8th Annual

Christmas in the Coulee

Sponsorship Opportunities 2026

Help preserve Drumheller's Coal Mining History!

December 4, 5, 11, 12, 2026 | 5-8:30 PM

atlascoalmine.ab.ca/christmas

ATLAS COAL MINE NATIONAL HISTORIC SITE

EAST COULEE SCHOOL MUSEUM 1930

About the Event

This year we're stringing 40,000+ lights across the Atlas' 12 acre site. The Badlands' dark skies and brilliant stars make our light show one of the best in Alberta. We'll have Santa Claus, festive treats and music to enhance your visit!

Warm up afterwards at the East Coulee School Museum, lit by candlelight, and featuring live music, treats and kids activities.

100% of the event proceeds help the Atlas Coal Mine National Historic Site and East Coulee School Museum preserve Drumheller's coal mining past.

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EAST COULEE SCHOOL MUSEUM 1920

Sponsorship

Silver
$250
(Cash)

2 Tickets to Event

Listing on Webpage

Listing on Event Signage

Gold
$500
(Cash)

5 Tickets to Event

Listing on Webpage

Listing on Event Signage

Emerald
$1000
(Cash)

5 Tickets to Event

2 Atlas 2026 Day Passes

Listing on Webpage

Listing on Event Signage

Ruby
$2000
(Cash/In-Kind)

12 Tickets to Event

4 Atlas 2026 Day Passes

Logo on Webpage

Logo on Event Signage

Social Media Call-Out

Diamond
$3000
(Cash/In-Kind)

15 Tickets to Event

5 Atlas 2026 Day Passes

Logo on Webpage

Logo on Event Signage

Social Media Call-Out

Anthracite Title Sponsor
$5000
(Cash/In-Kind) *

Title Name

20 Tickets to Event

6 Atlas 2026 Day Passes

Logo on Webpage

Logo on Event Signage

Social Media Feature

Help make our event a success! Sponsorship is a great way to give back to the community, host a fantastic Christmas experience for staff, and be promoted at the event and on our website!

How to sponsor?

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

Not ready for sponsorship? We are seeking volunteers, both for the event and for light installation.

Questions? Drop us a line at info@atlascoalmine.ab.ca

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