transfer to: treasurer@pioneeracres.ab.ca • www.pioneeracres.ab.ca

