



REQUEST FOR DECISION

SUBJECT: Rotary Club of Grande Prairie – GP Air Show Sponsorship Request
SUBMISSION TO: REGULAR COUNCIL MEETING **REVIEWED AND APPROVED FOR SUBMISSION**
MEETING DATE: May 12, 2026 **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 sponsorship in the amount of \$2,000.00 to the Rotary Club of Grande Prairie in support of the 2026 Grande Prairie Regional Airshow on August 1 – 2, 2026, with funds to come from the 2026 Community Services Sponsorships budget.

BACKGROUND/PROPOSAL:

The Rotary Club of Grande Prairie is hosting the 2026 Grande Prairie Regional Airshow from August 1- 2, 2026, in Grande Prairie, Alberta, and has requested a sponsorship of \$12,500.00 in support of the event.

The Rotary Club of Grande Prairie is a non-profit organization dedicated to supporting communities in times of need, providing programs and mentorship for youth, and enhancing the quality of life in the areas they serve. The club also collaborates with other Rotary organizations globally to support individuals and initiatives worldwide. In addition, it provides funding to local organizations, contributing to the overall well-being of the community.

The Grande Prairie Regional Airshow will be hosted at the Grande Prairie Regional Airport, offering a high-quality airshow that provides entertainment for the whole family, while celebrating aviation history, military service and technological innovation. At the show, they will highlight elite aerial demonstration teams, historic and modern aircraft, highly skilled military pilots, along with promoting education within the aviation industry with the Canadian Armed Forces and other science, technology, engineering or mathematics related fields, in hopes of inspiring the next generation.

The previous airshow hosted in 2024 was the inaugural event, and saw approximately 8,000 attendees, while this year’s event is estimated to see 7,500 per day over the two-day-long event, many of whom come from outside the region and the province.

To date, the organization has received \$50,000 in donations and funding from the City of Grande Prairie. The County of Grande Prairie and Saddle Hills County have each contributed \$12,500 in event sponsorship. In addition, numerous local businesses have provided sponsorship support, and grant funding has been secured through Travel Alberta and the Destination Marketing Fund.

Greenview previously sponsored the Inaugural 2024 Grande Prairie Regional Airshow for \$2,000.00.

Administration is recommending the \$2,000.00 “Bronze Sponsor” as the event is a large regional event, which allows Greenview residents to attend and enjoy. The Bronze Sponsorship would include premium logo placement, 4 VIP preferred seating tickets, and two airport parking passes per day.

The 2026 Sponsorships & Donations budget remaining balance is approximately \$110,171.00.

BENEFITS OF THE RECOMMENDED ACTION:

1. The benefit of Council accepting the recommended motion is that Council would be supporting a large regional event that provides the opportunity for Greenview residents to attend.

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.

FINANCIAL IMPLICATION:

Direct Costs: \$2,000.00

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 Rotary Club of Grande Prairie of Council’s decision.

ATTACHMENT(S):

- Rotary Club of Grande Prairie’s Sponsorship Application