



# MILLARVILLE RACING AND AGRICULTURAL SOCIETY

2024 Community Sponsorship Opportunities

[www.millarvilleracetrack.com](http://www.millarvilleracetrack.com)

# About MRAS

## Who We Are

GOING  
*to the* FAIR



### OUR HISTORY

The Millarville Racing & Agricultural Society has been in existence for more than one hundred fifteen years, its origins older than the province of Alberta itself.

Our non-profit Society has flourished and grown through the last century because we have always taken pride in providing programs and facilities for the young people in our community, many of whom have parents, grandparents and great-grandparents who had served faithfully as members and volunteers in earlier eras, setting an example for the next generation to follow.

We rely on more than 400 members and over 400 volunteers to ensure that tradition of giving back to the community preserves the history of the facility and its events, some of which are also more than 100 years old! Some of our historical events include the Millarville Races and The Priddis & Millarville Fair. Other annual events that assist in our agricultural preservation are the Chuckwagon & Chariot Races, Millarville Farmers' Market and the Millarville Christmas Market.

The facilities at MRAS have grown to become important focal points for community user groups but continue to bear the weight of more than 100,000 people who pass through our gates and use our facilities in a typical year.

We will be looking to upgrade our facilities and programming on a continual bases to meet our bold vision, but will need the same spirit of commitment and cooperation we saw in the opening moments of our creation, when the newly formed Race Club leased the first land in 1905, when the Fair was formed in 1907 and when it all came together as the new MRAS with the Hall Association in 1971.

We urge you to come out and participate as a member or a volunteer or to simply have fun at our Markets and Events as we move forward into the next century.

This short account cannot capture the proud heritage and community spirit MRAS has provided to generations of families in Southern Alberta. We invite you to visit us and experience Western Hospitality at its finest. To read more about Our History and HOW IT ALL STARTED please scan the QR code.



# Our Vision & Mission



## Vision

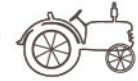
Millarville Racing and Agricultural Society is dedicated to building community spirit.



## Mission

Millarville Racing and Agricultural Society provides authentic family experiences and exceptional facilities which celebrate our agricultural heritage, inspiring a sense of belonging for the community.





MRAS AT A GLANCE  
MILLARVILLE RACING & AGRICULTURAL SOCIETY AT A GLANCE

ESTABLISHED  
in **1905**

**75+**  
ACRES

*Not-for-profit*

**21,000** **FOLLOWERS**  
**8,119**

*Market Days*  
**1** Spring **18** Summer **8** Christmas

FARMERS MARKETS  
 **185**  
WEEKLY *vendors*

**Outdoor** 130 x 200 ft  
*Rodeo Arena*

**80,000**  
VISITORS/YEAR

★★★★★  
4.6 STARS  
**784**  
Google  
REVIEWS

**21,890** ft<sup>2</sup>  
INDOOR RIDING ARENA

**330** *Christmas*  
MARKET VENDORS

**3** hosted public  
*Events*  
ANNUALLY

**1/2 mile**  
Race Track

**81,000**  
website views

**1,844**  
PARKING  
SPACES

325 x 145 ft  
*Outdoor*  
**SAND  
RING**

**371** *facility*  
*members*

**2,600** SEAT  
GRANDSTAND



## Spring Market

This newly added Spring market with 140 vendors gives us a taste what is to come for the summer market. This market has a gifting feel as it is intentionally set right before Mothers' Day. There may not be all the fruits and veggies that the summer provides, but the abundance of other unique gifts, art, clothing, and food options will have you leaving with arm loads of goodies and full bellies.

## Farmers' Market

The entire grounds are filled with tents featuring 185+ local farmers, ranchers and artisans all showcasing their offerings in brilliant, colorful, and creative displays. Food vendors along the walk entice you along with 38,000 seasonal guests with their inviting aromas and friendly faces. Enjoying a one-of-a-kind destination shopping experience, getting to know your maker, baker and growers producing right here in Alberta. Take in the live music and some of the tastiest food at southern Alberta's largest outdoor Approved Market.

## Christmas Market

The Millarville Christmas Market opens its gates for an 8-day Market with over 320 vendors and 32,000 visitors. This is one of the busiest weekends of the Market season and features a vast selection of unique items, handcrafted gifts, soul warming food selections and a winter experience you just can't miss. Featuring at least 80% of locally Alberta made wares, there is something for everyone on your shopping list. Not only is the shopping eccentric but the attractions will keep you and your kids on the go, hayrides, face painting, Santa's Workshop, Kids Only Shoppe, Photos with Santa, and the most popular, Santa's reindeer!

# What MRAS Offers

## Our Markets

## **CANADA DAY RACES**

**July 1**

The longest standing MRAS tradition is filled with activities guaranteed to entertain your entire family including: Thoroughbred, Ladies' Side-saddle, Stock Horse, Pack Horses, Indian Relay Races as well as three-legged, foot, and sack races for children.

Thousands of people attend with some taking advantage of a fabulous opportunity to dress up elegantly for the VIP experience.

## **What MRAS Offers**

**Our Oldest Horse Race Tradition**





## **RUN TO THE FARMERS' MARKET HALF MARATHON**

Join us for a beautiful point-to-point run through the Foothills of the Rockies, finishing at the famous Millarville Farmers' Market. Invite friends and family to join you at the finish line, then spend the rest of the morning enjoying shopping, food and music at southern Alberta's largest outdoor market.

## **MRAS Campgrounds**

What you should know if you have not stayed with us at the Millarville Campground is we have 2 campgrounds on site, Creekside and Island. Many of our sites have the ability to accommodate multiple units per site, making camping with friends and family in nature one of our best attributes. Our close proximity to Calgary, Okotoks, High River, Diamond Valley and Millarville as well as our proximity to the Rocky Mountains make this hidden gem well worth visiting. Our famous Saturday Farmers' Market offers the unique opportunity to shop for all of your farm to table goods or unique specialty items from the many local vendors. Along with the Farmers' Market, Millarville Racetrack offers a number of fantastic weekend events throughout the season. Midweek this quiet spot in nature is pure relaxation! Millarville Campground has something for everyone!

## **What MRAS Offers**

**Summer Activities**



# What We Do

Our Country Fair

## Priddis & Millarville Fair

The Priddis & Millarville Fair is unique in Canada as the longest-running, community-supported, old-time country fair. 2024 marks the 117th offering of the Fair - a testament to its importance to our community. The long-time traditions of bench exhibits, equestrian events in English, Western and Gymkhana, livestock competitions, animal displays, pie and quilt auctions, pie and watermelon eating contests continue to be fair features.

The Fair is a tremendous opportunity for us to share experiences and to celebrate and build community with our children, our community newcomers, and our visitors. We have the opportunity to provide our visitors with insight into our history and rural heritage and to provide agricultural literacy. We are so fortunate to live in a place where people know the meaning of community spirit.





# SPONSORSHIP OPPORTUNITIES

## Race Track Rail Partner

1 YEAR - \$1200  
2 YEAR - \$900/YR

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The exterior race track rail is visible to every guest that enters the facility at the front entrance.

- Aluma panel sign (4x8) laminated provided by you.
- Social Media mention.
- Company name in the TrackWatch newsletter monthly.

## Grandstand Partner

1 YEAR - \$1600  
2 YEAR - \$1300/YR

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Be the first to take advantage of this new advertising opportunity and expose your company to the foot traffic within the market area.

- Aluma panel sign (4x8) laminated provided by you.
- Company logo on Millarville Race Track website with hyperlink.
- Company name in the TrackWatch newsletter monthly.
- Family facility membership.

## Riding Arena Partner

1 YEAR - \$900  
2 YEAR - \$600/YR

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Signage within the new indoor riding arena will be visible to multiple equestrian groups including general riding members, 4H youth clubs and larger riding clubs.

- Aluma panel sign (4x8) laminated provided by you.
- Social Media mention.
- Company name in the Track Watch newsletter monthly.

# MORE SPONSORSHIP OPPORTUNITIES

## Event Partner

If advertising at one of our annual MRAS events is meaningful to your organization, please reach out to our Operations Manager to receive the appropriate event contact information.

## Equipment Partner

MRAS uses tractors, lawn care equipment and ATV's to operate our multiple events, facility rentals and guest management. If your organization is interested in an in-kind partnership that will show your equipment in action, please reach out to the Operations Manager.

## Farmers' Market Partner

Advertise at the largest outdoor Approved Farmers' Market in southern Alberta. We will produce weekly shout outs on our popular social media pages . Get in on the local movement!

## Arena Naming Rights

Completed in late 2018, our indoor riding arena is looking for a name. This space is utilized by our local horses daily, local riding members and canine clubs weekly, and throughout our event season for cabarets, weddings, sales and, of course, our famous Christmas Market. Contact our Operations Manager to discuss the possibility for your organization.

# WHY SPONSOR WITH MRAS?



Whether its equestrian events, shaping memories at the Fair, supporting local businesses at the weekly Farmers' Market or positive youth development with a 4-H club, Millarville Race Track is dedicated to building the spirit of the community.



Discover the best kept secret in the Foothills... camping facilities featuring large treed sites, fire pits and picnic tables.



As a not-for-profit Society, all partnership income remains within the facility, in turn, supporting our surrounding community.



# THANKS

Contact Us & Follow Us On Social Media

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