CM-71-015 EVENT SPONSORSHIP
PART 1-APPLICATION FORM

Lac La Biche County is a proud supporter of community events and celebrations. The Event Sponsorship Program has been established to allow organizations to submit both financial and in-kind requests to the County to fund publically accessible, not-for-profit events in Lac La Biche County.

Directions for completing the grant application:

- Answer all questions on the form.
- Include all required documents.
- Return completed applications to:
  Lac La Biche County Event Sponsorship Program
  Box 1679
  Lac La Biche, AB T0A 2C0
  or by email at carl.kurppa@laclabichecounty.com
- For information on completing this application visit our website at www.laclabichecounty.com
- For questions, contact Carl Kurppa, Grants and Policy Coordinator at 780-623-6794 or by email at carl.kurppa@laclabichecounty.com

Applications for in-kind services and promotional items must be submitted at least 30 days prior to an event.

Applications for financial requests up to $10,000 must be submitted at least 60 days prior to an event.

Applications for financial requests over $10,000 must be submitted by October 31 for events in the coming year, unless otherwise directed.

**Organization Information**

<table>
<thead>
<tr>
<th>1. Incorporated Legal Name of Organization (must match your provincial incorporation name):</th>
<th>Lakeland Classic Wheels Club/LLB Chamber of Commerce</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Act your group is registered under (e.g. Societies Act, Agricultural Societies Act):</td>
<td>Societies Act</td>
</tr>
<tr>
<td>3. Registration Number:</td>
<td>4. Registration Date:</td>
</tr>
<tr>
<td>5. Location of Organization’s Facilities (if Applicable):</td>
<td>Lac La Biche</td>
</tr>
<tr>
<td>6. Organization Mailing Address:</td>
<td></td>
</tr>
<tr>
<td>7. Organization Email:</td>
<td></td>
</tr>
</tbody>
</table>

CM-71-015 Event Sponsorship Application
Last Updated September 10, 2018

Personal information redacted under s.17 FOIP - Disclosure harmful to personal privacy
Contact Information

Primary Contact Person

8. Contact Person: Ken Staples
9. Contact Email: 
10. Contact Phone: 
11. Primary Contact Phone (cell):

Event Information-General

12. What is the title of your event? 
LLB Winter Festival of Speed

13. Where and when will your event be held? If your event will happen at two or more locations, or on separate dates, please indicate each location and date, time, as well as provide the name/description of each sub-event.

<table>
<thead>
<tr>
<th>Sub Event Name</th>
<th>Date</th>
<th>Time (eg. 10am-5pm)</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>WFOS</td>
<td>Feb 22, 23, 2020</td>
<td>10 am - 5 pm</td>
<td>Lac La Biche Lake</td>
</tr>
</tbody>
</table>

14. For the event (or each sub-event, if applicable), please provide a summary of the activities that will be taking place.

Event includes Western Championship for cars and snowmobiles, each held on a dedicated track.
- Aircraft fly-in on a runway on the lake
- Horse & Sleigh rides
- Trappers Display
- Axe throwing
- On ice trade Show
- Vintage Snowmobile display
- Kids Carnival
- Dinner Saturday
- Music in the Forest dance
- Awards dinner Sunday
- Other on-ice family activities to be determined

15. Is your organization open to the general public (Could any person attend, if they wanted?)
Yes

16. Is there an entry fee for your event? If so, how much is this fee?

There is a $10/day admission fee on ice. Racers pay an entry fee for their race event. There are ticket sales for the dinners and dance.
17. Who is the target audience of this event? (Families, children, adults, sports enthusiasts, etc.)

Target audience includes competitors and event participants as well as all of Lac La Biche community as there are events that will appeal to all, adults and children.

18. What is the purpose of your event? Does any part of your event (raffles, admission, etc.) have a fundraising component to it? If yes, for whom, or for which organization is the fundraising being done?

Conduct a major winter event in LLB attracting competitors and spectators, raising awareness of LLB as a tourist centre. Local groups are supported with the funds from the event proceeds. To date approximately $190,000 has been paid out to community groups.

19. How many people do you expect to attend your event? If this event was held previously, how did you count the number of people (estimated, counted at door, ticket sales, etc)? How do you intend to count participants this time?

We anticipate 2 to 3,000 people over the weekend. Attendance is calculated through ticket sales and event entries.

20. If you expect to draw participants from outside Lac La Biche County, how do you intend to advertise your event to these audiences?

The marketing plan includes radio and newspaper advertising, posters locally and in neighboring communities. Social media is also used with links to LLB websites. We also targets the various race organizations through their websites. The fly-in is featured in the national aviation publication.

**Event Outcomes**

21. How does this event benefit the residents of Lac La Biche County on a social level?

It provides a weekend long event to attend and enjoy. Some residents participate, creating stronger local interest. Spectator areas and grandstands provide opportunity for socializing. It is a positive atmosphere for a community that is hurting from the economic downturn.

22. Does this event promote the County as a tourist destination? If yes, please explain.

Lac La Biche is promoted as a hospitable community that makes people feel welcome. Many people return each year because of how well they are treated at the local hotels and restaurants, that are busy all weekend.

23. Where do you expect to draw participants from (Other countries/provinces/municipalities/Lac La Biche County only)? If you expect to draw participants from other municipalities, which municipalities?

We will have participants from all parts of Alberta plus Manitoba, Saskatchewan and British Columbia.

**Event History**

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Last Updated September 10, 2018
24. Has this event been held before? If so, how many times has this event been held?
The event started in 1984 and has been held continuously since then, and continues to grow each year

25. Has this event received past Event Sponsorship funding from the County? If yes, please indicate the year and the amount received.
The County has supported the event for over 30 years. Last year’s funding was $25,000

Event Delivery

26. Are volunteers involved in the planning and delivery of this event? If yes, explain how volunteers are contributing to the event?
Lakeland classic Wheels Club, working together with the Chamber of Commerce this year has the members and skills necessary to organize and conduct the overall event and its various components. Local groups provide the volunteers needed for various event duties.

27. Are there other organizations involved in the delivery of the event? Will these organizations be receiving any portion of revenues from the event (ticket sales, concession sales, donations)?
Local groups provide volunteers, averaging 10 to 12 groups each year. They receive donations at the end of the event. All net profits being distributed each year. In the past 15 years, approximately $190,000 has been put back into community groups.

Event Financial Information

28. If the event does not receive the full amount of funding requested through event sponsorship, is the event still viable? Please Explain.
If full funding is not received the event is still viable, the major outcome being that there could be less available to distribute to the participating local volunteer groups

29. Do you expect your event to be revenue positive (will there be money left over after all the expenses are paid) If there is a profit (whether expected or not), what will these revenues be used for?
We expect the event to be revenue positive. Profits will be distributed to the participating local volunteer groups.

Event Accountability

30. Will event funding be used to purchase goods and services from individuals who are relatives of employees or board members of an organization responsible for delivering this event?
No goods or services will be purchased from event organizers, families, or employees.
31. Please describe how goods and services will be selected in a manner which ensures that they are purchased at fair market value. Prices are negotiated for supplies and services required at discounted or partial discount prices.

32. How will your acknowledge Lac La Biche County as a sponsor for your event? If your event has a sponsorship package, please include it with this application. If so, please include the sponsorship package with this application. All print material, posters, programs and newspaper ads will include the LLB County logo. Radio ads will state LLB County as a sponsor. Recognition will be provided in all news media stories.

**Required Document Checklist**

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<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Organization’s most recent financial statements (if this has been provided as part of previous accountability reporting, please indicate this, and identify the year-end)</td>
</tr>
<tr>
<td></td>
<td>Provided Previously: Yes (Mandatory if not previously provided)</td>
</tr>
<tr>
<td></td>
<td>Year End: May 31, 2019</td>
</tr>
<tr>
<td>2.</td>
<td>Event Income Statement from Previous Year (for previously held event) (Mandatory)</td>
</tr>
<tr>
<td>3.</td>
<td>List of the organization’s officers and directors, and their contact information (Mandatory)</td>
</tr>
<tr>
<td>4.</td>
<td>Board approved motion supporting the application (Mandatory)</td>
</tr>
<tr>
<td>5.</td>
<td>Event Sponsorship Budget Form completed and submitted with this application (Mandatory)</td>
</tr>
<tr>
<td>6.</td>
<td>In-kind Request Form (only if you are requesting in-kind work)</td>
</tr>
<tr>
<td>7.</td>
<td>Sponsorship Package</td>
</tr>
</tbody>
</table>
Event Sponsorship Grant Program Agreement

Lakeland Classic Wheels Club/LLB Chamber of Commerce

Incorporated (Legal) Name of the Applicant Organization ("Organization")

The Organization declares that:

1. The information contained in its application and supporting documents is true and accurate and endorsed by the Organization.

2. The required financial statement for the applicable fiscal period are true copies.

The Organization understands and agrees that should this application be approved, any grant funding awarded is subject to the Organization’s complying with the terms and conditions of this Agreement. The Organization agrees to the following terms and conditions:

1. The Organization will use the awarded grant funding only in a manner which has been approved by the County. Approved expenses will be identified in grant correspondence.

2. Lac La Biche County, at its discretion, may advance a portion of the approved funding. Any advanced funding which has not been spent must be returned.

3. Grant funding will not exceed the actual expenses for which the funding was approved. Grant funding will not exceed 50% of the total event costs.

4. The organization will provide receipts for grant approved expenses, upon request.

5. The organization will acknowledge Lac La Biche County as a sponsor for their event as indicated in the application and/or sponsorship package.

6. The Organization will provide an accountability report in the prescribed format no later than 3 months following the event.

7. The agreement commences the date the application is approved until the date the final grant reporting has been received and approved and any unspent funding is returned.
8. The Organization acknowledges it will be liable for the full amount of the Grant, even if the Organization has paid all or part of the Grant to a third party who has spent the money.

9. The Organization acknowledges that any information provided in the application may be made public subject to applicable exceptions under the Freedom of Information and Protection of Privacy Act (FOIP).

10. The Organization acknowledges that FOIP applies to records submitted by the Organization to the County in relation to the grant application, including the application and agreement, and final reporting. These records may be disclosed in response to an access to information request under the FOIP Act, subject to any applicable exceptions to disclosure under the Act.

11. The Organization agrees to give the County, or someone formally appointed by the County to audit, access to the Organization’s financial statements and records having any connection to the event for three years proceeding the event.

12. Nothing herein contained shall create a relationship of employment, partnership, agency, joint venture or joint enterprise as between the parties. The Organization shall remain fully responsible and liable for its own costs, expenses, benefits and employees. The County shall not have any obligations, liability or responsibility to or for the Organization’s employees, nor shall the County be required to make any further Contribution or payment to the Organization, the event, or any other operation, project or event.

13. The Organization hereby indemnifies and saves harmless the County, and its employees, agents, servants, volunteers, elected representatives, officers, officials, and representatives from and against all claims, proceedings, actions, costs, expenses, damages and demands in respect to the event, or anything arising from or connected to this agreement, including, but not limited to, any death, injury, loss or damage to person or property howsoever caused, including legal costs on a solicitor and his own client basis.

14. The Organization shall be governed by, subject to, and shall comply with, the Societies Act of Alberta, R.S.A. 2000, c. S-14, as amended, and/or the Agricultural Societies Act, R.S.A. 2000, c. A-11, as amended, or any other similar statutes, all regulations passed pursuant thereto.

15. The Organization shall obtain the appropriate level of insurance coverage for the event.
16. Any part of the grant not spent as set out by this agreement must be repaid to Lac La Biche County.

17. The agreement may be terminated upon:
   a. Mutual consent;
   b. 30 days written notice by either party;
   c. Demand by the County for immediate repayment in the event of a breach of any term or condition; or
   d. If the Organization becomes insolvent.

The Organization represents and warrants that the person signing is duly authorized to make the Application and is legally sufficient to bind the Organization to the Agreement.

[Signature]  
(Signature of Authorized Representative)  

[Dec 8, 2019]  
(Date)

[Ken Staples]  
(Name of Authorized Representative)

[President/Coordinator]  
(Title)

[ ]  
(Phone)

[ ]  
(Email)

Please keep a copy of your application for your records
CM-71-015 EVENT SPONSORSHIP

IN-KIND REQUEST FORM

Organization: Lakeland Classic Wheels/LLB Chamber of Commerce  
Event Date: Feb 22, 23, 2020  
Event: LLB Winter Festival of Speed  
Contact Person: Ken Staples  
Contact Phone number:  
Contact Email: 

In-kind requests are non-cash requests for goods and services requested from the County. Organizations requesting in-kind for an event are required to complete this form.

Return to carl.kurppa@laclabichecounty.com  
For questions, call 780-623-6794

For each in-kind request, please provide a description of the in-kind service requested.

- For promotional items, please indicate the type, the quantity, and the approximate dollar value of each item.
- For equipment like picnic tables and barricades, please indicate whether your organization will be picking them up and returning them. If you request delivery, please indicate the location and time, as well as number of items requested.
- For services such as ice clearing, waste removal, or other services, please provide a description of the service requested. We will contact you for more information if necessary.

<table>
<thead>
<tr>
<th>Description of Request</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site Preparation- Plow access roads, parking areas and race tracks</td>
</tr>
<tr>
<td>Site Maintenance- Plow and groom tracks between race heats during the weekend</td>
</tr>
</tbody>
</table>

Support Equipment
- provide picnic tables for concession area.
- Provide recycle trailer. Deliver and pick up both of the above.
- Waive fees for garbage disposal.
- Provide bleachers if available

Facilities and Other
- Provide McArthur Place for Kids Carnival
- Provide Bold Centre Devon room for social
- Provide common area insurance coverage

- Provide discounts on above facility rentals
- Provide traffic control for lake access
  - both days
# LLB Winter Festival of Speed

## Budget 2020

### Income

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entry fees</td>
<td>3,600</td>
</tr>
<tr>
<td>Cars</td>
<td></td>
</tr>
<tr>
<td>Charity Race</td>
<td>4,000</td>
</tr>
<tr>
<td>8 @ 500</td>
<td></td>
</tr>
<tr>
<td>Motorcycle Races, entry pd out in prize</td>
<td>0</td>
</tr>
<tr>
<td>Snowmobile Drags entry pd out in prize$</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>7,600</td>
</tr>
<tr>
<td>Corporate Sponsorship</td>
<td>25,000</td>
</tr>
<tr>
<td>Program Sales, Local Businesses</td>
<td>4,000</td>
</tr>
<tr>
<td>Gate Receipts</td>
<td>9,000</td>
</tr>
<tr>
<td>Banquet Income</td>
<td>2,000</td>
</tr>
<tr>
<td>LLB County</td>
<td>20,000</td>
</tr>
<tr>
<td>Lakeland Classic Wheels Club</td>
<td>5,000</td>
</tr>
<tr>
<td>Donated Equipment and Materials</td>
<td>40,000</td>
</tr>
<tr>
<td>Donated Volunteer Time</td>
<td>19,500</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td>132,100</td>
</tr>
</tbody>
</table>

### Expenses

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donated Equipment and Materials</td>
<td>40,000</td>
</tr>
<tr>
<td>Volunteer Time: General Labour @ $15/hr, 500 hrs</td>
<td>$7,500</td>
</tr>
<tr>
<td>Professional work @ $30/hr 400 hrs</td>
<td>$12,000</td>
</tr>
<tr>
<td>Supplies &amp; Materials</td>
<td>3,000</td>
</tr>
<tr>
<td>Advertising</td>
<td>4,000</td>
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<tr>
<td>Program</td>
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<tr>
<td>Advertising</td>
<td>8,000</td>
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<tr>
<td>On Site Entertainment, Jack Axe and Sleigh Rides</td>
<td>3,200</td>
</tr>
<tr>
<td>Item</td>
<td>Amount</td>
</tr>
<tr>
<td>------------------------------------------------</td>
<td>--------</td>
</tr>
<tr>
<td>Volunteer Meals</td>
<td>2,500</td>
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<tr>
<td>Insurance and Permits</td>
<td>3,000</td>
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<tr>
<td>Security</td>
<td>1,100</td>
</tr>
<tr>
<td>Ambulance</td>
<td>500</td>
</tr>
<tr>
<td>Porta Potties</td>
<td>1,000</td>
</tr>
<tr>
<td>Facility Rental</td>
<td>3,500</td>
</tr>
<tr>
<td>Catering</td>
<td>5,000</td>
</tr>
<tr>
<td>Trophies</td>
<td>1,500</td>
</tr>
<tr>
<td>Organization sanction fees and travel</td>
<td>15,000</td>
</tr>
<tr>
<td>Charity Race Car Rental &amp; Licenses</td>
<td>2,400</td>
</tr>
<tr>
<td>Contingency</td>
<td>2,000</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>115,200</strong></td>
</tr>
<tr>
<td><strong>Surplus for Local Charity Groups</strong></td>
<td><strong>16,900</strong></td>
</tr>
</tbody>
</table>
Hi Carl

The following is a breakdown of the spending for the $20,000 being requested from the County.

- Advertising: $12,000
- Ambulance: $500
- Porta Potties: $1,000
- Facility Rental: $3,500
- Trophies: $1,500
- Insurance & Permits: $1,500

Total: $20,000

Thanks, Ken