



REQUEST FOR DECISION

SUBJECT: **Sponsorship Request - Valleyview Gymnastics Club**
SUBMISSION TO: REGULAR COUNCIL MEETING REVIEWED AND APPROVED FOR SUBMISSION
MEETING DATE: March 25, 2025 CAO: MANAGER:
DEPARTMENT: COMMUNITY SERVICES DIR: MH PRESENTER: LL
STRATEGIC PLAN: Culture, Social & Emergency Services LEG: SS

RELEVANT LEGISLATION:

Provincial (cite) – N/A

Council Bylaw/Policy (cite) – Policy 8012 – Sponsorships

RECOMMENDED ACTION:

MOTION: That Council approve sponsorship in the amount of \$2,059.97 to the Valleyview Gymnastics Club for the “Perfect Landing Fun Meet” on April 5, 2025, at the Greenview Regional Multiplex, with funds to come from the 2025 Community Services Sponsorships and Donations budget.

BACKGROUND/PROPOSAL:

The Valleyview Gymnastics Club is hosting its first “Perfect Landing Fun Meet” at the Greenview Regional Multiplex on April 5, 2025 and have requested a sponsorship of \$2,059.97 to cover the cost of the Fieldhouse rental for the event.

The Valleyview Gymnastics Club is a non-profit organization run by a volunteer board, an executive director and certified teachers who offer classes from 18 months to adult aged participants. They provide drop-in classes, recreational classes, a competitive achievement team, as well as an adaptive program for children with diverse abilities.

The Fun Meet will welcome gymnasts from surrounding Northern Alberta communities such as Slave Lake, Peace River, Fairview, Sexsmith and more, to compete in their sport while gaining experience, confidence and celebrating their achievements. Currently there are 53 gymnasts registered, with more expected in the following days until the registration deadline of March 18. There will also be approximately 17 coaches in attendance, along with the friends and families of the gymnasts.

Other sponsorships and donations have been applied for; to date they have received a \$200.00 gift card to cover some cost of the food for gymnasts and coaches, along with other donations to help cover costs for medals and ribbons etc. for participants. The club has also planned to host a 50/50 draw at the event.

The 2025 Community Services Sponsorships and Donations budget balance is approximately \$140,748.00.

BENEFITS OF THE RECOMMENDED ACTION:

1. The benefit of Council accepting the recommended motion is that Greenview would be helping support a locally hosted event and encouraging youth participation in recreation activities.
2. The benefit of Council accepting the recommended motion is that the event will have a positive social and economic impact within the Valleyview area, bringing business to local restaurants, hotels etc.

DISADVANTAGES OF THE RECOMMENDED ACTION:

There are no perceived disadvantages to the recommended motion.

ALTERNATIVES CONSIDERED:

Alternative #1: Council has the alternative to recommend a different sponsorship amount or take not action in the recommended motion.

FINANCIAL IMPLICATION:

Direct Costs: \$2,059.97

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 Valleyview Gymnastics Club of Council's decision.

ATTACHMENT(S):

- Valleyview Gymnastics Club Sponsorship Application