



STAFF REPORT

Title: Request for Funding - Ronald McDonald House Charities Northern Alberta (RMHCNA) 2019 Charity Events

Meeting Date: March 12, 2019

Executive Summary:

Attached is the Ronald McDonald House Charities Northern Alberta (RMHCNA) 2019 Lakeland Sponsorship Package outlining their three (3) signature fundraising events as follows:

1. Run for Ronald - Saturday, May 4, 2019
2. Charity Golf Classic: Lakeland Region - Saturday, June 15, 2019
3. Winterland Invitational Hockey Tournament (replaced the Rock the House Curling Funspiel) - February 15-18, 2019

This will be the fifth year (second year for the Winterland Invitational Hockey Tournament) of these annual events. RMHCNA are also hoping the City of Cold Lake will consider putting in a team to the Run for RMHCA: Corporate Challenge. Due to the strong interest in the Winterland Invitational Hockey Tournament (which was held in Bonnyville), the Rock the House Curling event has been eliminated. Last year, the Energy Centre was tentatively secured to double the Winterland Invitational Hockey tournament in 2019, however in late 2018 the City of Cold Lake received a cancellation for the Tournament.

As a previous sponsor, first right of refusal for the Run and Golf will end as of November 23, 2018. It should be noted that the \$1,000 and \$1,500 sponsorship levels for loyalty and volunteers have increased for 2019 to \$2,000 each.

Background:

At Council's December 11, 2018 regular meeting, it was resolved to postpone this request, being Old Business Item 8.5 Request for Funding - Ronald McDonald House Charities Northern Alberta (RMHCNA) 2019 Charity Events to the March 12, 2019 regular meeting of Council.

At Council's regular meeting held October 23, 2018, Council resolved to defer New Business Item 11.8 Request for Funding - Ronald McDonald House Charities Northern Alberta (RMHCNA) 2019 Charity Events to the 2019 budget deliberations, with consideration for funding being given at the December 11, 2018 regular meeting of Council after the approval of the 2019 budget.



As a previous sponsor, first right of refusal for the Run and Golf will end as of November 23, 2018.

During the 2019 Budget Deliberations, no specific restricted surplus was allocated for the Ronald McDonald House Charities.

Sponsorship options to the various events are attached.

Sponsor the Run For Ronald event as follows:

- \$5,000 - Presenting Sponsor (Exclusive)
- \$3,500 - Striped Sock Sponsor (Exclusive)
- \$2,000 - Volunteer Sponsor (Exclusive)
- \$2,000 - Medal Sponsor (Exclusive)
- \$1,000 - Race Kit Sponsor (Exclusive)
- \$1,000 - Kids Zone Sponsor (Exclusive)
- \$2,000+ - House Hero Sponsor
- \$1,000+ - Family Hero Sponsor
- \$500+ - Kid Hero Sponsor
- \$500 - Print Sponsor

The "Presenting Sponsor" has decreased from \$10,000 to \$5,000 and the "Striped Sock Sponsor" has increased from \$3,000 to \$3,500.

Sponsor the Charity Golf Classic: Lakeland Region event as follows:

- \$5,000 - Presenting Sponsor (Exclusive)
- \$3,000 - Dinner Sponsor (Exclusive)
- \$2,000 - Breakfast Sponsor (Exclusive)
- \$2,000 - Golf Cart Sponsor (Exclusive)
- \$2,000 - Volunteer Sponsor (Exclusive)
- \$1,000 - Players Bag Sponsor (Exclusive)
- \$500 - Program Sponsor (Exclusive)
- \$1,000 - Hole Sponsor (14 available)
- \$1,000 - Home-in-One Sponsor (4 available)
- \$500+ - Kid Hero Sponsor

The "Presenting Sponsor" has decreased from \$10,000 to \$5,000, the "Dinner Sponsor" has decreased from \$5,000 to \$3,000, and the "Breakfast Sponsor" has decreased from \$3,000 to \$2,000



Prior to 2015, no documentation could be found confirming any sponsorship funding being provided to the RMHCNA.

In 2015, Council provided the following with respect to sponsorships which totaled \$3,500.00:

1. Run for Ronald - \$500.00 towards T-Shirts
2. Charity Golf Classic: Lakeland Region - \$2,000.00 towards the Gold Sponsorship Package
3. Rock the House Curling Funspiel - \$1,000.00 towards a "volunteer" sponsor

In 2016 and 2017, Council provided the following with respect to sponsorships which totaled \$3,000.00:

1. Run for Ronald - \$1,000.00 Volunteer Sponsor
2. Charity Golf Classic: Lakeland Region - \$1,000.00 Volunteer Sponsor
3. Rock the House Curling Funspiel - \$1,000.00 Volunteer Sponsor

In 2018, Council provided the following with respect to sponsorships which totaled \$3,000.00:

1. Run for Ronald - \$1,500.00 Sponsor
2. Charity Golf Classic: Lakeland Region - \$1,500.00 Sponsor

Further to the above, at Council's regular meeting held September 12, 2017 Council respectfully declined the request to sponsor the RMHCNA Winterland Invitational Hockey Tournament being held February 16-18, 2018 at the Bonnyville C2 Centre and Glendon Arena.

The RMHCNA would like the City of Cold Lake to reconsider sponsorship for the Winterland Invitational Hockey Event for 2019. The following outlines the sponsorship opportunities:

Sponsorship to the Winterland Invitational event as follows:

- \$10,000 - Presenting Sponsor (Secured)
- \$ 8,000 - Ice Rental Sponsor (Exclusive)
- \$ 5,000 - Heart & Hustle Sponsor (Exclusive)
- \$ 5,000 - Goal Sponsor (Exclusive)
- \$ 5,000 - Power Play Sponsor (Exclusive)
- \$ 5,000 - Volunteer Sponsor (Exclusive)
- \$ 3,500 - Striped Sock Sponsor (Secured)



- \$ 3,000 - Medal Sponsor (Exclusive)
- \$ 2,000 - House Hero Sponsor
- \$ 1,000+ - Family Hero Sponsor
- \$ 500+ - Kid Hero Sponsor
- Gift-in-Kind Sponsor

Last year, the Energy Centre was tentatively secured to double the Winterland Invitational Hockey tournament in 2019. This booking was recently cancelled after being advised by the RMHC that they are looking at other opportunities. Based on the request for sponsorship, the tournament will be host in Bonnyville, Glendon and Elk Point.

The RMHC is also requesting for the City of Cold Lake to consider a three (3) year commitment to the funding sponsorship, and are hoping the City of Cold Lake will consider putting in a team to the Run for RMHCA: Corporate Challenge. It is Administration's advice, not to provide a multi-year commitment to sponsorship.

In accordance to the City of Cold Lake's Recreation and Culture Grant Program, Council may consider any request for funding for an event with a clear and structured fund raising program (a copy of the policy has been attached for reference purposes).

In 2019, Council budgeted \$60,000 for sponsoring functions, goodwill, and other activities for the staff and community. To date, without consideration of this request or any others on the March 12, 2019 agenda, \$6,885.00 has been formally allocated from the 2019 Council Goodwill by motion of Council.

Alternatives:

Council may consider the following options:

- Pass or defeat a motion to support some or all of the Ronald McDonald House Charities Northern Alberta (RMHCNA) 2019 events as follows:
 - \$____ Sponsor - Run for Ronald scheduled for Saturday, May 4, 2019 in Cold Lake;
 - \$____ Sponsor - Charity Golf Classic: Lakeland Regional scheduled for Saturday, June 15, 2019 at the Cold Lake Golf & Winter Club;
 - \$____ Sponsor - Winterland Invitational Hockey Tournament scheduled for February 15-18, 2019 in Bonnyville, Glendon, and Elk Point;

with funds to come from Council Goodwill (1-2-11-20-229) for 2019, and that the sponsorship be committed for a period of three (3) years.



- Pass a motion to respectfully decline the request to sponsor the events being hosted by the Ronald McDonald House Charities Northern Alberta (RMHCNA) for 2019.

Recommended Action:

- That Council pass a motion to support the Ronald McDonald House Charities Northern Alberta (RMHCNA) 2019 events as follows:
 - \$____ Sponsor - Run for Ronald scheduled for Saturday, May 4, 2019 in Cold Lake;
 - \$____ Sponsor - Charity Golf Classic: Lakeland Regional scheduled for Saturday, June 15, 2019 at the Cold Lake Golf & Winter Club;
 - \$____ Sponsor - Winterland Invitational Hockey Tournament scheduled for February 15-18, 2019 in Bonnyville, Glendon, and Elk Point;

with funds to come from Council Goodwill (1-2-11-20-229) for 2019.

Budget Implications (Yes or No):

Yes

Submitted by:

Kevin Nagoya, Chief Administrative Officer