



Municipality of the District of Argyle

Item: CIFA Sponsorship

Date: April 22, 2024

Our Vision

Argyle is the community of choice to invest, live and play.

Our Identity

Argyle invests time & talent in growth opportunities in fishing, tourism, and renewable energy sectors.

Argyle provides affordable taxation while providing safe and livable communities and strives to engage and inform our residents on decisions that affect them most.

Argyle provides high class, accessible recreational and cultural facilities for health and for play.

PURPOSE

The purpose of this request to council is to consider a sponsorship for CIFA on their new vehicle.

Background:

On April 16, 2024, I received a call from a CIFA salesperson inquiring about the Municipality's interest in purchasing a logo placement on their new Hyundai Venue. This vehicle will be used for weekly travel to bingo sales locations in the tri-county area, as well as to other events such as CMA events and festivals. To maximize visibility, the vehicle will aim to travel on the old road.

Currently, two sponsorships have been sold, and they are seeking the Municipality's support. The proposed location for the logo would be on the back of the vehicle, specifically on the right-hand side of the car within a round circle. Please refer to the diagram below for clarification.



Other considerations:

The cost for the sponsorship is \$900 per year plus tax

Recommendation:

- 1) Recommend that Council support this request.
- 2) Recommend to decline this request.

Suggested motion:

No recommendation from staff however we can confirm that should it be approve by council, we would budget this item in the sponsorship line for the 2024-2025 budget year.