



REQUEST FOR DECISION

SUBJECT: **Sponsorship Request – Peace Area Riding for the Disabled Society**
SUBMISSION TO: REGULAR COUNCIL MEETING REVIEWED AND APPROVED FOR SUBMISSION
MEETING DATE: April 22, 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 a sponsorship in the amount of \$1,000.00 to the Peace Area Riding for the Disabled Society (PARDS) for the PARDS Community Carnival and PARDS Fun Ride on June 7, 2025 in the County of Grande Prairie No. 1, with funds to come from the 2025 Community Services Sponsorships & Donations budget.

BACKGROUND/PROPOSAL:

The Peace Area Riding for the Disabled Society (PARDS) has requested a \$5,000.00 sponsorship for the PARDS Community Carnival and PARDS Fun Ride on June 7, 2025, at the Finch Homestead in the County of Grande Prairie No.1.

PARDS is a not-for-profit organization that focuses on unique and specific therapies for people living with a disability or challenge.

The PARDS Community Carnival is free for the community to attend and includes games, treats, face painting, petting zoo, pony and wagon rides. The PARDS Fun ride engages the horse community with two designated trails for riding. Riders pay a registration fee and collect pledges in support of PARDS. These events raise awareness of the life-changing impact and benefits of equine-assisted therapy in a fun and engaging environment. Any proceeds from these events will support PARDS programs.

The 2025 Carnival budget is \$22,000.00 and the 2025 Fun Ride budget is \$23,000.00. There are sponsorship opportunities ranging from \$250.00 to \$5,000.00 included in the sponsorship application.

PARDS has received a \$5,000.00 sponsorship from Keddie's Tack & Western Wear and have requested \$5,000.00 sponsorships from the County of Grande Prairie and the City of Grande Prairie. PARDS has raised \$175,000.00 from the Dine & Dance fundraiser.

Greenview has historically supported PARDS. In 2024 Greenview provided the following funding:

- \$1,000.00 sponsorship for the PARDS Carnival and Cook Out
- \$1,000.00 sponsorship for the 40th Dine & Dance fundraiser
- \$500.00 in-kind donation for the 40th Dine & Dance fundraiser
- \$10,000.00 operating grant for program operation assistance.

Administration recommends providing a \$1,000.00 sponsorship for these events. Greenview would receive signage displayed at the event and the Greenview logo would be included in promotional material.

The 2025 Sponsorships & Donations budget balance is approximately \$132,288.00.

BENEFITS OF THE RECOMMENDED ACTION:

1. The benefit of Council accepting the recommended motion is that Greenview would be supporting a fundraising event for a unique organization that promotes a strong, inclusive and supportive community for people of all abilities.

DISADVANTAGES OF THE RECOMMENDED ACTION:

There are no perceived disadvantages to the recommended motion.

ALTERNATIVES CONSIDERED:

Alternative #1: Council has the alternative not to support the recommended motion or provide a sponsorship in the 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 PARDS of Council's decision.

ATTACHMENT(S):

- Sponsorship Application