

Recreation, Parks and Culture, 2025 Oak Street, Sherwood Park, AB  
Mail: 2001 Sherwood Drive, Sherwood Park, AB T8A 3W7

Phone 780-467-2211 Email [recreation@strathcona.ca](mailto:recreation@strathcona.ca)

The Community Large Scale Event Program is a matching grant up to a maximum of \$15,000 for community large scale events that have a minimum budget of \$15,000.00.

Eligibility Criteria (all criteria must be met):

- Event has an estimated attendance of 1000 people or more.
- Event is taking place in a Strathcona County facility or bookable outdoor space.
- Event is open and accessible to the public.
- Event budget is a minimum of \$15 000, with your organization being able to match the requested amount.
- Event is using and promoting Strathcona County hotels and businesses.
- Event is secular and non-political in nature.
- Event does not qualify for the Community Recreation Event and Sport Tourism Program.
- Event is not a reoccurring event or part of a series of events throughout the calendar year.

Event Name: \_\_\_\_\_ Date: \_\_\_\_\_

Description: \_\_\_\_\_

Organization Name: \_\_\_\_\_ Website: \_\_\_\_\_

Registered Society No  Yes  ► Incorporated under which Act \_\_\_\_\_

If no, your organization must be a Not-for-Profit to be qualified for this program.

Registration Number: \_\_\_\_\_ Registration Date: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
Postal code

Contact Name: \_\_\_\_\_ Position: \_\_\_\_\_

Contact Numbers: \_\_\_\_\_  
Daytime Alternate

Email Address: \_\_\_\_\_

Provide a brief summary of the purpose of your organization and how it strategically aligns with the Strathcona County Recreation and Culture Strategy

**Collection and use of personal information**

Personal information is being collected under the authority of s. 33 (c) of the *Freedom of Information and Protection of Privacy Act* and will be used in the management and for the administration of the Community Large Scale Event Investment Program. If you have any questions about the collection, use or disclosure of your personal information, contact Manager, Finance & Business Operations at 780-467-2211.

# Community Large Scale Event Investment Program - Application

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## Event Information

Has your organization hosted this event previously?  No  Yes ► Dates \_\_\_\_\_

Do you have partnerships with other organizations to support your event? If so, who? \_\_\_\_\_

Which Strathcona County hotels are you using for your event? \_\_\_\_\_

How many nights will event staff/volunteers/attendees be staying? \_\_\_\_\_

Which local businesses have you partnered with for your event? \_\_\_\_\_

What is the estimated number of attendees coming to the event from outside of Strathcona County? \_\_\_\_\_

What actions will your organization take to ensure the event is open and accessible to the public? \_\_\_\_\_

Describe the potential benefits the event may bring to Strathcona County. \_\_\_\_\_

## Promotion and Marketing

Organizations receiving grant funding must acknowledge receipt of the grant in event promotion and advertising. Visual identity guidelines must be followed. Strathcona County logo and other promotional materials are available and must be requested.

If successful in receiving support from this grant, how will you recognize Strathcona County in promotional material and efforts? \_\_\_\_\_

Expected general media coverage for your event? (check all that apply)

Newspaper  Radio  TV/Broadcast  Social Media  Other (specify) \_\_\_\_\_

## Budget

Have you previously received funds from the Community Large Event Investment Program?

no  yes ► when \_\_\_\_\_

Have you previously received funds from Strathcona County?  no  yes ► when and what program? \_\_\_\_\_

If your event realizes a financial surplus, describe how that surplus could be used to benefit the community. \_\_\_\_\_

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If the investment program is oversubscribed and you receive less than your request, would you still be able to host your event?

What are the expected event expenses based on the items eligible for investment support, as per the budget template? \_\_\_\_\_

**Budget Template – Must provide quotes.**

<b>Expenditures</b>	
Performer Fees	
Rental License*	
Permit Fees	
Equipment Rentals*	
Marketing Costs*	
Safety Training (for staff and volunteer's)*	
Sustainable Practice Costs* (e.g. green event initiatives)	
Volunteer Recognition*	
Administrative Costs	
Other (specify)	
Other (specify)	
<b>Total Expenditures</b>	
<b>Revenues</b>	
Community Large Scale Event Investment Program	
Provincial Grants (specify)	
Federal Grants (specify)	
Other Grants or Subsidies (specify)	
Sponsorships	
Fundraising	
Ticket Sales/Registrations/Participant Fees	
Cash Donations	
Other (specify)	
<b>Total Revenues</b>	
<b>NET</b>	

\* Indicates budget items that may be covered with the Community Large Scale Event Investment Program

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Please attach the following required supporting documentation:

- Event budget showing revenues and expenditures
- Current annual financial statement, reviewed, dated and signed by a member with signing authority in your organization
- A printed confirmation from Alberta Corporate Registry stating that your organization is in good standing and active for one or more years.

I/we the undersigned party of \_\_\_\_\_, certify this  
(please print)

application contains a full and accurate account of all matters stated herein.

\_\_\_\_\_  
Name (please print)                      Signature                      Date

\_\_\_\_\_  
Name (please print)                      Signature                      Date

## Submission deadlines: May 30 and November 30

Applicants can expect a response to their application within 3 – 4 weeks.

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