



## Issue Summary Report

### 10.6. REQUEST FOR FUNDING - 4 WING COLD LAKE - 2018 AIR SHOW SPONSORSHIP

#20170818001

**Meeting :** Council - Regular Meeting

**Meeting Date :** 2017/09/12 18:00

**Meeting Type :** COUNCIL - REGULAR MEETING

#### Executive Summary

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The 2018 Cold Lake Air Show will be held on July 21 - 22, 2018. 4 Wing Cold Lake is requesting for a sponsorship of \$125,000 for civilian performer contract fees plus fuel costs, travel and accommodation fees for the performers.

#### Background

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4 Wing is seeking a partnership with the City of Cold Lake to conduct their second two (2) day air show being July 21-22, 2018.

For reference purposes we've attached the request for funding for the 2016 air show where Council resolved to provide a sponsorship in the amount of \$75,000. The 2016 air show was a very successful event. It is understood that 4 Wing was able to turn a surplus to funding to the base fund.

For the 2018 air show, 4 Wing is requesting for a sponsorship of \$125,000 for civilian performer contract fees plus fuel costs travel and accommodation fees which were separate during the previous airshow. For reference purposes we have attached both the previous request for funding and the sponsorship package for the upcoming air show.

4 Wing Cold Lake is also requesting for an ongoing financial commitment to their air shows going into the further to avoid having to make repeated requests of the City.

It is understood that 4 Wing Cold Lake will require the funding at the City's earliest convenience therefore the cash flow will need to occur during the 2017 budget.

In 2017, Council budgeted \$200,000 for Contingency. To date, without consideration of this request or any others on the September 12, 2017 agenda, \$72,500.00 has been formally allocated from the 2017 Contingency. If Council approves this request for \$125,000 there will be a balance of \$3000.00 left in Council contingency and approximately \$20,000.00 in Goodwill.

#### Alternatives

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Council may consider the following options:

1. Council provide support to the 2018 Cold Lake Air Show for \$125,000 from contingency.
2. Council defeat a motion to provide support to the 2018 Cold Lake Air Show.
3. Council consider an alternative amount in support of the 2018 Air Show.

#### Recommendation

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That Council authorize the City of Cold Lake to be the "Performer Sponsor" in the amount of \$125,000 + GST (\$131,250 inclusive of GST) for the civilian performer contract fees for the 2018 Cold Lake Air Show being held July 21-22, 2018, to be funded from 2017 Contingency (1-2-97-99-991).

#### Additional Information

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**Budget Implications (Yes or No) :**

Yes.

**Respectfully Submitted by :**

Kevin Nagoya, CAO



# COLD LAKE AIR SHOW 21-22 JULY 2018

**SPONSORSHIP  
OPPORTUNITIES**



**[www.coldlakeairshow.com](http://www.coldlakeairshow.com)**

## COLD LAKE AIR SHOW 4 WING COLD LAKE



## CORPORATE SPONSORSHIP



**COL PAUL DOYLE  
WING COMMANDER  
4 WING COLD LAKE**

I am very pleased to announce that 4 Wing will be hosting a two-day air show on the 21st and 22nd of July 2018. The 2018 Cold Lake Air Show will be a wonderful opportunity to bring the community and surrounding regions together for a fun-filled and exciting summer attraction.

The 2016 Air Show attracted 18,000 spectators over two days. It presented a wide variety of participants in the air as well as on the ground. We expect over 30,000 spectators to attend our 2018 event. The performer line up will include aerial demonstrations by the

Canadian Forces Snowbirds, the CF188 Hornet Demonstration Team, and various performances by the Smoke 'N Thunder, Precision Exotics team, amongst many others.

On top of that, there will be an impressive assortment of static displays and other attractions from around the world, right here in our own backyard.

Our unique venue offers the ability to host a scalable event with ample amounts of space and services for an audience of all ages to experience a memorable event.

The 2018 Cold Lake Air Show will offer a great variety of

food and beverage vendors, a beer garden, chalets for the Wing Commander's VIP guests, sponsors, as well as the opportunity for businesses to purchase access to corporate chalets. Based on feedback from our last event, we are also bringing back the classic car show and a variety of kids entertainment.

The theme for the 2018 Air Show will be the 60th Anniversary of the landmark North American Aerospace Defence (NORAD) agreement between Canada and the United States, of which 4 Wing Cold Lake is a key contributor. The 2018 Cold Lake Air Show will surely be a great opportunity to promote the Canadian Armed Forces, the Royal Canadian Air Force, 4 Wing Cold Lake, as well as this wonderful community.

The generous support received from our sponsors will allow the Cold Lake Air Show committee to hire world renowned performers and support providers in an effort to host a safe and memorable event.

All proceeds from this event will be reinvested into the military community through subsidized programming and events for the members and families of 4 Wing Cold Lake. Your sponsorship will have a direct impact on the lives of former and serving Canadian Armed Forces members and their families.

I am looking forward to this upcoming event, and your involvement in making it a fantastic show for the entire Lakeland Region. You have my commitment to ensure this is an unforgettable opportunity!



## COLD LAKE AIR SHOW 4 WING COLD LAKE



## CORPORATE SPONSORSHIP

### AIR SHOW SPONSORSHIP BENEFITS

Sponsorship of the 2018 Cold Lake Air Show offers numerous branding opportunities for your business, as well as increased visibility in the community. VIP tickets are also an opportunity to enjoy the show from a unique vantage point.

*Benefits include:*

### Official Cold Lake Air Show Program Guide/Calendar

This glossy colour 8 1/2" x 11" program guide will feature photos and information on all performers, 4 Wing Cold Lake, and also include a 2018/19 calendar. Five thousand copies will be printed for sale and distribution - an excellent way to highlight your company. Complimentary copies of the program guide will be available at the Wing Commander's VIP tent and Corporate Chalets. The general public may purchase them for \$2/copy.

Book early to avoid disappointment. Deadline for advertising is 1 May 2018. To book space, contact our Corporate Sponsorship group at (780) 840-8000 ext 7857 or [sponsorship@couriernews.ca](mailto:sponsorship@couriernews.ca).

#### PROGRAM/ CALENDAR ADVERTISING RATES

Size	Rates
Back Outside Cover*	\$5,000 + GST
Front Inside Cover*	\$3,500 + GST
Back Inside Cover*	\$2,500 + GST
Full Page	\$2,000 + GST
1/2 Page	\$1,200 + GST
Calendar Banner	\$1,000 + GST
1/4 Page	\$800 + GST

*All advertising space is first come, first served, based on availability.*

*\*Cover pages may be available after 30 March 2018.*



*We look forward to  
developing the perfect  
sponsorship package for your  
business -  
Please contact our Corporate  
Sponsorship Group at  
(780) 840 8000 ext 7857 or  
[sponsorship@couriernews.ca](mailto:sponsorship@couriernews.ca)  
for further details.*

## COLD LAKE AIR SHOW 4 WING COLD LAKE



## CORPORATE SPONSORSHIP

### Wing Commander's VIP Tent

This VIP Tent is reserved exclusively for the Wing Commander's invited guests and sponsors listed on the following page. This furnished and decorated tent is located at the heart of the action. A continental breakfast is served upon arrival (9:30-10:30), followed by lunch, afternoon snacks, and a selection of alcoholic and non-alcoholic beverages.

### Corporate Chalet Packages

This is an excellent opportunity to say "Thank You" to your clients, employees, suppliers, family or friends!

Each Corporate Chalet Package includes:

- VIP seating in a tented prime viewing area at the heart of the action!
- Continental breakfast catered by Wing Foods
- Lunch buffet and afternoon snack
- Bar with complimentary beverages
- Host
- Patio
- VIP parking passes

#### GOLD PACKAGE \$12,000 + GST

- 60 people in one VIP tent for one day or 30 people per day in a shared VIP tent
- 60 Official Air Show Programs and 60 Air Show Coins

#### SILVER PACKAGE \$7,000 + GST

- 30 people in shared VIP tent for one day or 15 people per day in a shared VIP tent
- 30 Official Air Show Programs and 30 Air Show Coins

#### BRONZE PACKAGE \$4,000 + GST

- 15 people in a shared VIP tent for one day
- 15 Official Air Show Programs and 15 Air Show Coins

#### FRIENDS PACKAGE \$275 + GST

- 1 person for in a shared VIP tent for one day
- 1 Official Air Show Program and 1 Air Show Coin



# COLD LAKE AIR SHOW 4 WING COLD LAKE



# CORPORATE SPONSORSHIP

## Sponsorship Packages

SPONSORSHIP DELIVERABLES	PERFORMER SPONSOR \$125,000 + GST	SAFETY SPONSOR \$40,000 + GST (2 Available) 1 Saturday, 1 Sunday	HOSPITALITY SPONSOR \$30,000 + GST (2 Available) 1 Saturday, 1 Sunday	ENTERTAINMENT SPONSOR \$20,000 + GST (4 Available) 2 Saturday, 2 Sunday
Right of First Refusal	✓	✓	✓	✓
Air Show App Loading Screen and Banner Advertisement		✓		
Recognition in Radio Advertisements	✓			
Logo on Air Show Ticket	✓			
Flight with Civilian Performer	✓	Optional at additional cost		
Corporate Logo on Air Show Items		2,500 Water Bottles	300 Caps	150 T-Shirts
Air Show Program (deadline by 30 March 2018)	Back Outside Cover	Inside Cover (Front or Back)	Full Page	Full Page
Logo on Sponsored Page in Courier Newspaper	✓	✓	✓	✓
VIP Tour of 4 Wing	10 People	6 People	4 People	2 People
Recognition in Air Show Program	✓	✓	✓	✓
Logo on Air Show Website	✓	✓	✓	✓
Logo on Pre Event Newspaper Ads	✓	✓	✓	✓
Logo on Post Event Newspaper Ad	✓	✓	✓	✓
Opportunity to Display Corporate Banner	✓	✓	✓	✓
Post Event Sponsorship Reception (Fall 2019)	✓	✓	✓	✓
Wing Commanders VIP Tent & VIP Parking	6 People	4 People	4 People	2 People
Corporate Chalet Package	GOLD	SILVER	SILVER	BRONZE
Display Area at Air Show	20' x 10'	20' x 10'	15' x 10'	15' x 10'
Wing Commander's Dinner	8 People	6 People	4 People	2 People
Recognition by PA Announcer at Air Show	✓	✓	✓	✓

**COLD LAKE AIR SHOW  
4 WING COLD LAKE**



**CORPORATE  
SPONSORSHIP**

**BUSINESS OPPORTUNITIES**

**Become a part of the Cold Lake Air Show. We have some great Business Opportunities available:**

- Food and ice cream trucks for approximately 15,000 people/day
- 4 Wireless ATMs
- Port-a-potties
- Rental vehicles for performers
- Hotel rooms for performers
- Waste disposal and recycling services

Please contact Janae Wandler at (780) 840-8000 ext 8218 or [Janae.Wandler@forces.gc.ca](mailto:Janae.Wandler@forces.gc.ca) for more information.



**REQUEST FOR  
FUNDING - 4 WING  
COLD LAKE - 2018  
AIR SHOW  
SPONSORSHIP**  
(Issue #20170818001)

**Resolution #CM20170912.1008**

Moved by Councillor Buckle that Council authorize the City of Cold Lake to be the "Performer Sponsor" in the amount of \$125,000 + GST (\$131,250 inclusive of GST) for the civilian performer contract fees for the 2018 Cold Lake Air Show being held July 21-22, 2018, to be committed from 2018 Contingency (1-2-97-99-991) in the 2018 Operating Budget.

**Votes:**

**In** Mayor Copeland, Councillor Buckle, Councillor Lay, Councillor Lefebvre, and

**Favour:** Councillor Vining

**Opposed:** Deputy Mayor MacDonald

**Carried**