

# APPENDIX A

From: JENA COLBOURNE  
CONNECTED MEDIA INC. O/A LAKELAND CONNECT

TO: MUNICIPAL DISTRICT OF BONNYVILLE REEVE & COUNCIL

DATE: APRIL 25, 2023

SUBJECT: RIBFEST 2023

Esteemed Reeve & Council Members,

I am writing to inform you of Lakeland Connect's support of Cold Lake Ribfest 2023. The event will be held July 7-9, 2023, with Caitlyn Bush as the point of contact from our company. We are very excited to take on the endeavour and believe that the opportunities for the M.D. to be a part of the event are bountiful.

Cold Lake Ribfest 2023 falls nicely within Council's latest adopted Strategic Plan's priorities, specifically **Priority 1 - Building a Prosperous and Sustainable Community** and **Priority 4 - Enhancing the Livability of the Community** by aligning with Council's commitment to promote tourism, promoting small businesses & industry and support non-profits in our region.

## **Tourism**

The event is expected to bring 10,000 or more people to the region. Many of these people will seek rest at MD-owned campgrounds and visit MD-owned facilities and grounds; examples of these premier facilities include, Kinosoo Adventure Park and Cold Lake Campground trails.

We have approached indigenous dancers and drummers to perform at the event, which will further promote the region and enhance tourism initiatives.

## **Small Business**

The event promotes small businesses through a vendor market that is expected to have 20 or more businesses selling their products & services. The market is already gaining attention and is supported by Community Futures Lakeland.

We are committed to using completely local businesses to execute the event, including a local beer gardens featuring beverages from local breweries, cideries, and distilleries. We will not have any major brands, as it is our goal to promote the Lakeland region.

We have also begun the quoting process to use local contractors for our waste removal, electrical work, audio/visual, sound, and anything else required to execute the event.

Additionally, our entertainment is local performers and DJs. We have contracts with Mainstreet (Cold Lake), Olivia Rose (Elk Point), DJ Elle (St. Paul), and DJs Krystina & Shawn (M.D. of Bonnyville).

### **Non-Profits**

We are in the process of securing non-profit groups to assist in the execution of the event. Including clean-up, beer gardens and maintenance of the event.

These groups will be paid a per diem for their help at a minimum of \$15/hour per worker. We budgeted paying out \$5,000 to non-profits, however we are prepared to increase that amount should we need more assistance.

Some non-profits we have considered are Cold Lake Ag Society, Ardmore 4-H club, MS Society, Cheer Force Jets, and the Cold Lake Fighter Jets.

Lakeland Connect is committed to hosting Cold Lake Ribfest 2023 and ensuring the event uses as many local elements as possible while driving tourism and visitors to the M.D. Along with delicious ribs that will delight anyone's taste buds, we are hosting a vendors market for local entrepreneurs, local musical & entertainment acts, and completely locally crafted beer gardens, and we are committed to using local businesses for the behind-the-scenes work such as toilets, power, water, lighting, audio-visual equipment.

### **Will the Municipal District of Bonnyville support Cold Lake Ribfest 2023 with a \$15,000 Entertainment Sponsorship Package?**

As one of the top tier sponsorship levels, included in your sponsorship the M.D. will receive:

- Entertainment & stage named entirely after the M.D. on ALL Marketing Materials
- 15 VIP Passes and 15 VIP Drink Tickets for the VIP Patio and Stage Access
- 15 Half-Rib Dinners for Staff, Friends and Families
- 2 Panel spots for the Rib Competition to fill as desired
- Unlimited Area Signage and Branded Tents
- Live MC recognition for the duration of the event
- Interviews, commercial recognition and social media post
- Logo on all social media material and print materials
- Social Posts on Lakeland Connect to individually advertise your organization
- a banner ad on Lakeland Connect specific to highlighting main sponsors

Although we are requesting \$15,000 Entertainment Sponsorship level, we are open to alternative sponsorship opportunities including:

- An alternative sponsorship listed in the attached package
- A combination of monetary sponsorship and work-in-kind sponsorship
- Any monetary or work-in-kind sponsorship deemed appropriate by council

We project that with the support of the Municipal District of Bonnyville, this will be the first of many successful years and Ribfest will soon be known as a staple summer event in the region. Thank you for your consideration, and we look forward to working with the M.D. on this venture.

Should you require anything further, Caitlyn Bush can be contacted via email [caitlyn@lakelandconnect.net](mailto:caitlyn@lakelandconnect.net) or via phone or text at 780-573-6175.

Stay Connected,

A handwritten signature in black ink that reads "Jena Colbourne". The script is fluid and cursive, with the first letter of each word being capitalized and larger than the others.

Jena Colbourne  
Owner  
Connected Media Inc. o/a Lakeland Connect