



APPLICATION FOR COMMUNITY RECREATION, ART, CULTURE AND HERITAGE INVESTMENT GRANT

SECTION 1: GRANT INFORMATION

Select the grant you are applying for:

- Development Incentive Grant
- Community Incentive Grant
- Major Community Tourism Event Grant
- Travel Grant
- Equipment Grant
- Leadership Grant
- Arts, Culture, and Heritage Grant
- Screen Based Production Grant
- Other Funding or Goodwill Requests

SECTION 2: APPLICANT INFORMATION

Applicant Name:	Caithlyn Bush (on behalf of) Lakeland Connect
Phone Number:	780-573-6175
Email:	caithlyn@lakelandconnect.net
Mailing Address: <small>(including postal code)</small>	P.O. 5460 Bonnyville, AB T9N 2G6

SECTION 3: APPLICATION INFORMATION

1. Legal Name of the benefitting party: Lakeland Connect
2. The benefitting party is a (Check One) : Individual Organization Organizing Committee
3. Amount of funds being requested (must be within the Policy guidelines): \$ 25,000 (Canadian Dollars)
4. The requested funds will contribute to:
 - A New Initiative
 - An Existing Initiative
 - An Event
 - Revival of an Inactive Project
(inactive for 3+ years)
5. If this is an Event, please provide the following information:
 - Event Date: July 7-9, 2023
 - Event Occurrence: Cold Lake Ribfest
 - Location: Cold Lake Energy Centre.

6. Describe the ask for support (attach additional pages if required):
 We are asking the City for \$25,000 in the form of a blended agreement between financial support and in-kind assistance such as staging, fencing, seating, ect.

7. Describe the targeted audience, expected attendance, or membership:
 Our target audience ranges from being family friendly to those ready to let loose into the later hours of the weekend. Past events where only ribs were offered, the event saw up to 10,000 people. This year with entertainment, beer gardens, kids zone and car show, we are expecting between 15,000- 20,000 all 3 days of the event.

5513 48 Avenue, Cold Lake, AB • T9M 1A1 • Ph: 780-594-4494 • Fax: 780-594-3480

Information on this form is collected for the sole use of the City of Cold Lake and is protected under the authority of the *Freedom of Information and Protection of Privacy Act*, Sec. 33 (c), which regulates the collection, use, and disclosure of personal information. If you have any questions or concerns, please contact the FOIP Coordinator by email (legislative@coldlake.com) or phone (780) 594-4494 ext. 7915.

APPLICATION FOR COMMUNITY RECREATION, ART, CULTURE AND HERITAGE INVESTMENT GRANT

SECTION 4: DOCUMENT CHECKLIST

Required for **ALL** grant applications:

- Completed Application Form
- Letter of support from the benefitting organization
- Last Audited Financial Statements for grant requests exceeding \$5,000
(except where a structured fundraising package is being used)
- Budget (items, purpose, costs, proposals, fundraising strategies)
The Proposed Budget chart may be used below; attach additional pages if required.

ADDITIONAL DOCUMENTS REQUIRED:

- Community Incentive Grant → Outline on economic benefit to the community
- Equipment Grant: → Details of the asset for which funding is being requested
- Major Community Tourism Event Grant: → Economic impact assessment study or equivalent
- Screen Based Production Grant: → Description of the genre or types of production

PROPOSED BUDGET

(for use where a budget hasn't already been created)

ITEM	PURPOSE	COST (\$)

INTERNAL OFFICE USE ONLY

Received by: Jenna Dimion Date: March 22, 2023 Required Documents Attached Initial: hd

5513 48 Avenue, Cold Lake, AB • T9M 1A1 • Ph: 780-594-4494 • Fax: 780-594-3480

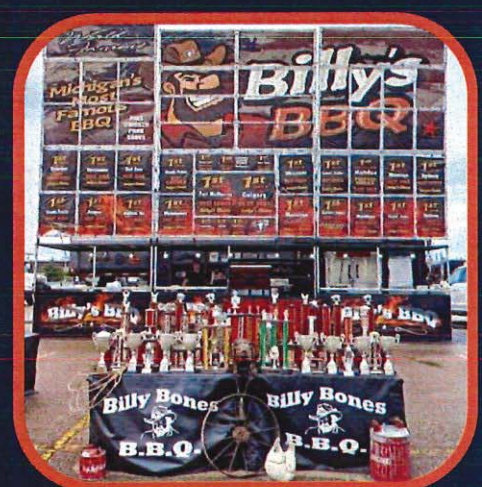
Information on this form is collected for the sole use of the City of Cold Lake and is protected under the authority of the *Freedom of Information and Protection of Privacy Act*, Sec. 33 (c), which regulates the collection, use, and disclosure of personal information. If you have any questions or concerns, please contact the FOIP Coordinator by email (legislative@coldlake.com) or phone (780) 594-4494 ext 7915.

COLD LAKE RIBFEST

A Lakeland Connect Signature Event

SPONSORSHIP PACKAGE

July 7-9, 2023
Cold Lake, AB





EVENT BACKGROUND

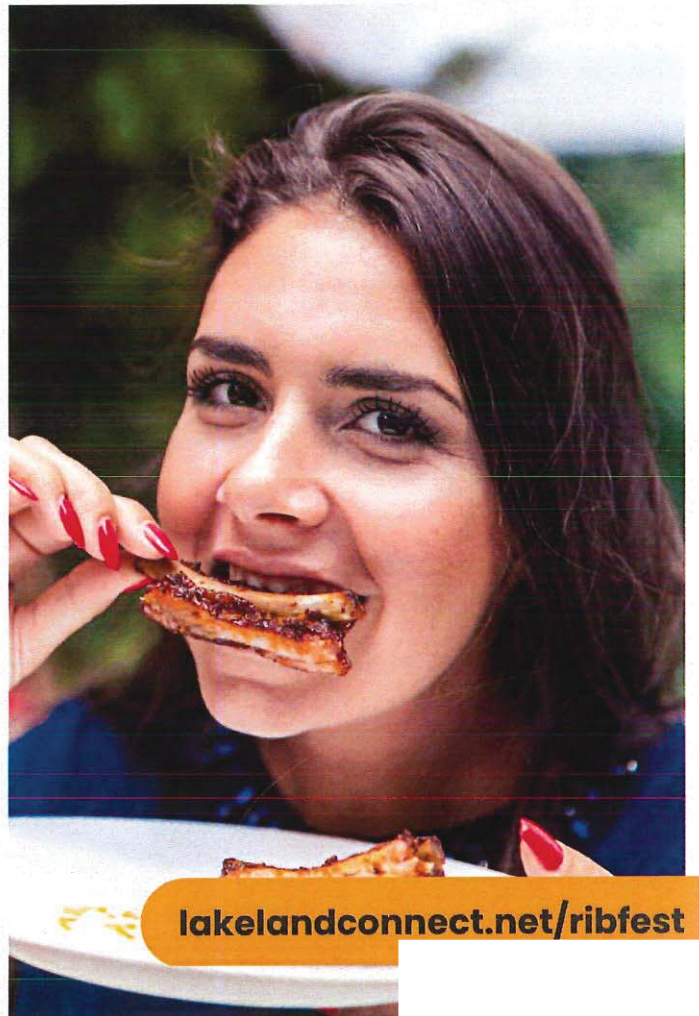
Get ready for a finger lickin', lip smackin' good time; Ribfest 2023 is coming to Cold Lake, July 7-9, 2023. As a **Lakeland Connect Signature Event**, Ribfest 2023 will attract thousands of people from around the Lakeland region.

Three nationally renowned BBQ masters will set up for three days at the Energy Centre and go for the honour of being the best BBQ in town by gaining customers' votes.

It's not just BBQ. We're highlighting local businesses & organizations!

The event will feature a local vendors' market, locally brewed beer gardens, a Kidz Zone, a car show, and local talent on our main stage.

Lakeland Connect is committed to supporting local. We plan on using local non-profit organizations to help execute the event. These organizations will be paid via a donation to their group.





Increase your community impact and exposure by becoming a sponsor of Cold Lake Ribfest. Help keep this a FREE community event for years to come while connecting your brand with our community.

WHAT TO EXPECT

- ✂ Estimated attendance over 10,000
- ✂ Free admission
- ✂ Family Friendly
- ✂ 100% local businesses used for Cold Lake Ribfest
- ✂ Over \$100,000 in marketing and advertising to provide sponsors with recognition while promoting the event
- ✂ A free platform for all local groups and non-profits to gain exposure and raise funds

OUR TEAM



Caitlyn Bush
Head Event
Coordinator



Jena Colbourne
Event Marketing
and Promotions



Elijah Janvier
Videographer
Photographer



VISION & MISSION



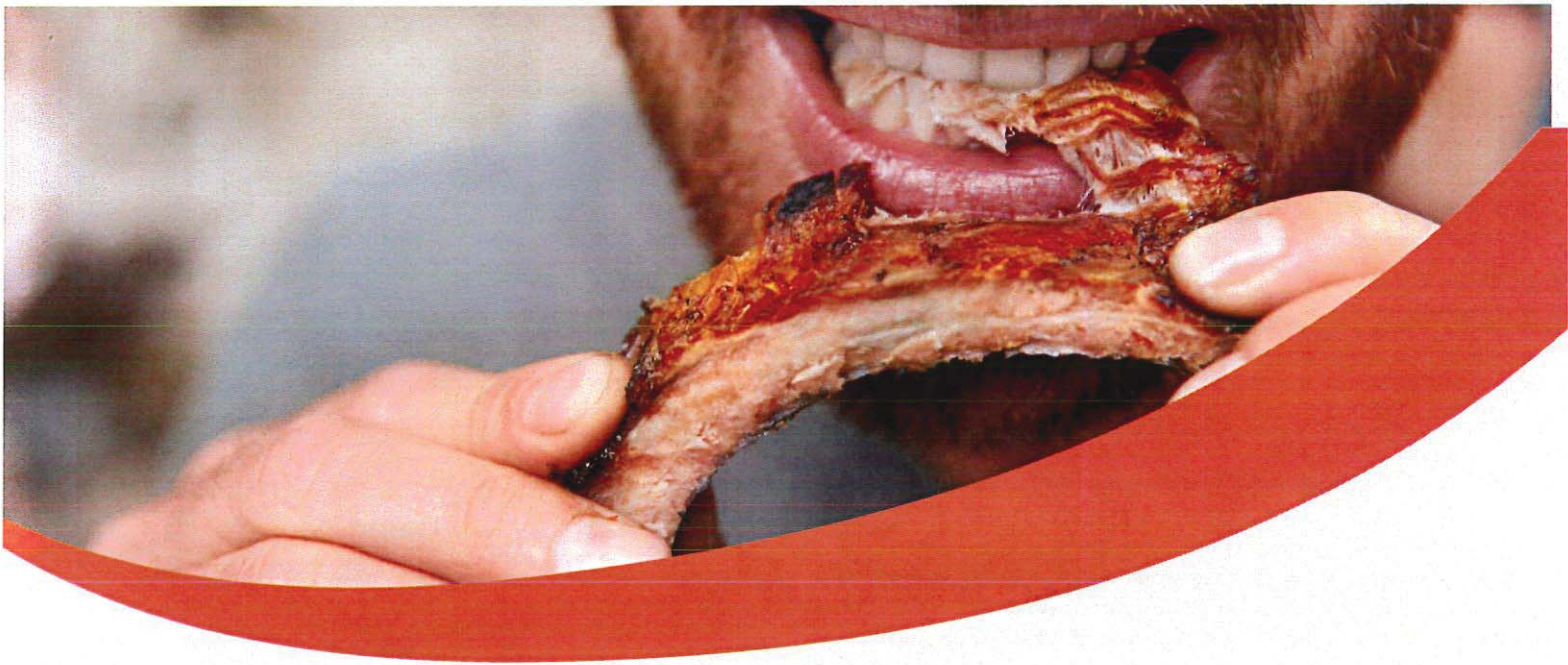
Event Mission

Ribfest 2023 will contribute to the local economy by hiring local companies and organizations in the execution of the event. The event will showcase the Lakeland region in a positive manner and drive tourism by providing a highly desired product and launching a staple summer event in Cold Lake.

Event Vision

To provide a community based event that positively impacts the local economy, showcases local businesses, entrepreneurs, products & services; while providing entertainment and delicious food.





PRESENTING SPONSOR

The Presenting Sponsorship level is an elite level of support with the highest ROI for your event commitments. The exclusivity of this level ensures Direct Exposure to our community, creating loyalty and positive recognition.

The Cold Lake Ribfest provides a Marketing Channel that starts before the event and will last well after.

Included:

- Event named entirely after your company and your brand on ALL Marketing Materials
- 20 VIP Passes Daily for the VIP Patio and Stage Access
- 20 Half-Rib Dinners for Staff, Friends, and Families
- 20 Daily VIP Bar drink tickets
- 5 Panel spots for the Rib Judging to fill as desired
- Unlimited on site Signage, Branded Tents and Equipment/Vehicles
- Daily live MC recognition for the duration of the event
- Live interviews, commercial campaign and social media posts
- Logo on all social media material
- Logo on all Print Materials

Our marketing specialist will work with you to make sure all your pre-determined goals are being met and that your company is getting maximum exposure on your commitment. In addition to these pre-event value adds at the end of this package, you will see added value to utilize throughout the year.

- Event Logo created with your brand.
- Kick-off Video appearance (Ribfest introduction)
- 6 week lead up marketing blitz – Interview/daily commercials.
- Pop-up shop advertising for on site booth at Ribfest
- Committee spot with entertainment input
- VIP Giveaway contest (4 weeks)

Availability: 1

Investment: \$25,000

Value: \$65,000



ENTERTAINMENT SPONSOR

The Entertainment Sponsorship level is an elite level of support with a high ROI for your event commitments. The exclusivity of this level ensures Direct Exposure to our community, creating loyalty and positive recognition.

The Cold Lake Ribfest provides a Marketing Channel that starts before the event and will last well after.

Included:

- Event DAY named entirely after your company and brand 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
- Daily commercials and logos on the digital stage screens
- 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

Main Stage Entertainment:

Friday: Live DJ

Saturday: Battle of the Bands & Vocal Competition

Sunday: Karaoke & Open Mic

Availability: 1

Investment: \$15,000

Value: \$50,000



KIDZ ZONE SPONSOR

Hey Look!!! The Kidz Zone Sponsorship is the level of support that gets you seen. Ribfest is a family-friendly event and we plan to keep the kiddos busy with fun games, activities and of course - inflatables!

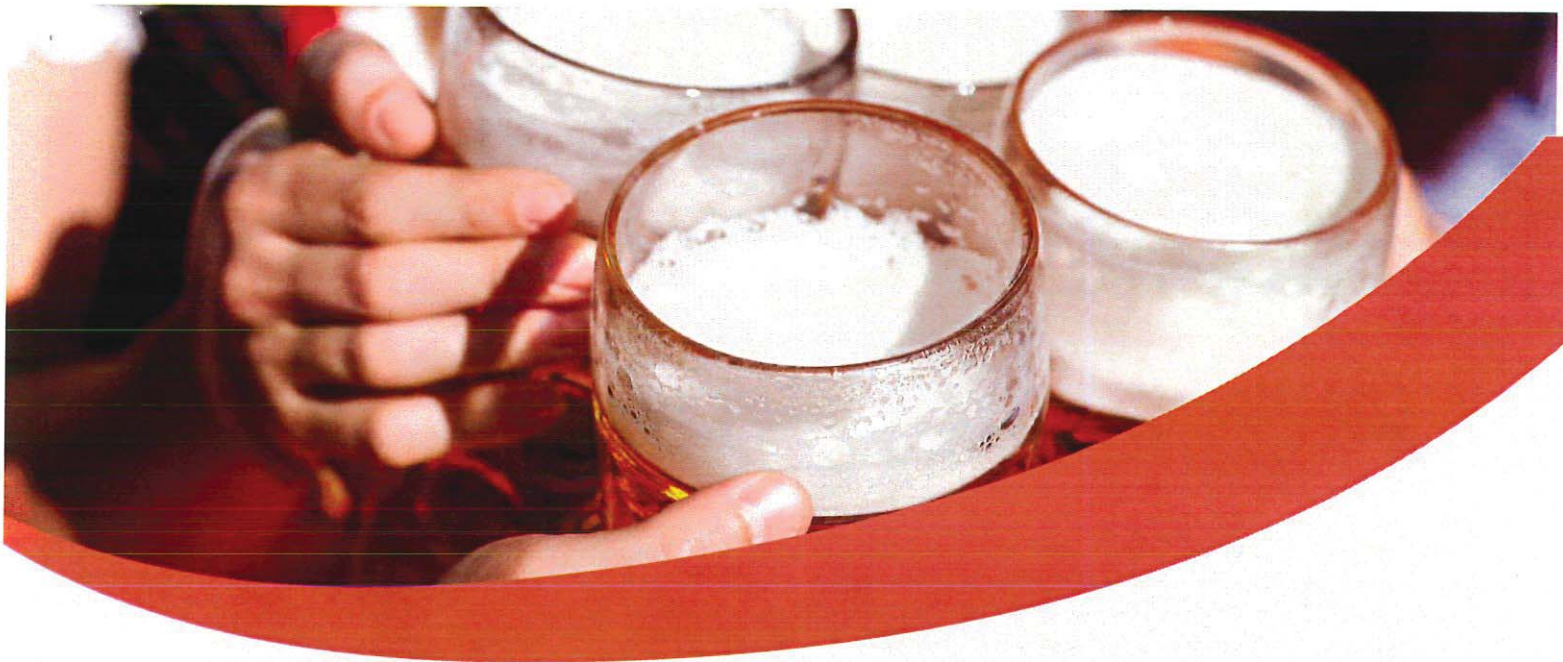
Included:

- Event DAY named entirely after your company and brand on ALL Marketing Materials
- 5 VIP Passes and 5 VIP Drink Tickets for the VIP Patio and Stage Access
- 5 Half-Rib Dinners for Staff, Friends and Families
- 1 Panel spot for the Rib Judging 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

Entertainment:

Bounce Houses
Face Painting
Inflatable
Balloons, Bubbles & more!

Availability: 2
Investment: \$5,000
Value: \$15,000



BEER GARDENS SPONSOR

One of our most unique and localized areas of Ribfest will be our Beer Gardens. We will have only local craft beers, ciders and caesars. We have secured local vendors, 4th Meridian Brewing Co., Ribstone Creek, Journey North Cider Co. and Cold Lake Distillery to be our exclusive alcohol providers.

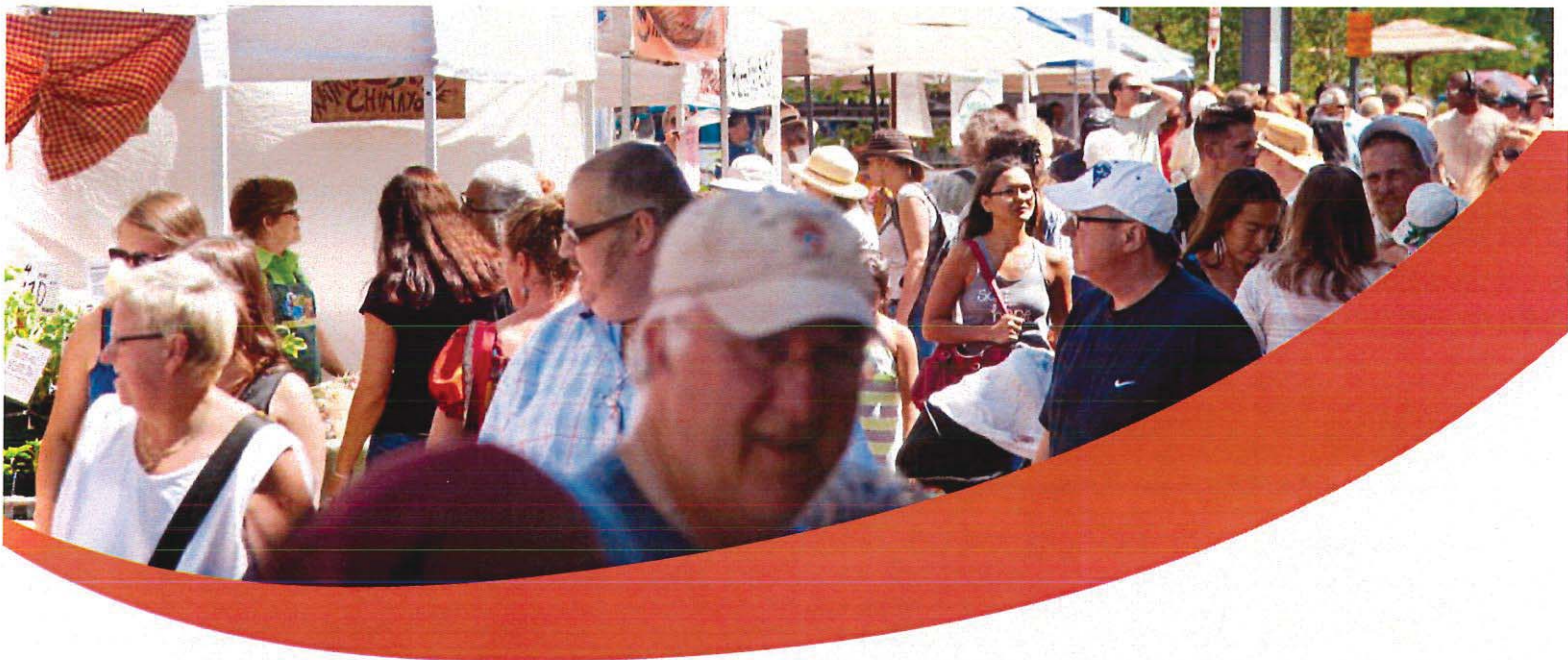
Included:

- Event DAY named entirely after your company and brand on ALL Marketing Materials
- 5 VIP Passes and 5 VIP Drink Tickets for the VIP Patio and Stage Access
- 5 Half-Rib Dinners for Staff, Friends and Families
- 1 Panel spot for the Rib Judging to fill as desired
- Unlimited Area Signage and Branded Tents
- Daily commercials and logos on the digital stage screens
- 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

All Local Brands!

Beer: 4th Meridian & Ribstone Creek
Cider: Journey North Cider Co.
Caesar: Cold Lake Distillery

Availability: 2
Investment: \$5,000
Value: \$15,000



VENDORS MARKET SPONSOR

We are hosting a local vendors market. This section will showcase plenty of local entrepreneurs, producers, crafters and distributors. Your sponsorship will help reduce the costs to the businesses and allow more local companies to showcase their products.

Included:

- Event DAY named entirely after your company and brand on ALL Marketing Materials
- 2 VIP Passes and 2 VIP Drink Tickets for the VIP Patio and Stage Access
- 2 Half-Rib Dinners for Staff, Friends and Families
- 1 Panel spot for the Rib Judging to fill as desired
- Unlimited Area Signage and Branded Tents
- Daily commercials and logos on the digital stage screens
- 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

Availability: 4
Investment: \$500
Value: \$10,000



PITMASTER SPONSORS

Want to be a part of the event and you have an in-kind service that you can provide? Talk to us about our Pitmaster Sponsorship opportunities.

We are looking to work with local businesses and non-profits to create a memorable event that will become a staple on the summer events calendar.



Opportunities for Non-Profits

Want to raise money for a worthy group or organization?

We're looking for local groups to provide manpower and help execute the event.

We will pay for your services!



Entertainment

Ready to show your art to a large group? We are calling on all talented individuals and groups to be a part of our main stage entertainment and/or crowd work.

Some types of artists needed include:

Singers/Bands/DJs

Dancers/Cheerleaders

Indigenous Dancers and/or Drummers

Clowns/Balloon Artists



THANK YOU

Phone Number

780-573-6175

Email Address

caitlyn@lakelandconnect.net

Website

<https://lakelandconnect.net/ribfest>



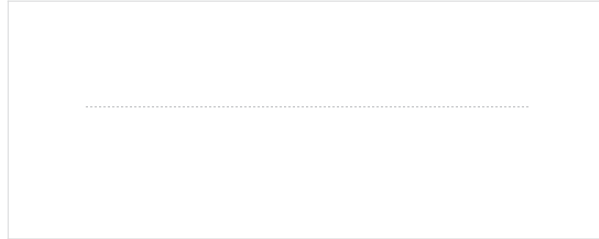
NOTES

Ribfest 2023 Budget

Starting balance: \$0.00



START BALANCE \$0.00 END BALANCE \$0



Expenses

Planned \$54,210
Actual \$0

Income

Planned \$54,483
Actual \$0

Expenses

	Planned	Actual	Diff.
Totals	\$54,210.00	\$0	+\$54,210
Liquor License	\$500.00	\$0	+\$500
Facebook Ads April-May	\$210.00	\$0	+\$210
Entertainment	\$15,000.00	\$0	+\$15,000
Lights, sound, visual	\$5,000.00	\$0	+\$5,000
Toilets & Pumping	\$5,000.00	\$0	+\$5,000
Waste Management and Removal	\$5,000.00	\$0	+\$5,000
Security	\$1,500.00	\$0	+\$1,500
Power & Set-up	\$2,500.00	\$0	+\$2,500
Volunteer/Non-profit Payouts	\$5,000.00	\$0	+\$5,000
Beer Gardens	\$4,500.00	\$0	+\$4,500
Organizer	\$5,000.00	\$0	+\$5,000
Marketing & Advertising	\$5,000.00	\$0	+\$5,000
	\$0.00		
	\$0.00		

Income

	Planned	Actual	Diff.
Totals	\$54,483.33	\$0	-\$54,483.33
Vendors Market Sponsor - Community Futures	\$500.00		-\$500.00
Billy's BBQ - Vendor	\$4,333.34	\$0	-\$4,333.34
Buckeye's BBQ	\$4,333.33	\$0	-\$4,333.33
Blazin' BBQ	\$4,333.33	\$0	-\$4,333.33
Lemonade Stand	\$650.00	\$0	-\$650.00
Bloomin' Onion	\$1,000.00	\$0	-\$1,000.00
Vendors Market - Participants at 20 businesses	\$5,000.00	\$0	-\$5,000.00
Sponsorships	\$25,000.00	\$0	-\$25,000.00
Beer Gardens	\$5,000.00	\$0	-\$5,000.00
Bone Daddy's - Vendor	\$4,333.33	\$0	-\$4,333.33

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

TO: COLD LAKE GRANT COMMITTEE

DATE: APRIL 11, 2023

SUBJECT: RIBFEST 2023

Esteemed Committee 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.

Although many of you may recognize the event as it is the fourth year that Cold Lake has been a stop on the Ribfest national tour, this will be the first year Lakeland Connect is organizing the event. As such, we are starting fresh without supporting documents from the previous promoters based out of Fort McMurray.

The tour group that is behind Ribfest has been amazing to work with and are assisting us in the background to ensure we know what is required to host such a prestigious event. However, they, too, do not have access to the previous year's event details, such as financials, budgets, sponsorships, and/or partnerships.

Without the corporation from the previous promoter, we have been unsuccessful in securing last year's financials for this event. We are committed to being completely transparent with the City of Cold Lake and will gladly maintain proper bookkeeping to have 2023 financials in order post-event for your review. As well as maintain the statements for years to come.

We believe this event falls nicely within your Community Event Incentive Grant. You will see in our application a request to be our Premier Event Sponsor for \$25,000. This request can be met via in-kind sponsorship or cash, or a combination of both. Attached is our sponsorship package outlining what the City of Cold Lake will receive in return.

Lakeland Connect is committed to hosting Ribfest 2023 and ensuring the event uses as many local elements as possible while driving tourism and visitors to the city. 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.

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

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

Stay Connected,

A handwritten signature in cursive script that reads "Jena Colbourne".

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