



# Peace River Regional District REPORT

To: Chair & Directors

Date: March 24, 2015

From: Trish Morgan, Manager of Community Services

**Subject: Special Event Grant – Rotary International District Conference**

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## **RECOMMENDATION(S):**

That the Regional Board approve a special event grant of \$5,000 for the Rotary Club of Dawson Creek to host the 2015 district conference in Dawson Creek from October 1 to 4, 2015.

## **BACKGROUND/RATIONALE:**

The Rotary Club of Dawson Creek will be hosting the “What If” 2015 District Conference in October. It is anticipated that there will be between 500 to 600 conference delegates plus 700 to 1000 individuals who take part in the presentations by Col. Chris Hadfield.

This event meets the criteria for funding under the Grants to Community Organizations – Special Event policy statement. The Rotary Club of Dawson Creek is a non-profit society in good standing with the Province of BC.

**STRATEGIC PLAN RELEVANCE:** none

**FINANCIAL CONSIDERATION(S):** \$11,000 is budgeted and currently remains in the 2015 Grants to Community Organizations budget for special event grants.

**COMMUNICATIONS CONSIDERATION(S):** As a “Gold Sponsor” (\$5,000) the Regional District will receive:

- Logo and link to be displayed on District Conference Website [www.whatifDC2015.com](http://www.whatifDC2015.com)
- Company Name & Logo on PowerPoint presentation to be viewed at the Conference
- Verbal recognition at the Conference
- Half page ad in the formal program distributed to each delegate
- Display booth in the House of Friendship
- Entrance Signage – Logo & Company Name

**OTHER CONSIDERATION(S):** please see attachments

Staff Initials:

Dept. Head: *T. Morgan*  
April 9, 2015

CAO: *Ch. Burk*

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**PEACE RIVER REGIONAL DISTRICT**  
 Grants to Community Organizations  
 - Special Event Grant Application Form -

Name of Organization: ROTARY CLUB OF DAWSON CREEK.  
 Address (include postal code): Box 387, Dawson Creek, BC  
V1G4H3  
 Name of Contact Person: DALE CAMPBELL / ALMOTTISHAW  
 Telephone Number: 250-719-7427 / 250-719-8288  
 Email address: WHATIFDC2015@gmail.com.  
 Society Registration #: S-0044704  
 Name of Event: "WHAT IF" 2015 DISTRICT CONFERENCE  
 Type of Event: ANNUAL CONFERENCE HELD IN THE HOME TOWN  
OF THE DISTRICT GOVERNOR.  
 Grant request amount: \$ GOLD SPONSOR \$5,000 OR SILVER SPONSOR  
\$3,000

Has your organization applied for funding from another source? Yes  No

Who will it serve: STUDENTS OF NLC, SDS9 + RESIDENTS OF PRRD.

How many will attend: 5-600 FULL CONFERENCE REGISTRANTS PLUS  
700-1000 FOR COL CHRIS HADFIELD PRESENTATION

What is economic benefit to area: \_\_\_\_\_

VENUE - ENCANVA CENTRE, ROOMS FOR 3-4 NIGHTS,  
FUEL FOR ATTENDEES, EST \$5-600,000

This application must include the previous year's financial statements, if available, and an event budget. N/A.

The applicant must submit within ninety (90) days of event completion a final financial statement for the event.

OFFICE USE ONLY:

Amount approved: \$ \_\_\_\_\_ GL Code: \_\_\_\_\_

Date: \_\_\_\_\_

# Rotary CONFERENCE

District 5370

R-2

Oct 1-4 2015

Encana Events Centre  
Dawson Creek, BC, Canada



## Who is Rotary?

Rotary International is an international service organization whose stated purpose is to bring together business and professional leaders in order to provide humanitarian services, encourage high ethical standards in all vocations, and help build goodwill and peace in the world.

Rotary Members are a network of established business professionals looking to make positive changes in their Communities and around the World. They gather with their Clubs weekly to discuss creative ways to meet the needs of others and to expand their personal and professional skills.

## What is a District Conference?

Once a year Rotarians come together in their District to connect, be inspired, and share opportunities. Our District spans 61 Clubs, covering Northern Alberta and BC from Fort Nelson to Battleford and Camrose to Yellowknife.

In October of 2015, The Rotary Clubs of Dawson Creek will host our Rotary friends from District 5370 and beyond in beautiful Dawson Creek, British Columbia. This Conference will be the first in our District's history that will be promoted as being "open to the public". We are proud to invite our Communities to come together with us to learn, be inspired, ask questions and be challenged.

We have organized an incredible group of speakers that are sure to inspire all Attendees. We are very excited to be able to bring Col. Chis Hadfield, Astronaut and first Canadian Commander of the International Space Station (2013) to the Conference. Also, Sally Armstrong, human rights activist, journalist and author and Alvin Law, Canadian motivational speaker, award-winning musician and bestselling author will be joining us. Arrangements are being made for Col. Hadfield to address students from SD 59 and NLC during school hours. As well, we will have seats available to the general public to join with Rotarians to enjoy his address Friday evening.

Another of the program components will be a meal packaging event. The Stop Hunger Now Program will be presenting to the Attendees and set up an assembly line to give us the opportunity to package meals that will be distributed around the world. On Sunday, we are planning an all-day meal packaging event in co-operation with other Community Organizations from the Peace River area.

The Rotary Clubs in Dawson Creek donate every penny they fundraise. Administrative costs are raised within the Club itself through membership dues, fines, draws and other internal mechanisms. Funding for this event is obtained solely through the sale of advertising, registration fees, sponsorships and an allotment from Rotary International based on Membership. A Conference such as this is important to ensure Rotary continues in Communities around the District by educating and inspiring Rotarians, the people who make it all happen. We are asking for your help in bringing this opportunity for learning to Dawson Creek. The Rotary District Conference provides a unique audience of delegates representing a broad spectrum of business and personal interests. As a Sponsor, Rotary will partner with you to connect your message with a projected 600 Rotarian and as the entire Conference has been opened to the Communities, we are confident that we will be hosting a significant number of Non-Rotarians as well.

Our Sponsorship Chair, Al Mottishaw can be contacted at [whatifDC2015@gmail.com](mailto:whatifDC2015@gmail.com) or co-Chairs Dale and Maxine Campbell at [campbell@pris.ca](mailto:campbell@pris.ca).



Together We Can Change The World

April 9, 2015



**Rotary District Conference 2015****October 1-4, 2015****Dawson Creek, BC****Contact Al Mottishaw at****[whatifDC2015@gmail.com](mailto:whatifDC2015@gmail.com)****Sponsorship Opportunities**

- **Platinum Sponsor: \$10,000 Plus**

- ❖ **Category Exclusive**
- ❖ **4 complimentary Full Conference Registrations**
- ❖ **Logo and link to be displayed on District Conference Website**  
**[www.whatifDC2015.com](http://www.whatifDC2015.com)**
- ❖ **Company Name & Logo on PowerPoint presentation to be viewed at the Conference**
- ❖ **Verbal recognition by emcee at the Conference**
- ❖ **Full page ad in the formal Program distributed to each delegate**
- ❖ **Display booth in the House of Friendship**
- ❖ **Entrance Signage – Logo & Company Name**
- ❖ **Option to distribute SWAG at Registration**

- **Gold Sponsor: \$5,000 Plus**

- ❖ **2 complimentary Full Conference Registrations**
- ❖ **Logo and link to be displayed on District Conference Website**  
**[www.whatifDC2015.com](http://www.whatifDC2015.com)**
- ❖ **Company Name & Logo on PowerPoint presentation to be viewed at the Conference**
- ❖ **Verbal recognition by emcee at the Conference**
- ❖ **Half page ad in the formal Program distributed to each delegate**
- ❖ **Display booth in the House of Friendship**
- ❖ **Entrance Signage – Logo & Company Name**

- **Silver Sponsor: \$3,000 Plus**

- ❖ **One complimentary Full Conference Registration**
- ❖ **One additional ticket for Dinner and Keynote Speaker presentation on Friday evening**
- ❖ **Company Name & Logo on PowerPoint presentation to be viewed at the Conference**



**Together We Can Change The World**

April 9, 2015





- ❖ **Verbal recognition by emcee at the Conference**
  - ❖ **1/4 page ad in the formal Program distributed to each delegate**
  - ❖ **Signage in the House of Friendship**
- **Bronze Sponsor: \$2,000 Plus**
    - ❖ **Two complimentary tickets for Dinner and Keynote Speaker presentation on Friday evening**
    - ❖ **Company Name & Logo on PowerPoint presentation to be viewed at the Conference**
    - ❖ **Verbal recognition by emcee at the Conference**
    - ❖ **Name and logo in the formal Program distributed to each delegate**
  - **Friend of Rotary: \$1,000 & less**

**Opportunities include**

    - ❖ **Coffee break – 4 x \$1,000 – Maximum 8 sponsors at \$500 each**
    - ❖ **Meal Sponsors –**
      - Breakfast – 2 x \$2,000 – Maximum 8 sponsors at \$500 each**
      - Lunch – 2 x \$2,000 – Maximum 8 sponsors at \$500 each**
  - **Gifts in Kind: Value determines Sponsor level**

**Other Benefits.... All Sponsors receive the following recognition:**

- ✓ **Social Media coverage**
- ✓ **Recognition in the formal Program distributed to each delegate**
- ✓ **Recognition on a PowerPoint slide show that will be played throughout the Conference**





Rotary District Conference  
October 2015

Revenue:	500	600
Registration	168,950	208,450
Additional Social Event Tickets	5,500	6,000
RV Parking	300	500
Friday Evening Event Tickets	30,000	30,000
Sponsorship	50,000	50,000
District Contribution	24,000	24,000
	278,750	318,950
Expense:		
Administration	17,800	17,800
Meals	100,000	120,000
Facility	15,000	15,000
Entertainment	16,500	16,500
Youth	8,000	8,000
Program	90,600	90,600
Promo, Logistics, Signs, Comps	35,750	35,750
Protocol	4,720	4,720
Total	288,370	308,370
	(9,620)	10,580