



WAINWRIGHT

EVENT SPONSORSHIP APPLICATION

The Town of Wainwright (the “Town”) values the significant contributions of community not-for-profit organizations and volunteer groups in enhancing community well-being and improving the quality of life for its residents. The Town also recognizes the efforts of local organizations, community groups and sports teams that host events and activities to raise funds for worthwhile projects, programs, or services while promoting economic growth.

In an effort to support these organizations and their initiatives, the Town is committed to providing assistance to such organizations, community groups and sports teams through Community and Support Grants and Event Sponsorships.

What is Event Sponsorship?

Funding may be offered to organizations to support events or activities held in the Town or within the M.D. of Wainwright that will encourage positive economic activity in the community. This funding is split into a Major Event category and a Minor Event category.

CRITERIA

- Applicants must be an organization or applying on behalf of a local group or sports team. Individual applicants are not eligible for funding.
- Political or religious organizations are not eligible for funding. The event/activity must remain free of any form of political and/or religious statements. Events that do not follow this guideline may be denied funding in the future.
- Events must promote local economic activity such as:
 - Events that bring economic development opportunities from outside the Town and M.D. of Wainwright boundaries into the Town.
 - For the initial start-up of events/activities.
 - For community organizations providing benefits for Wainwright and district residents.
- Funding will not be provided to events/activities that are primarily focused on gambling, alcohol, etc.
- The event/activity must be open to the public.
- The Town of Wainwright must be identified as a sponsor of the event/activity.
- The applicant is expected to contribute at least 50% of the funding for the event or activity. For example, if an event is held in Irma, at least 50% of the total revenue must come from sources such as sponsorships or municipal support. Up to 50% of the remaining expenses can then be funded through the Town of Wainwright Event Sponsorship funding.

- Preference will be given to organizations that:
 - Demonstrate community support
 - Have other sources of funding
 - Have not received funding from this stream in previous years
 - Have not received financial support in any other form from the Town within the fiscal year
- It is expected that recurring events will eventually become self-sustaining and may no longer be eligible for funding from the Town.

FUNDING LEVELS

Major Event

- \$5,000.00 or more

Examples of major events may include multi-day or large-scale events or initiatives that enhance the region's visibility and recognition.

Minor Event

- Up to \$5,000.00

Examples of minor events may include local community and sporting events.

The Town retains the authority to reassign organizations between the Major and Minor Event categories based on the application, available funding, and its own discretion.

APPLICATION DEADLINE

Applications must be received by the below deadlines and approved before the event/activity takes place to be considered for funding. No exceptions. The Town retains the authority to approve funds based on the application, available funding and its own discretion.

Major Events

- March 1

For major events taking place before April 15th of any year, applications should be submitted by March 1st of the prior year to ensure deadline compliance.

Minor Events

- January 1
- May 1
- September 1

Due to the allocation of this funding, applicants may apply at any time, however their application will not be considered until the period in which their event will take place. For example, if an applicant applies for their July event by January 1st, the application would not be considered for funding until the May 1st deadline.

Please click continue to complete the application form.

Date of Application *

Name of Applicant (Organization, Group or Sports Team): *

Contact Person *

Phone Number *

Mailing Address *

Email Address *

Name of Event *

Date of Event *

Funding Level *

Requested Funding Amount *

Summary of Event (please provide details such as activities, location, duration, participants, etc.) *

How will this Event generate economic activity for the Town and M.D. of Wainwright? *

Will this Event bring people from out of town? *

Yes

No

If yes, please provide an estimate of how many people this event will bring from out of town. *

How will the success of this Event be measured? *

Will the data collected on the success of this Event be shared with the Town? *

- Yes
- No

How will the Town of Wainwright be identified as a sponsor? *

Please list your projected revenue and expenses below. If you require more space please upload/attach your draft budget.

Projected Revenue (Please List)

Projected Revenue Description *

Projected Revenue Description

Projected Revenue Description

Projected Revenue Description

Total Projected Revenue

Projected Revenue (\$) *

Projected Revenue (\$)

Projected Revenue (\$)

Projected Revenue (\$)

Total Projected Revenue (\$) *

Projected Expenses (Please List)

Projected Expenses Description *

Projected Expenses (\$) *

Projected Expenses Description

Projected Expenses (\$)

Projected Expenses Description

Projected Expenses (\$)

Projected Expenses Description

Projected Expenses (\$)

Total Projected Expenses

Total Projected Expenses (\$) *

What will the organization do with any surplus funding from the event? *

Applicant Agreement

I, the Contact Person, declare that:

- I am a duly authorized representative having legal and/or financial signing authority for the above noted organization.
- The information contained in this application is true and accurate and endorsed by the above noted organization.
- Any funds awarded shall be used solely for the event stated in this application.

Please select: *

Yes

The Town may request a presentation or a copy of your financial statements before funding is approved. If you would like to include any additional information (such as your financial statements) with your application, please attach the file(s).

Thank You

Any questions you may have about this funding can be directed to Carley Herbert, Economic Development Officer at 780-842-3381 or cherbert@wainwright.ca