



REQUEST FOR DECISION

SUBJECT:	Sponsorship Request - Grande Prairie Friendship Centre		
SUBMISSION TO:	REGULAR COUNCIL MEETING	REVIEWED AND APPROVED FOR SUBMISSION	
MEETING DATE:	March 25, 2025	CAO:	MANAGER:
DEPARTMENT:	COMMUNITY SERVICES	A.DIR: WB	PRESENTER: LL
STRATEGIC PLAN:	Culture, Social & Emergency Services	LEG: SS	

RELEVANT LEGISLATION:

Provincial (cite) – N/A

Council Bylaw/Policy (cite) – Policy 8015 – Sponsorships

RECOMMENDED ACTION:

MOTION: That Council approve sponsorship of \$1,500.00 to the Grande Prairie Friendship Centre for the 2025 Grande Gathering Gala on April 12, 2025, in Grande Prairie, Alberta, with funds to come from the 2025 Community Services Sponsorships & Donations budget.

BACKGROUND/PROPOSAL:

The Grande Prairie Friendship Centre is hosting the 4th Annual Grande Gathering Gala on April 12, 2025, at the Bonnett's Energy Centre, in Grande Prairie, Alberta. The organization has requested a \$5,000.00 sponsorship in support of the event.

The Grande Prairie Friendship Centre, operated under the Alberta Native Friendship Centres Association, which was established in 1970, is a registered charitable organization and incorporated under the Alberta Societies Act. The organization currently has 21 friendship centres within the province to help improve the lives of urban indigenous people, however, a part of their mandate is to welcome all community members, regardless of origin or status, giving the centres a reputation of a caring, inclusive and culturally driven community organization.

The Grande Gathering Gala will be a celebration of 60 years for the Grande Prairie Friendship Centre, offering a night of indigenous art, entertainment and dinner. Funds raised at this event help to support the organization to provide housing and homelessness support, health and wellness programming, food security and other essential services within the Grande Prairie area. Sponsorship opportunities include \$200/in-kind donations up to a \$25,000.00 title sponsor.

Administration is recommending a \$1,500.00 "Elite Auction Sponsor" which would include:

- 2 tickets to the gala evening
- Social media recognition
- Greenview's logo beside any in-kind donation items

Greenview previously sponsored the event in 2024 with an in-kind donation of \$1,500.00.

The 2025 Community Services Sponsorships & Donations budget balance is approximately \$148,748.75.

BENEFITS OF THE RECOMMENDED ACTION:

1. The benefit of Council accepting the recommended motion is that Greenview would be supporting the Friendship centre in which our region utilizes.

DISADVANTAGES OF THE RECOMMENDED ACTION:

There are no perceived disadvantages to the recommended motion.

ALTERNATIVES CONSIDERED:

Alternative #1: Council has the alternative to choose a different sponsorship amount or change the motion to a \$1,500.00 in-kind donation.

FINANCIAL IMPLICATION:

Direct Costs: \$1,500.00

STAFFING IMPLICATION:

There are no staffing implications to the recommended motion.

PUBLIC ENGAGEMENT LEVEL:

Greenview has adopted the IAP2 Framework for public consultation.

INCREASING LEVEL OF PUBLIC IMPACT

Inform

PUBLIC PARTICIPATION GOAL

Inform - To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.

PROMISE TO THE PUBLIC

Inform - We will keep you informed.

FOLLOW UP ACTIONS:

Administration will advise the Grande Prairie Friendship Centre of Council's decision.

ATTACHMENT(S):

- Grande Prairie Friendship Centre's Sponsorship Application
- GP Friendship Centre's 2024 Event Budget
- GP Friendship Centre Grand Gathering Gala Sponsorship Package