
Alberta Day Festival Planning Guide



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Overview

The Province of Alberta was established by federal legislation on September 1, 1905. To recognize this important date, the Government of Alberta established September 1 as Alberta Day in perpetuity. Alberta Day will provide municipalities an opportunity to celebrate the history, heritage and cultural identity of our province.

Celebrating Alberta Day will give Albertans the chance to come together, build community and celebrate everything that makes Alberta special.

Alberta's government is inviting communities to take part in this celebration. We have created this document to assist municipalities in organizing a local Alberta Day event.

This document contains suggested components of the celebration, including but not exclusive to the following: Alberta artist concert; Market Place; Multicultural programming; Youth programming; Indigenous components; Alberta Showcase display; and articulate lights displays.

Key Components Your Alberta Day Event Might Include

Main Stage

- Speeches
- Indigenous ceremony and performances
- Various multicultural/Francophone performances.
- Performances and presentations by community groups
- Concerts by Alberta musicians
- Headliner

Family Programming

- Arts and Crafts, Games, Inspiration Wall, Face Painting
- Workshops (i.e. Dream Catchers, Ukrainian Easter Egg colouring, jam making...)
- Games and Activities

Indigenous Programming

- Story telling, Tipi demonstration, Round dances

Alberta History Showcase

- Regional historical artifacts and photographs
- Municipal government display of programs
- Indigenous history

Market Place/Showcase of Alberta Products

- Alberta products
- Indigenous products
- Local food vendors and/or food trucks

Lights Display

- Concluding your event

Communications guidelines and expectations

Alberta Day

The following guidelines will help you promote your events and align with Alberta Day messaging.

Messaging

This high-level messaging will help you draft descriptions of your events and make sure that your promotions align with the spirit of Alberta Day:

- Alberta Day is a chance to celebrate who we are as Albertans, and what we can achieve together.
- Since Alberta became a province on September 1, 1905, it has been defined by the innovation, bravery and community spirit of its people.
- Establishing Alberta Day gives us the chance to take pride in this province and celebrate our heritage and cultural identity.

Communications guidelines and expectations, cont'd..

Promotions

The Government of Alberta will be promoting Alberta Day event on the [Alberta Day web page](#), on social media, with paid advertising, and at a media kickoff event. To help us promote your event, please submit a description of your event to albertaday@gov.ab.ca by August 12, 2025.

Please include the hashtag #AlbertaDay in all social media posts about the event, and encourage attendees to do the same on their social media accounts.

Branding

Social media graphics and other branded assets will be provided closer to ensure a standard look and feel for Alberta Day events across the province.

Sample Program Elements

Family Corner

- Arts and Crafts
- Inspiration Wall
- Workshops
- Face Painting and Henna
- Indigenous Storytelling



Tipi Storytelling

- Storytelling
- Round dances



Alberta Showcase

- Local Historical Artifacts / Photographs
- Provincial / Municipal Display of Programs
- Indigenous History



Main Stage

- Cultural and Indigenous Performances
- Speeches
- Presentations
- Local bands and Musical artists
- Dance groups

Alberta Marketplace

- Local Products
- Alberta Products
- Indigenous Products



Food and Beverage

- Food Trucks
- Local Vendors
- Food Producers

Sample Festival Schedule

The following sample schedule will help organize your event.

Location	Start Time	End Time	Activities
Main Stage	12:00 pm	9:00 pm	Speeches, Local Performers, Cultural Performances, Headliner
Family Corner	12:00 pm	6:00 pm	Tent of Arts and Crafts, Workshops (i.e. Dream Catchers, Ukrainian Easter Egg colouring, Jam Making, etc...)
Indigenous Programming	12:00 pm	6:00 pm	Storytelling, Round Dance, Crafts, Bannock Making
Alberta Showcase	12:00 pm	9:00 pm	Local and Provincial Government Display Programs, Historical Artifacts, Photographs, Indigenous history
Alberta Marketplace	12:00 pm	9:00 pm	Marketplace of Alberta Products
Food & Beverage	12:00 pm	9:00 pm	Local Vendors/Concessions and Food Trucks
Lights Display	9:00 pm	9:20 pm	Drone or Pyrotechnic Display that concludes event

Sample Entertainment Schedule

Location	Start Time	End Time	Entertainment
Main Stage	12:00	12:05 pm	MC Opens the event
	12:05	12:25 pm	Indigenous ceremony
	12:15	1:00 pm	Speeches
	1:00	2:00 pm	First local artist performs
	2:00	2:30 pm	Indigenous Performance
	2:30	3:00 pm	Cultural Performance TBD
	3:00	4:00 pm	Second local artist performs
	4:00	5:00 pm	Third local artist performs
	5:00	5:30 pm	Cultural Performance TBD
	5:30	6:00 pm	Cultural Performance TBD
	6:00	7:00 pm	Fourth local artist performs
	7:00	7:30 pm	Cultural Performance TBD
	7:30	8:00 pm	Final Cultural Performance
	8:00	9:00 pm	Headliner performs

Local Action Plan

Government Involvement

Invite local MLA and MP.
Mayor and Council Members could participate and speak.

Indigenous Components

Invite a local elder to perform a blessing at start of event.
Invite local Indigenous artists and groups to participate in showcase, storytelling, round dance, drumming, and other performance elements throughout the day.
Invite local Indigenous crafters and artisans to participate in the Marketplace.
Work with local Indigenous groups to ensure that their history and artifacts are included in Showcase displays.
Run Indigenous games/activities/crafts in Family Programming area.

Displays and Activities

Work with local museum or historical sites to contribute to Alberta Showcase displays.
Work with local libraries, agricultural societies, cultural organizations, dance schools, and/or churches to presents a variety of cultural showcase performances on the Cultural Stage.
Work with local crafting or artist guilds, invite them to present and sell their work.

Alberta Culinary Promotions

Connect with local agricultural producers and farmers markets to sell and promote their products.
Invite local food trucks and restaurants to participate in the food and beverage area. Encourage local restaurants to feature Alberta recipes and cuisine August 29 - September 1

Media Partner Promotions

Submit an event listing to local media organizations.
Connect with local radio stations and newspapers. Invite them to cover your Alberta Day event.
Invite local radio station on site to MC event and set up promotional table or booth.
Encourage local radio stations to play Alberta based and/or local artists August 29 to September 1. Encourage local paper to run an Alberta themed essay or colouring contest before event.

Extra Details to Consider

Vendors and Merchants

Confirm that all vendors have their own insurance.

Make sure all food vendors are inspected and/or approved by Alberta Health Services. Make sure all food vendors follow safe food-handling practices.

If vendors are providing their own tents and tables make sure that they are properly and safely secured.

Artists and Performers

Confirm that artists and performers have their own insurance.

Sign contracts in advance with artists and presenters.

Make arrangements to sell performer merchandise or provide a location for them to sell their own merchandise.

Site Logistic

Create your own individual site map in advance of event.

Make sure that all cords and cables are safely covered.

Obtain appropriate number of Port-a-Potties for your site.

Obtain appropriate number of wash stations for your site.

Miscellaneous

Provide a variety of parking and transportation options for attendees.

Have a contingency plan in case of bad weather.

Have a first aid station.

Have a lost and found location.

Checklist

Please use this checklist as a guideline for planning and organizing your event:

- Create an Organizing Committee;
- Create a budget;
- Select your event site;
- Identify community organizations to work with;
- Recruit volunteers;
- Identify local businesses to partner with;
- Contract artists and vendors;
- Promote your event.