

ADMINISTRATIVE REPORT

TO: Shane Bourke, City Manager	DATE: April 7, 2025
FROM: Danielle Whiteway, Chief Financial Officer	MEETING: City Council
REPORT WRITER: Candace Bilodeau, Director, City Manager’s Office	
SUBJECT: Corporate Sponsorship Recommendation – Grande Prairie Stompede	

RECOMMENDATIONS

That Council direct Administration to negotiate and enter into a sponsorship agreement with the Grande Prairie Stompede Association (GPSA) for the 2025 Grande Prairie Stompede, containing terms and conditions satisfactory to the City Manager and City Solicitor, and with the following specifications:

1. Provide a cash sponsorship in the amount of \$10,000 from Council’s Corporate Sponsorship Fund as the Thursday Night Family Dance Sponsor;
2. Provide gift-in-kind contributions valued at \$15,000 in the form of services rendered by Transportation, Transit, and Events & Programming Departments, representing a Champion Level Sponsorship as the Evening Performance Sponsor.

PREVIOUS COUNCIL / COMMITTEE DIRECTIONS

At the January 29, 2024 City Council meeting, Council rescinded Policy 112 – Corporate Sponsorship and Policy 111 – Souvenirs and approved Policy 129 – Corporate Sponsorship.

BACKGROUND

On January 29, 2024, Council passed an updated Corporate Sponsorship policy which governs the use of Council Sponsorship Funds. The Sponsorship Fund is intended to support events that enhance and enrich our community with preference given to: a) events with a strong alignment to Council’s strategic priorities; and b) established events (5 years+) that have proven to be well supported by the community; and c) unique events which are not similar to events offered by the City or other community groups.

The current Corporate Sponsorship Policy stipulates that any sponsorship valued at \$10,000 or above will require Council approval and that preference will be given to events with a strong

alignment to Council's strategic priorities. The Sponsorship Fund has a total annual budget of \$125,000.

ANALYSIS

The Grande Prairie Stompede, running May 28 to June 1, 2025, is a longstanding regional event that significantly contributes to the cultural and economic vitality of our community. The event supports community pride, volunteerism, family-friendly entertainment, and regional identity.

Recommended Sponsorship Breakdown

Cash Contribution:

- \$10,000 from the Council's Sponsorship Fund
- Recognition as the Title Sponsor for the Thursday Night Family Dance, as outlined in the Sponsorship Package (Attachment A)

Gift-in-Kind (GIK) Contributions :

(Based on 2024 actual costs; 2025 estimate includes CPI adjustments)

- Parade support: \$11,000
- Permit Fee for "Stompede City" sign: \$275
- Transit Services: \$2,500
- Bonnetts Parking Lot Rental & Tent Permits: \$900

Total GIK value (2024 actuals): \$14,675

Estimated 2025 GIK value (with CPI adjustment): \$15,063

As a result of this contribution, the City is eligible to receive recognition as the Champion Sponsor, as detailed in the Sponsorship Package (Attachment A)

Total Estimated Sponsorship Value (Cash + GIK): \$25,063

As Title Sponsor of the Thursday Night Family Dance the City of Grande Prairie would receive the following benefits:

- City logo on gpstompede.com and social media platforms
- Recognition on the Arts and Culture Expo page in the souvenir program
- Half page advertisement in the souvenir program
- Recognition on Arts and Culture Expo Marketing Platforms
- City banner on the stage of the Country Music Competition
- Recognition on all Country Music Competition Marketing
- Announcer recognition during Stompede and Arts and Culture Expo
- City logo featured on the Stompede infield digital video board as and Arts and Culture Expo Sponsor at the Exclusive Sponsorship Level
- 5 VIP passes

In addition, as a Champion Sponsor for the Evening Performance sponsorship under a contra sponsorship, the City of Grande Prairie would receive the following benefits:

- City logo on gpstompede.com and social media platforms

- Recognition on the sponsor page in the souvenir program
- Full page advertisement in the souvenir program
- Announcer recognition during Stompede
- City logo featured on the Stompede infield digital video board at the Champion sponsor level
- City flag flown in every Grand Entry
- 6 VIP passes

Relationship to City Council's Areas of Focus / Strategic Priorities

Quality of Life

The Grande Prairie Stompede enhances residents' quality of life by fostering community pride and offering recreational opportunities. These aspects are central to the City's commitment to creating a vibrant and connected community.

Innovative Efficiencies & Economic Readiness

The event attracts visitors, boosting local tourism and supporting businesses. This economic activity aligns with the City's goal of building a strong economy ready for new investment opportunities.

Environmental Impact

There is no anticipated impact.

Economic Impact

The Stompede is expected to generate significant economic benefits for the community through increased tourism, hospitality, and local business activity. As one of the region's largest and most well-attended events, it draws thousands of visitors, resulting in heightened demand for accommodations, dining, retail, and transportation services.

Social Impact

Sponsoring the Stompede would strengthen community connections, celebrate local heritage, and enhance civic pride. The event fosters inclusivity by bringing together diverse groups, supporting local non-profits, and providing family-friendly entertainment. It also promotes volunteerism, youth engagement, and cultural appreciation, reinforcing the City's commitment to a vibrant and connected community.

Relevant Statutes / Master Plans / City Documents

[Council Policy 129 – Corporate Sponsorship](#)

Risk

There is minimal risk to the City in sponsoring these types of events.

STAKEHOLDER ENGAGEMENT

In alignment with Council Policy 129, consultation occurred between the Mayor and the City Manager's Office to determine priorities for 2025 Corporate Sponsorship allocation and focus based on local needs, community vision, Council's strategic priorities and available funds.

The assessment of this sponsorship opportunity was undertaken in collaboration with the Community Connections Department, which led internal engagement to evaluate feasibility and

alignment with departmental capacities. Discussions were held with the Transit, Events & Programming, and Transportation departments to confirm service requirements and associated in-kind contributions in support of the event.

BUDGET / FINANCIAL IMPLICATIONS

The cash sponsorship will be funded through Council’s Corporate Sponsorship Fund. Should this recommendation be approved, the remaining balance in the 2025 Sponsorship Fund will be \$88,500.

The gift-in-kind contributions, estimated at \$15,063, will be managed through the existing operating budgets of the respective City departments delivering the services. As a result, these departments may experience minor budget variances depending on actual service delivery and operational demands during the event period.

SUMMARY / CONCLUSION

Based on the alignment with Council Policy 129 and Council’s Strategic Plan, it is recommended that Council approve sponsorship of the Grande Prairie Stompede 2025 in the amount of \$10,000 cash as Family Dance Sponsor and \$14,675 gift-in-kind as a Champion Sponsor. The sponsorship supports a prominent local event with demonstrated positive community and economic impacts.

ATTACHMENTS

Attachment A: Grande Prairie Stompede 2025 Sponsorship Package