

A photograph of a person carrying a young child on their shoulders. The child is wearing a blue baseball cap and a black hoodie. The person is wearing a grey t-shirt and blue jeans. They are standing in a large indoor arena, likely a fair or festival, with other people and structures visible in the background. A green diagonal graphic element is overlaid on the bottom left of the image.

prairieland 140th anniversary partner toolkit

For 140 years, Prairieland has been where Saskatchewan gathers. From our agricultural roots to our citywide traditions, we've been the place where communities celebrate, connect, and build for the future.

This milestone is not only a chance to look back—it's an opportunity to look forward. We're proud to share stories that highlight our legacy, our independence, and our ongoing commitment to reinvest every dollar earned back into the community.



prairielandpark.com/legacy140

Why your role matters

Our story is strongest when it's told together. As a partner, your voice helps amplify Prairieland's impact and ensures the region knows why gathering here matters. By sharing these stories with your own audiences, you help spread the word that every event, every ticket, and every gathering contributes to building a stronger Saskatchewan.

What's in your toolkit

This folder contains easy-to-use resources designed to make sharing seamless:

- **Key Messages and FAQs** — Core facts and talking points.
- **Social Media Captions** — Ready-to-share content for your channels.
- **Videos and Thumbnails** — Links and images for embedding or reposting.
- **Printable Handouts** — Poster and postcard.



How to use the toolkit

Select the pieces that fit your needs (social, print, digital).

Share content on your own channels during the anniversary year.

Use the videos and printables at your events or in your spaces.

Direct your audience to Prairieland's landing page to watch the films.



Your partnership helps us extend the reach of these stories and ensures Prairieland's 140th year is celebrated across the region.

Together, we can honour our legacy, showcase our impact, and keep building the future of gathering in Saskatchewan.

If you have any questions, please feel free to reach out to contactus@prairielandpark.com

Key Messages



1. Community Value and Reinvestment

Prairieland is more than an event space — it's a community steward. Every ticket purchased, every booking hosted, and every sponsorship secured is reinvested into people, programs, and places right here in Saskatchewan.

2. Independence and Stewardship

Prairieland is not government funded. We operate on earned revenue and partnerships, ensuring that every dollar stays in the community.

3. Why Gather?

Gathering is how communities grow. By coming together, ideas move faster, industries innovate, and connections are strengthened.

4. Building a Legacy

Prairieland has been a gathering place since 1886. Our 140-year history is a story of resilience, growth, and community spirit.

5. Agriculture at the Core

Agriculture is in Prairieland's DNA. From rodeo and ag events to modern industry showcases, we connect rural and urban communities through food, innovation, and education.

6. The Saskatoon EX — A Citywide Tradition

The Saskatoon EX is more than a fair. It's a tradition that brings generations together to celebrate, connect, and make memories.

FAQs

Q: Is Prairieland government funded?

A: No. Prairieland is independently operated. We generate our revenue through events, bookings, and partnerships, and reinvest those funds directly back into the community.

Q: How does Prairieland reinvest in the community?

A: Every dollar earned goes into improving facilities, supporting youth and agriculture programs, and strengthening cultural and community events.

Q: Why is the 140th anniversary important?

A: This milestone honours our legacy as Saskatchewan's gathering place and looks forward to continuing that role for future generations. It's a chance to celebrate where we've been and where we're going.

Q: How can partners help share the story?

A: Use the toolkit assets on your channels, include the films in your newsletters, or display the print materials at your events and spaces.

Q: How can community members get involved?

A: By attending events, sharing the films, visiting our story booth, or contributing their own Prairieland story online.

Social Media Captions

Building a Legacy

- For 140 years, Prairieland has been where our region gathers. From fairgrounds to a community hub, our story continues. Watch the legacy unfold.
- 140 years of gathering. Still gathering momentum. Discover our journey and the people who built it.

Communities Gather Here

- The region's meeting place—where communities celebrate, connect, and create new possibilities. See how our community gathers.
- From business forums to cultural celebrations, Prairieland is where ideas and people come together. Watch the story:

Growth and Evolution

- Prairieland is evolving. Modern spaces, sustainable practices, and people-first service. See how we're building for the next century.
- Future-ready, community-led. Explore how we're growing alongside the region.



Each video comes with two different social media captions.

Choose whichever you feel suits your channel best.



Social Media Captions

Nurturing Agriculture

- Rooted in agriculture. Growing the future. From youth programs to today's industry-shaping shows, see how agriculture has always been at our core.
- From fields to boardrooms, agriculture connects us all. Watch the story.

The Saskatoon EX

- A fair for the whole city. The Saskatoon EX has been bringing families and friends together for generations. Relive the memories.
- More than an event—it's a tradition. See why The Saskatoon EX is a citywide smile in one place.

