



STAFF REPORT

Title: Request for Funding - Ronald McDonald House Charities Northern Alberta (RMHCNA) 2020 Charity Events

Meeting Date: January 14, 2020

Executive Summary:

Attached is the Ronald McDonald House Charities Northern Alberta (RMHCNA) 2020 Lakeland Sponsorship Package outlining their three (3) signature fundraising events as follows:

- Run for Ronald - Saturday, May 2, 2020
- Charity Golf Classic: Lakeland Region - Saturday, June 20, 2020
- Winterland Invitational Hockey Tournament (replaced the Rock the House Curling Funspiel) - February 14-16, 2020

This will be the sixth (6th) year (third (3rd) 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 was eliminated last year. In 2017, the Energy Centre was tentatively secured to double the Winterland Invitational Hockey tournament in 2019; however, 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.

Background:

At Council's regular meeting held October 8, 2019, Council resolved to postpone New Business Item Request for Funding - Ronald McDonald House Charities Northern Alberta (RMHCNA) 2020 Charity Events to the 2020 budget deliberations, with consideration for funding being given at the December 10, 2019 regular meeting of Council after the approval of the 2020 budget.

At their regular meeting held December 10, 2019, Council resolved to postpone this request to their January 14, 2020 regular meeting of Council.



As a previous sponsor, first right of refusal for the Run and Golf will end as of November 30, 2019.

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 - Medal Sponsor (Exclusive)
- \$2,000 - Volunteer 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

For 2020, the \$500 Print Sponsor was eliminated.

In 2018, the "Presenting Sponsor" decreased from \$10,000 to \$5,000 and the "Striped Sock Sponsor" 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)
- \$1,000 - Hole Sponsor (14 available)
- \$1,000 - Home-in-One Sponsor (4 available)
- \$500+ - Kid Hero Sponsor

For 2020, the \$500 Program Sponsor (Exclusive) was eliminated.

In 2018, the "Presenting Sponsor" decreased from \$10,000 to \$5,000, the "Dinner Sponsor" decreased from \$5,000 to \$3,000, and the "Breakfast Sponsor" decreased from \$3,000 to \$2,000.



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

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

- Run for Ronald - \$500.00 towards T-Shirts
- Charity Golf Classic: Lakeland Region - \$2,000.00 towards the Gold Sponsorship Package
- 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:

- Run for Ronald - \$1,000.00 Volunteer Sponsor
- Charity Golf Classic: Lakeland Region - \$1,000.00 Volunteer Sponsor
- 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:

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

In 2019, Council provided the following with respect to sponsorships which totaled \$2,000.00:

- Run for Ronald - \$1,000.00 Sponsor
- Charity Golf Classic: Lakeland Region - \$1,000.00 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 to City of Cold Lake to consider sponsorship as a \$2,000 House Hero for the Run for Ronald and put in a Corporate Challenge Team, and become a \$1,000 Hole Sponsor for the Charity Golf Classic (this includes a team entry).

In its' 2019 budget, Council budgeted \$60,000 plus an additional \$60,000 (Resolution No. CRM20190625.1010) for sponsoring functions, goodwill, and other activities for the staff and community. To date, without consideration of this request or any others on the



October 22, 2019 agenda, \$64,545.00 has formally been allocated from the 2019 Council Goodwill by motion of Council. It should be noted that this does not include incidental expenses such as hosting events, gifts, etc.

At the time of agenda preparation, Council's goodwill budget for 2020 had not been approved. It should be noted that subject to the 2020 Budget Deliberations, the City of Cold Lake may have a \$20,000 fund for general Council Goodwill of which is intended for sponsoring community organizations and \$20,000 for Sponsoring Community Events.

Alternatives:

Council may consider the following options:

- Pass or defeat a motion to support the following Ronald McDonald House Charities Northern Alberta (RMHCNA) 2020 events:
 - \$_____ Sponsor - Run for Ronald scheduled for Saturday, May 2, 2020 in Cold Lake
 - \$_____ Sponsor - Charity Golf Classic: Lakeland Region scheduled for Saturday, June 20, 2020 at the Cold Lake Golf & Winter Club
 - \$_____ Sponsor - Winterland Invitational Hockey Tournament scheduled for February 14-16, 2020 in Bonnyville, Glendon, and Elk Pointwith funds to come from Council Goodwill (1-2-11-20-229) for 2019.
- Pass a motion to respectfully decline the request to sponsor the events being hosted by the Ronald McDonald House Charities Northern Alberta (RMHCNA) for 2020.
- Pass a motion to postpone the Request for Funding to Council's regular meeting of December 10, 2019 and request that the Ronald McDonald House Charities Northern Alberta (RMHCNA) present as a delegation to Council.
- That Council may postpone the agenda issue until Council's March 10, 2020 regular meeting.

Recommended Action:

That Council may postpone the agenda issue until Council's March 10, 2020 regular meeting.

Budget Implications (Yes or No):

Yes

Submitted by:

Kevin Nagoya, Chief Administrative Officer



City of **Cold Lake**