

## Council Priority Funds – Application

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**PRIORITY FUND INFORMATION – Completed by Applicant**Organization Name Survivorfest Running EventAddress 263 Foxhaven Close

Street and number

Subdivision if rural

City or town Sherwood Park Province Alberta Postal code T8A 6J4Contact person Laura Townsend, Race Director/OrganizerTelephone 780-918-7871Email address (optional) survivorfest24@gmail.comProject Type ☒ Event ☐ Project ☐ ExpenseAmount Requested \$ 5 000

Brief description of request

Survivorfest Running Event will be an annual flat & fast International Association of Ultramarathoners (IAU) Bronze certified 24 hour event. We will also be holding one 12 hour running event & three 6 hour events while the 24 hour event is occurring. We're the only Western Canadian event & hoping to draw athletes from near & far with the IAU certification as this will enable participants to possibly qualify for 24 Hour Worlds in France in October 2019.

Due to this being our first annual event, we are requesting some financial help with some of the start up costs associated with this new non-profit event. Our race registration fees were kept fairly low to entice athletes to try our event. One of our financial challenges is the venue cost at the Strathcona Athletic Park, fortunately, we have applied for the CREST grant to help a bit with this expense. Another huge cost associated with this event is the timing system. Since we already have runners registered from out of province seeking to break Canadian 24 hour running records, this is a very important component to the race.

Laura Townsend

Print name

Signature

May 13, 2019

Date

Please remember to attach a proposed budget and request letter to this request.

Number of attached pages 2**Collection and use of personal information**

Personal information is collected under the authority of section 33(c) of the *Freedom of Information and Protection of Privacy Act* and will be used to manage and administer Council Priority Funds. Please be aware that information provided may be made public. If you have questions regarding the collection, use or disclosure of this information, contact Vicky Cushman at 780-464-8098.

# Survivorfest Running Event

## Expenses

	Estimated	Actual
<b>Total Expenses</b>	<b>\$23,286.35</b>	<b>\$5,238.40</b>

Site	Estimated	Actual
Venue	\$3,200.00	
Zone 4 Timing Equipment	\$5,000.00	\$4,450.00
<b>Total</b>	<b>\$8,200.00</b>	<b>\$4,450.00</b>

Misc	Estimated	Actual
Insurance	\$635.00	\$0.00
Administrative	\$100.00	
Zone 4 Timing Fees		\$788.40
<b>Total</b>	<b>\$735.00</b>	<b>\$788.40</b>

Event	Estimated	Actual
Swag	\$3,940.00	
Food	\$1,200.00	
Volunteers	\$500.00	
Bibs	\$0.00	\$0.00
Medals	\$1,962.50	
<b>Total</b>	<b>\$7,602.50</b>	<b>\$0.00</b>

Publicity	Estimated	Actual
Signage from the county	\$90.00	
Paramedics	\$1,400.00	
Signage	\$585.30	
<b>Total</b>	<b>\$2,075.30</b>	<b>\$0.00</b>

Column1	Estimated	Actual
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In Kind Donations	Estimated	Actual
Volunteer Information/Ag	\$1,300.00	
legal fees	\$1,600.00	
Water, ice & coffee	\$473.55	
Dj entertainment	\$1,300.00	
<b>Total</b>	<b>\$4,673.55</b>	<b>\$0.00</b>

<b>Total</b>	<b>\$0.00</b>	<b>\$0.00</b>
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Office of the Elected Officials  
Strathcona County  
2001 Sherwood Drive  
Sherwood Park, Alberta  
T8A 3W7

RE: Council Priority Funds

Dear Elected Officials,

Survivorfest Running Event Association is excited to present this letter of request for funds to assist us in bringing a new event to Strathcona County.

I fill many roles in this community but the luckiest role is being Mom to her 5 kids, aged 6-14. I'm also an athlete on a mission to run 50 ultramarathons (any distance over 42.2 km) before I turn 50 to raise money for Saffron Centre. I try to keep most of my running adventures close to home but my interest was piqued when a few local runners performed really well at some timed events in other countries. I thought "Why don't I bring an event like this to Strathcona County?"

Survivorfest Running Event will be a Celebration of Strength & Stamina & Survival. This will be an annual flat & fast timed running event with one 24 hour event, one 12 hour event & three 6 hour events for walkers/runners of all abilities to see how far they can go around the beautiful, cushy 400m track at Strathcona Athletic Park.

I have formed a non profit association with a committee as we share the same vision & believe this an event that could benefit Strathcona County. We have reached out to Strathcona Volunteer for some help finding volunteers for our event. We would like local entertainers & cheer teams to come & help us entertain the spectators, runners, family & friends. We also have plans to reach out to other local groups, like Strathcona Recreation, Parks & Culture, Strathcona Victim Services, Strathcona Library, Strathcona Parent Link, Strathcona Art Guild, Sherwood Park Music Festival & Citizens On Patrol.

We are trying to spread the word by using all the free advertising we can muster through social media, our local newspapers and reaching out to personalities on television, radio & podcasts.. We're excited to bring this event to our area & we're hoping to count on you for your support to show our athletes why Strathcona County is the best community to live.

Thank you for your time & consideration,



Laura Townsend  
Race Director, Survivorfest Running Event Association