



CHESTERMERE

THE CITY OF CHESTERMERE

Event Partnership Program

Community Engagement Department

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Introduction

The City of Chestermere is proud to create and host so many amazing public events and festivals. There are also many organizations and individuals in the community that have additional event ideas and proposals that need support and guidance to ensure proper, successful execution.

This is where the Event Partnership Program comes in. The City of Chestermere, through the Events Department, can assist other organizations or individuals. This document will lay out the process, requirements, and resources that you can expect to find when deciding to partner with The City of Chestermere.

Definitions

Here are definitions of key terms used throughout this report to aid in understanding and clarity.

- **“City of Chestermere” or “City”** references designated City employees that represent and may act on behalf of the City of Chestermere in relation to Event and Festival purposes.
- **“Events Team or Events Department”** encompasses the internal stakeholders that are or could potentially be affected by the occurrence of an event. The Events Team includes, but is not limited to, RCMP members, Community Peace Officers, Chestermere Fire Services, and other City departments as required.
- **“Original Organizer”** means the individual or organization that is planning to partner with the City of Chestermere.
- **“Simple Event”** refers to social gatherings such as picnics, birthday parties, or other general social events, regardless of expected attendance.
- **“Private Event”** means a gathering of family or friends for invited guests only.
- **“Event” or “Festival”** is attributed to a gathering or event that includes one or more of the following, regardless of expected attendance:
 1. The event will be selling or serving food to the public.
 2. The event will be using sound amplification (e.g., speakers, megaphone).
 3. The event will require the construction/installation of tents or stages.
 4. The event will be selling or serving alcohol.
 5. The event will have amusement-type rides and games (i.e., inflatables).
 6. The event is accepting donations, fundraising, running a lottery, draw or raffle.
 7. The event will have fireworks.
 8. The use of generators in the park.
- **“Collaboration”** means there is an informal, mutual purpose and desired outcome for each of the parties involved.
- **“Partnership”** entails equal, official effort from all parties involved. This is different from a Sponsorship.
- **“Sponsorship”** is the act of providing money for an event, or other activity in exchange for advertising.

Important Information

Requirements

In order for an organization or individual to partner with the City of Chestermere, the Special Event will need to meet a list of criteria.

1. The proposed event must NOT be a Simple Event or a Private Event
2. The Special Event must be a public event, open to Chestermere residents
3. The Special Event must take place within City boundaries
4. The Special Event must be advertised as being co-hosted or sponsored by The City of Chestermere and the Original Organizer (Through any means of advertising the Event uses such as Social Media, physical signage, word of mouth, etc.)

If any of these 4 criteria can not be met, The City of Chestermere will not be able to partner with the Original Organizer.

Application Process

To apply, simply contact the Events Department by phone or email (events@chestermere.ca). We will then determine if the Event fits the requirements above. Please be aware The City is NOT required to partner with any organization or individual that applies. The City of Chestermere is free to choose based on other Event factors including, but not limited to:

- Whether the purpose of the Event aligns with City values
- Timing of the Event
- Resources needed in order to successfully run the Event

Agreement

Once a Partnership is agreed upon by all parties involved, a written acknowledgement will be sent by The City to the Original Organizer.

Budget & Resources

The City of Chestermere understands that Special Events need budgets behind them, as well as other resources such as social media presence, external vendors, physical support (set up, tear down), etc. The City, once partnered with an external organization or individual, treats the Special Event as a partnered City Event.

This means the Original Organizer now has access to the Events Staff, physical items that the City owns such as tables, chairs, podiums, etc., our in-house Communications Team.

What the City can provide:

- Park fees waived
- Support with road closures
- Garbage and park maintenance
- Support with development/event permitting
- Possible use of City owned materials

