

Strathcona County Sport and Community Groups Sponsorship & Grant Guide



SPONSORSHIP is a tool many sport and community groups use to generate additional revenue for their organization. It is also a tool used to support the hosting of tournaments and events.

Some opportunities exist within Strathcona County Recreation, Parks and Culture spaces for sport and community groups to utilize Strathcona County property for the purpose of sponsorship recognition as demonstrated by the following table:

Sponsorship Recognition Opportunities	For Sport and Community Groups who are:	Seasonal on-site sponsorship recognition *	Temporary on-site sponsorship recognition *
	License holders and operators in Strathcona County Recreation, Parks and Culture facilities and spaces	✓	✓
	Major sport franchises using Strathcona County Recreation, Parks and Culture facilities and spaces	✓	✓
	Local sport and community groups affiliated with winter ice allocation (<i>banner program in non-sponsored arenas</i>)	✓	✓
	Local sport and community groups using Strathcona County Recreation, Parks and Culture facilities and spaces with field and ball diamond allocation	Not Available	✓
	Sport and community groups hosting tournaments and events in Strathcona County Recreation, Parks and Culture facilities	Not Available	✓
	Hosting groups of major community events that significantly contribute to sport tourism and economic development in Strathcona County	✓	✓

* As outlined or permitted by Strathcona County.

Naming rights of physical spaces can only be provided to a sponsor by Strathcona County. On rare occasion, temporary and legacy naming rights of spaces may be available for events contributing significantly to sport tourism and economic development in Strathcona County.

As some on-site exclusivity agreements in Strathcona County exist, all sponsorship recognition opportunities using Strathcona County Recreation, Parks and Culture spaces by sport and community groups either need to be:

- pre-approved by Strathcona County, or
- part of an outlined sponsorship recognition program provided to sport and community groups annually.

Sport and Community Groups are encouraged to leverage the assets owned by them as part of their sponsorship program. This could include physical assets such as jerseys, as well as digital assets such as social media platforms and creative digital content. In order to help sponsorship administrators with this, a Spring and Fall Sponsorship Program Workshop for local sport and community groups will be held by Strathcona County annually.

Attendees will need to RSVP for the workshop dates, and can get more information under the Sport and Community Group Section of Strathcona County Recreation, Parks and Culture's sponsorship landing page: www.strathcona.ca/sponsorship

For any inquiries to Strathcona County Recreation, Parks and Culture on sport and community group sponsorship, or to request for approval of on-site sponsorship recognition, contact the Sponsorship and Community Investment Representative at 780-464-8286.

GRANTS & FUNDING PROGRAMS

For Organizations

Community Recreational Event and Sport Tourism (CREST) Investment Program

This program is intended to assist groups in hosting events at the provincial, national and international level. It will aid local sport and community organizations to build sport hosting capacity and stage major sport competitions and related events in Strathcona County.

For further information on eligibility, marketing support, applying, and more, please refer to www.strathcona.ca/crest

To Support Individuals and Families

Everybody Gets to Play™

Everybody Gets to Play™ strives to ensure that everybody living in Strathcona County has the opportunity to participate in the recreation, sport, art or culture activities of their choice, regardless of financial barriers. Everybody Gets to Play™ accomplishes this through identifying families living on low income in Strathcona County and provides them with free access to recreation facilities and subsidies for recreational and cultural programs.

To determine eligibility for the program, please contact **Family and Community Services** to schedule an appointment at 780-464-4044 www.strathcona.ca/egtp

Canadian Tire Jumpstart

Kids aged 4-18 from families in financial need can receive funding from Canadian Tire Jumpstart Charities to help with registration fees, equipment, and/or transportation. Support may be provided twice per year for up to \$150 per session.

A Jumpstart funding request form may be obtained by emailing recreation@strathcona.ca or calling for information at 780-464-8176.



Everybody gets to play®
Recreation without barriers

