

January 15, 2020

Tanya Croft, Marketing Advisor
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Fortis Alberta
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BY EMAIL

RE: Advertising Opportunities in Lacombe

Thank you for your interest, on behalf of FortisAlberta, in advertising opportunities with the City of Lacombe! Further to your clarification on December 18, 2019, please find the attached proposal listing opportunities in Lacombe with brief description of the character of each, which we hope will be of interest. The list includes partnership opportunities in community facilities, programs and projects having strong connections to FortisAlberta's priorities of "safety," "education," and "environment."

Please feel free to contact Deborah Juch, Director of Community Services directly at 403-782-1295 or by email to djuch@lacombe.ca with any questions you may have, as she oversees the sponsorship services activity of the City. Deborah will follow up with you on January 23rd once you have had time to review the proposal. Note that where funding will support programs or events organized by an external non-profit, the City of Lacombe will disburse the FortisAlberta funding to the group and the Community Services Division will ensure recognition commitments are fulfilled. Our staff will also report to FortisAlberta on outcomes so that your own reporting and promotional needs are met.

I would like to express my sincerest appreciation on behalf of Council and the citizens of our community, for FortisAlberta's consideration of support for our community and its initiatives. Thank you again.

Sincerely,



Matthew Goudy, P. Eng.
Chief Administrative Officer
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Our File #: 11/154/2019-249



FORTIS ALBERTA Advertising Opportunities in Lacombe

The City of Lacombe Community Services Division is proud to present the following proposal to FortisAlberta for advertising, brand awareness, visibility, and communications in Lacombe. The final page outlines the recognition and rewards of your partnership spending.

Cover Letter

Opportunity Details

1. Sportsplex Community Rooms 1 & 2 Naming Rights
2. Elizabeth Lake Nature Boardwalk Project
3. Indigenous Cultural Celebration Event
4. 3-Dimensional Student Art Award Program
5. Connex Van Partner
6. 2020 Central Alberta History Fair Event
7. Michener House Museum 2020 Educational Programs
8. 2020 Lacombe Group Non-Profit Event Support Package

Recognition Deliverables for Advertising in Lacombe

Opportunity Details

Sportsplex Community Room Naming Rights

The Gary Moe Autogroup Sportsplex is a multi-use recreation hub in the heart of Lacombe serving sport, recreation, and other community needs and hosting large events such as the men's and women's provincial curling championships, the 2014 Boston Pizza Cup and 2015 Jiffy Lube Scotties Tournament of Hearts, and the 2019 Allan Cup Hockey Tournament (a national event). Renovations and upgrades in 2016-17 added an atrium with two new community rooms on the second level awaiting renaming by a funding partner. #1 overlooks the arenas and #2 overlooks the aquatic centre; both are used for Life Saving Society, first aid, and emergency services training as well as social events like children's birthday parties, AGMs, and a warm viewing space for tournaments. In 2019, there were over 600 bookings in the two rooms.



Community Room 1-atrium north side overlooking arena 1



Community Room 2-atrium south side overlooking aquatics

The “FortisAlberta Training Room 1” and 2, or alternate names as desired, would be cited as the session location in event promo and advertising, aligning FortisAlberta’s reputation and corporate image with safety training and other core community functions. Activation (signage at room entrances) and other benefits are included in the partnership pricing.

\$25,000 Naming Rights Partnership (\$5,000 annually for both rooms, five-year commitment)

Elizabeth Lake Nature Boardwalk Project

In 2020, the City of Lacombe will build a boardwalk crossing of the south end of Elizabeth Lake to complete the nature trail circuit around the lake. The trail features groomed and rugged trail sections in the riparian area of the wildlife-filled kettle lake in the heart of our urban community. Current contributing partners to the project include Burman University, the Bill Nielsen Trail Society, and the Reginald and Charlotte Bowett family. The boardwalk crossing



(Photo for illustration only)

will be barrier-free and designed to bring people of all ages and abilities to aquatic habitats, wildlife, and peaceful water views. The trail completion project including the boardwalk will be funded with \$750,000 from the City of Lacombe, partially through Municipal Sustainability Initiative grant program. Partnering options:

\$10,000 Project Partnership (funds the environmental assessments/impact studies)

\$10,000 Project Partnership (funds interpretive signage)

\$100,000 Naming Rights Partnership (\$10,000 annually for 10 years)

Indigenous Cultural Celebration

In 2019 Culture days saw this city’s first-ever Indigenous cultural event, educating residents and visitors in a rarely-seen side of this region’s cultural history. The 2020 event during Alberta Culture Days will feature powwow dancing, traditional foods, elder wisdom-sharing, an Indigenous art exhibit, a craft market, and more. One of the City’s goals with the celebration is to respond with action to “advance the process of Canadian reconciliation.” (*The Truth and Reconciliation Commission of Canada: Calls to Action, 2015.*)

\$3,500 Event Partnership

3-Dimensional Student Art Award

The City of Lacombe Arts Endowment Fund builds and supports a vibrant and sustainable artistic community in the City of Lacombe and the region. A “FortisAlberta 3-Dimensional Student Art Award” will be a perpetual annual award of \$250 to an art student creating 3-dimensional visual art. Student Art Awards from the Endowment Fund, established by the City in 2005, enable young artists to further their education and skills development in arts.



Autumn Stolte, student at Lacombe Composite High School, is pictured here holding *Illusory*, a paper 3-Dimensional art piece. Autumn’s sculpture won numerous awards in 2019 including one from the Alberta Communities Art Clubs Association. The City’s Art Collection Committee chose *Illusory* for inclusion in the permanent municipal art collection.

\$9,000 Program Partnership (one-time endowment establishing a named perpetual award)

Connex Van Partner

The City of Lacombe’s Connex Service provides specialized transportation to seniors, disabled persons and others unable to access regular transportation because of age, cost or disability. Those in need book specialized drivers and lift-equipped vans for subsidized service to medical appointments (as far as Red Deer), local grocery shopping and banking, and access to



community services such as school, employment, childcare, and recreation. The City purchased a replacement van in 2019 at a cost of \$125,000; current sponsors include Lacombe County, Lacombe Health Trust, and Vesta Energy Inc.

\$12,000 Service Partnership (\$4,000 annually, three-year commitment)

2020 Central Alberta History Fair

On May 16, 2020 the City of Lacombe will host the History Fair at the Lacombe Memorial Centre. This marquee educational event challenges Central Alberta elementary school students (Grades 4-9) to create researched displays of Alberta history for a one-day juried event with

awards, prizes, and invitations for students to bring their displays to high-profile provincial events. Up to 500 students, families, and protocol guests will attend, and (subject to availability) the keynote speaker will be the Lieutenant Governor of Alberta, the Honourable Lois E. Mitchell.

\$1,000 Event Partnership (facility rental fees and the protocol guests' lunch)

Michener House Museum 2020 Educational Programs

The Michener House Museum and Archives in Lacombe is the birthplace of the Hon. Roland Michener, Canada's 20th Governor General. The museum is the Michener family house preserved intact, displaying Michener family items and other local artifacts dating from the beginning of the 20th century; the archives preserve the Michener legacy as well as documents, photographs, and artifacts significant to the Lacombe region and its history. The non-profit Historical Society, operating the museum, offers free programs for all ages to residents and visitors at the museum and in the historic downtown. 2020 programs include:

- Skills for Homesteaders
- Art in the Garden
- Heritage Tours 2020
- Downtown Lacombe Walking Tours
- Family Drop-in Museum Days
- Open Farm Day
- Multiculturalism Day programming

\$500 Program Partnership (three programs)

\$900 Program Partnership (all 2020 programs)

2020 Lacombe Group Non-Profit Support Package

The City of Lacombe has gathered four 2020 events staged by community non-profit societies into one support package available to corporate partners at \$5,000. Staff will disburse the funding and ensure each group delivers on the event partnership benefits.

- a. Lacombe & District Family and Community Support Services 50th Anniversary Celebration event in May in to mark five decades delivering support services to families, seniors, and vulnerable persons in the district. (*\$1,000*)
- b. "Blanket Exercise: Indigenous Awareness" is a community event to take place in July, 2020 as part of the Lacombe Days Festival. This awareness building event will be presented by Cree Elders Judy Louis and Roy Louis of the community of Maskwacis, which serves the Erminskin, Samson, Louis Bull, and Montana First Nations north of Lacombe. (*\$1,500*)

- c. Music in the Park by the Lacombe Performing Arts Centre Foundation is a summertime free music program with performances one evening a week in the Lest We Forget Park in the historic downtown of Lacombe. (\$1,000)
- d. Blacksmithing Demonstrations are free how-it-was-done events held at the historic Blacksmith Shop Museum in downtown Lacombe. Over 100 years old, this is the oldest operational blacksmith shop in Alberta. Demonstrations are free for schools, residents, visitors, and budding blacksmiths! (\$2,500)

\$5,000 Event Partnership (total)

Recognition Deliverables for Advertising in Lacombe

Naming Rights Partnership:

- ✓ Name plate with logo at room entrance and facility wayfinding
- ✓ Name and logo on Lobby sponsor recognition wall
- ✓ Name cited as location in event/program promotion (online, radio and print, social media)
- ✓ Name and logo on event/program webpages, tickets, guides, and posters
- ✓ Two transferrable tickets to major public event/program (negotiable)
- ✓ Invitations to contributor appreciation events
- ✓ Fulfillment reporting

Event / Program Partnership:

- ✓ Logo and textual mentions in promotions (online, radio and print, social media)
- ✓ Logo on event/program webpages, on-site signage, tickets, guides, and posters
- ✓ Two transferrable tickets to event/program (negotiable)
- ✓ Invitations to contributor appreciation events, if applicable
- ✓ Fulfillment reporting

Project Partnership:

- ✓ Logo and name on project site signage at City's expense
- ✓ VIP invitation to grand opening event including contributor appreciation activities
- ✓ Mention in all City project public information
- ✓ Invitations to contributor appreciation events, if applicable
- ✓ Fulfillment reporting

Service Partnership (Connex):

- ✓ Logo on the 2019 handivan at the City's expense
- ✓ Logo included in program website and all print materials (guide, posters & ads)
- ✓ Fulfillment reporting

Thank you for your time considering this proposal!

