



REQUEST FOR DECISION

SUBJECT: **Sponsorship Request – Canadian Motorcycle Tourism Association**
SUBMISSION TO: REGULAR COUNCIL MEETING REVIEWED AND APPROVED FOR SUBMISSION
MEETING DATE: April 8, 2025 CAO: MANAGER:
DEPARTMENT: COMMUNITY SERVICES DIR: MH PRESENTER: LD
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 a sponsorship in the amount of \$1,000.00 to the Canadian Motorcycle Tourism Association for hosting the “Soldiers of Suicide” Event on August 15-17, 2025, at the Veterans Memorial Gardens in Grande Prairie, Alberta, with funds to come from the 2025 Community Services Sponsorships & Donations budget.

BACKGROUND/PROPOSAL:

The Canadian Motorcycle Tourism Association (CMTA) has applied for sponsorship for two separate events, the “Tulips & Triumphs” event on June 28, 2025, and the “Soldiers of Suicide” event on August 15-17, 2025, both of which will be held at the Veterans Memorial Gardens in Grande Prairie. They have requested a sponsorship of \$3,500.00 per event, for a total request of \$7,000.00.

The CMTA is a non-profit organization whose mission is “To honor, dedicate & interpret the military history of Northwestern Alberta”. The Association owns and operates the Veterans Memorial Gardens and Interpretive Centre in Grande Prairie, a museum recognized by the Alberta Museums Association. The board of directors for this Association consists of motorcyclists who have a military background, are connected to the military through family, or are supporters of the cause.

The “Tulips & Triumphs” event is to commemorate the liberation of the Netherlands. The event will have broad community access by online livestreaming for those who are unable to attend in person, such as elderly veterans. The Association is requesting a \$3,500.00 sponsorship for this event to help cover costs associated with using a professional media company.

The “Soldiers of Suicide” event will address the essential need for veterans’ mental health awareness and importance of supporting the mental health needs of veterans. During this event there will be the unveiling of the First World War Trench Lamp Memorial, with the idea to “keep the darkness away” going into the design of the lanterns. This event will also be livestreamed to allow access for all of those who wish to attend. The Association has requested a \$3,500.00 sponsorship for this event.

At the time of the application, additional funding has been provided by the County of Grande Prairie for the Tulips and Triumphs event. The City of Grande Prairie, M.D. of Peace, and Saddle Hills County provided funding for both events.

Administration is recommending a \$1,000.00 sponsorship for the “Soldiers of Suicide” event, as per Policy 8012 – Sponsorships – Only one request may be made by a non-profit organization during each calendar year”. Administration has chosen this event to sponsor as the “Soldiers of Suicide” event will directly address the crucial need for veteran mental health support within our region.

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 helping support mental health awareness and support for war veterans within our region.

DISADVANTAGES OF THE RECOMMENDED ACTION:

There are no perceived disadvantages to the recommended motion.

ALTERNATIVES CONSIDERED:

Alternative #1: Council has the alternative to sponsor the event for a different amount.

Alternative #2: Council has the alternative to sponsor the other event only, or sponsor both events for an amount of their choosing.

FINANCIAL IMPLICATION:

Direct Costs: \$1,000.00

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 CMTA of Council's decision.

ATTACHMENT(S):

- CMTA Sponsorship Application, budget and sponsorship packages.