

Sponsorships and Requests For Funding Guide

Purpose:

Qualifying organizations must promote projects, services and/or events that provide value and operate within Red Deer County – organizations benefitting Red Deer County as well as outlying communities may be considered.

Maximum funding request:

Organizations can request funding up to a maximum of \$3000 to be administered by Economic Development administration. Funding requests in excess of \$3000 will require a written proposal which will be forwarded to Council for their consideration.

What is the selection process?

Funding requests of greater than \$3000 must be addressed to council through a formal letter addressed to:

Red Deer County
Attn: Mayor and Council
38106 Rge Rd 275
Red Deer County, AB
T4S 2L9

Email address: mayor@rdcounty.ca

Funding requests of less than \$3000 must:

- Meet a specific community need or enhance the community and assist its residents,
- Promote the economic development or tourism aspect of Red Deer County,
- Promote and deliver projects, services and events within municipal boundaries,
- Promote projects, services and events that address a community need, contribute to the positive image of the municipality and/or enhance the quality of life for its residents,
- Benefit a number of people and have a measurable community impact,
- Be guided by goals, objectives and results that are clearly defined,
- Be short-term with high visibility and provide clearly defined, cost-effective recognition opportunities for Red Deer County (i.e. Posting photos of the finished project or event on a website or Facebook page that can be linked to the Red Deer County website or Facebook page to be shared with the community-at-large),
- Be a non-profit organization or have the characteristics of a non-profit group,
- For-profit projects and events will be considered individually – focus will aim at self sustainability. Sponsorship will not be given on a repetitive basis.

Sponsorships and Funding are NOT provided for:

- Individuals,
- Political candidates,
- Religious organizations; however, we will consider organizations with religious affiliations that are seeking funding for a non-denominational initiative that is open to the community-at-large,
- Funding cannot be used for expenses such as salaries, travel costs, fees for workshops or foundations, debt repayment or to subsidize donations to a third party,
- Organizations that duplicate services,
- Organizations that provide services or programs that are the responsibility of another level of government, including Health, Education and Social Services,
- Organizations seeking relief from water, sewer, garbage or other municipal service fees,
- Programs which are already receiving funding from another department within the municipality.

Application process:

A formal request in the form of an email or letter may be sent to Red Deer County accompanied by the completed attached application form. Any requests over \$3000 will be directed to Council for their consideration. Any requests under \$3000 will be considered by the Economic Development Officer:

Red Deer County
Attn: Economic Development Officer
38106 Rge Rd 275
Red Deer County, AB
T4S 2L9

Email address: sbadry@rdcounty.ca

Request letter should include:

- The organization requesting sponsorship,
- Indicate whether the organization is a for-profit or non-profit organization
- The amount of sponsorship requested,
- Where the project or event will be held,
- What the funding will directly be used for,
- Define the goals and objectives of the project or event,
- How the event will benefit/ impact Red Deer County and/or its residents,
- Indicate how Red Deer County will be recognized as a sponsor.

To allow sufficient time for the review process, requests /applications should be received two months prior to the scheduled event in which the sponsorship will be used.



Red Deer County Economic Development Funding Application

Organization or Person Requesting Funds: _____

Contact Name and Phone Number: _____

Mailing Address: _____

Total Funding Request: _____

Briefly describe your organization (non-profit, for-profit). _____

What are the funds to be used for? _____

What are the direct goals/objectives of the project? _____

Where is the project taking place? _____

How many people will benefit from the project you require funding for? _____

What do you estimate the economic impact of your project to be? _____

Please describe how the project will benefit the community and/or its residents. _____

Please specify the amount of funding requested from other organizations or government. _____

Please provide any other information that will assist in making the decision for funding. _____

You may attach a separate piece of paper if additional room is required.