



PIT PONIES

OF THE DRUMHELLER VALLEY

EXHIBIT SPONSORSHIP OPPORTUNITIES

The Atlas' newest exhibit opens Summer 2025!
Help share the stories of these beloved mine workers.
Support through exclusive exhibit sponsorship opportunities.



ABOUT THE EXHIBIT

***Pit Ponies of the Drumheller Valley* • Opening Summer 2025**

Step back in time to uncover the untold stories of the pit ponies—the equine workers who played a vital role in the Drumheller Valley’s coal mines. Housed within our historic century-old boxcar, adjacent to Canada’s last standing wooden tippie, this immersive exhibit will shed new light on the lives of these remarkable animals.

This semi-outdoor exhibit will feature:

- Engaging text panels accompanied by historic images.
- A curated artifact display showcasing pony tack and other items.
- An interactive component that invites visitors to connect with the exhibit.

More than just workers, these ponies were partners in the mines—trusted companions whose efforts and sacrifices powered an industry and shaped a community. **We invite you to be part of this tribute to their legacy.**



SPONSORSHIP

\$3000 TITLE SPONSORSHIP

- Logo displayed on exhibit sponsor sign
- Social Media shout-out
- Recognition in Atlas Coal Miner newsletter
- 10 tickets to exhibit opening reception

\$1000 SPONSORSHIP

- Name displayed on exhibit sponsor sign
- Recognition in Atlas Coal Miner newsletter
- 4 tickets to exhibit opening reception

IN-KIND SPONSORSHIP

Reach out to discuss in-kind sponsorship! We'd love to hear from you.

How to sponsor?

- Choose a level of sponsorship. *Note: only 1 Title level available
- Speak to a member of the Sponsorship Committee or send an email to info@atlascoalmine.ab.ca
- Complete the sponsorship agreement form.