

Municipal District of Bonnyville No. 87

Request for Decision (RFD)

Meeting: Regular Meeting of Council
Meeting Date: September 26, 2023
Originated By: Esther Quiambao, General Manager of Planning and Community Services
Title: 2024 Ronald McDonald House Winterland Invitational – Request for Sponsorship

PROPOSAL & BACKGROUND

The Ronald McDonald House Charities Alberta (RMHC) is hosting the 2024 Winterland Invitational event and seeks support from the M.D. of Bonnyville in the capacity of an Ice Level Sponsor, with a financial commitment of \$8,000. The Winterland Invitational is a youth hockey tournament encompassing U9, U11, and U13 in the Lakeland Region, which includes Bonnyville, Cold Lake, Elk Point, and Glendon. This event is dedicated to bolstering youth in sport and the mission of the Ronald McDonald Houses in Alberta to improve the lives of families who are seeking treatments for their seriously ill or injured child. The 2024 Winterland Invitational is scheduled to coincide with the February long weekend.

RMHC applied under the M.D. Community Action Grant Program, however their requested amount exceeds the \$5,000 maximum sponsorship amount available through the associated policy.

DISCUSSION ON BENEFITS, DISADVANTAGES & OPTIONS

In 2023, 48 teams played 86 games spanning four venues and six ice surfaces and brought 750 youth players and their families to the region for the tournament. They raised over \$160,000 towards the RMHC.

As an \$8,000 2024 Ice Sponsor the M.D. would receive:

- Proud Provincial Sponsor Graphics for social media
- Logo Recognition on sponsorship banner and in programs
- Specific recognition based on sponsorship level and event collateral.
- Mentions on social media.
- VIP Tour at Ronald McDonald House of Choice
- First rights of refusal for 2025

Previous recent sponsorships provided by the M.D. to RMHC includes: 2023 McHappy Day Event prize donation (2023 Campground Staycation Package); 2022 Golf Tournament sponsorship of \$3,000; Winterland Invitational events in 2018 thru 2021 and in 2023 for \$8,000.

Attached for Councils review:

- Appendix A: Ronald McDonald House Charity Winterland Request Letter
- Appendix B: RMHC Alberta 2024 Winterland Invitational Sponsorship Package
- Appendix C: Winterland Invitational 2023 Event Report

REFERENCE TO STRATEGIC PLAN

Goal 3: Promote Community Development

REFERENCE TO PROVINCIAL/FEDERAL LEGISLATION

N/A

COSTS & SOURCE OF FUNDING

Total funding requested: \$8,000 (other sponsorship level options also available)

Possible Sources of Funding:

1. 2023 Council Operating Budget – Grants to Individuals and Non-Government Organizations
2. Community Action Grant Reserve

COMMUNICATIONS STRATEGY

N/A

ADMINISTRATION RECOMMENDED ACTION

THAT Council directs Administration to process the Ronald McDonald House Charities Alberta grant application submitted through the municipal Community Action Grant program for the 2024 Winterland Invitational event to a maximum sponsorship value of \$5,000.

COUNCIL OPTIONS

1. THAT Council directs Administration to process the Ronald McDonald House Charities Alberta grant application submitted through the municipal Community Action Grant program for the 2024 Winterland Invitational event to a maximum sponsorship value of \$5,000.
2. THAT Council approves the request by Ronald McDonald House Charities for funding support of the 2024 Winterland Invitational event in the amount of \$8,000 as an Ice level sponsor to be funded from the 2023 Council Operating Budget.
3. THAT Council directs Administration to bring back additional information regarding the funding request by the Ronald McDonald House Charities Alberta to a future meeting of Council, as discussed.

Report Approval Details

Document Title:	Request for funding for the 2024 Ronald McDonald House Winterland Invitational.docx
Attachments:	<ul style="list-style-type: none">- Appendix A -Ronald McDonald House Charity Winterland Request Letter.pdf- Appendix B-RMHC Alberta 2024 Winterland Invitational Sponsorship Package.pdf- Appendix C- Winterland Invitational 2023 Event Report.pdf
Final Approval Date:	Sep 20, 2023

This report and all of its attachments were approved and signed as outlined below:

Esther Quiambao

Stephanie Severin