

# TOWN OF BONNYVILLE

## REQUEST FOR DECISION

**Date:** August 21, 2024

**Submitted By:** Administration

**Meeting Date:** August 27<sup>th</sup>, 2024

**SUBJECT: Bonnyville Health Foundation Gala Sponsorship**

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**BACKGROUND:** At the August 20<sup>th</sup>, 2024, Governance and Priorities Meeting, Dawn Webber with the Bonnyville Health Foundation made a presentation to Council requesting that the Town of Bonnyville become the Presenting Sponsor for the Health Gala annually. The cost to the Town to be the Presenting Sponsor is \$25,000.00.

**OTHER COMMENTS:** Although this event does not take place until 2025, the BHF is already preparing the sponsorship packages and advertising materials for the gala and will need to know if the Town is once again interested, as we did last year, in being the Presenting Sponsor. Also, the 2025 operating budget has not been approved yet, so a motion is required to earmark these funds.

**REPORT/DOCUMENT:**    Attached   Available   NIL

**DESIRED OUTCOMES:** That Council approve becoming the Presenting Sponsor for the Bonnyville Health Foundation Gala and earmark the amount of \$25,000.00 to be included in the annual operating budgets until such time as Council decides to sponsor this event at an alternative level.

**OPTIONS:**

1. Approve becoming the Presenting Sponsor for the Bonnyville Health Foundation Gala annually.
2. Approve becoming the Presenting Sponsor for the Bonnyville Health Foundation Gala for 2025 only.
3. Wait until the 2025 Interim Operating Budget is passed in December.
4. Do not approve becoming the Presenting Sponsor for the Bonnyville Health Foundation Gala and sponsor as an alternative level.
5. Do not sponsor this event.

**RELEVANCE TO STRATEGIC PLAN:**



Communications  
Strategy



Economic  
Growth



Recreation &  
Wellness



Service  
Excellence



Value Added  
Services

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**RECOMMENDATION: THAT Council approve becoming the Presenting Sponsor for the Bonnyville Health Foundation Gala annually and earmark the amount of \$25,000 to be included in the annual operating budget until such time as Council decides to sponsor this event at an alternative level.**

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**IMPLICATIONS OF RECOMMENDATION:** Administration will inform the Bonnyville Health Foundation of Council's decision.

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**FINANCIAL:** The cost of being the Presenting Sponsor for the Bonnyville Health Foundation Gala will be included in the annual operating budgets until such time as Council decides to sponsor this event at an alternative level.



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Renee Stoyles  
General Manager of Corporate Services



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Bill Rogers  
Chief Administrative Officer