

COMMUNITY INVESTMENT FUNDING 2014 APPLICATION FORM

Complete all sections of this form in the space provided.

This application is for one-time funding.

There is no guarantee of funding – applications may result in full, partial or no funding.

- ☒ Submit one copy of this completed application form and documentation.
- ☒ Keep one copy of this completed application form and documentation for your records.
- ☒ Number all attachments.

1. Organization	
(use legal name):	Canadian Western Agribition Association
2. Contact Person:	Marty Seymour
Mailing Address:	Box 3535, Regina, Sk S4P 3J8
Telephone No:	306-924-9600
E-mail:	mseymour@agribition.com
3. Alternate Contact:	Sylvia Boyko
Mailing Address:	Box 3535 Regina, Sk S4P 3J8
Telephone No:	306-924-9583
E-mail:	sboyko@agribition.com

Attachments (number all attachments to correspond with this list):

- ☒ #1 – Current Profile Report from the Corporate Registry, Information Services Corporation (ISC).
- ☒ #2 – A copy of the annual report and audited financial statement presented at the last AGM.
- ☒ #3 – Explain how the 2013 City of Regina community investment funding was spent.
- ☒ #4 – A copy of the 2014 event budget. This budget should specify how the funding requested from the City of Regina will be spent and whether the City contribution will leverage any additional funds from other sources. List confirmed and/or projected revenue from other sources.
- ☒ #5 – A detailed explanation of the community impact and economic impact of the show.
- ☒ #6 – Identify the type and scope of public recognition that will be provided to the City of Regina to acknowledge the 2014 community investment.

APPLICATION AGREEMENT

Use of Money

The Organization hereby agrees to use any money or services provided to the Organization only in the manner set out in this application. The City reserves the right to demand, at any time, the return of any monies if the Organization uses the money in a manner that, in the opinion of the City, is inconsistent with the objectives of the Community Investment Grants Program or with the description of the intended use of the funds as set out in this application or should it be discovered that the undersigned made a material misrepresentation in the application.

Freedom of Information and Protection of Privacy

The City of Regina is committed to protecting the privacy and confidentiality of personal information. All personal information that is collected by the City is done so in accordance with *The Local Authority Freedom of Information and Protection of Privacy Act*. The information collected in this application will be used to administer the Community Investment Grants Program. De-identified, aggregate information will be used by City of Regina for program planning and evaluation. This application will be distributed to the adjudicators of the Community Investment Grants Program.

Representations

In making this application, we the undersigned Board Members/Executive Director hereby represent to the City and declare that to the best of our knowledge and belief, the information provided in this application and the related attached supporting documents are truthful and accurate, that we have read and agree to comply with the Grant Guidelines and the application is made on behalf of the above-named organization and with the Board of Director's full knowledge and consent. We further represent that the above-named organization is registered as a non-profit corporation pursuant to the laws of Saskatchewan and agree that the organization shall remain so registered for the duration of the term of the grant.

Two signatures are required:

28(1) Personal

Bryce Thompson
Board Member Name (print)

Signature
28(1) Personal

Director Jan 16, 2014
Position Date

MARTY SEYMOUR
Board Member or
Executive Director Name (print)

Signature

CEO Jan 16, 2014
Position Date



**2013 SPONSORSHIP PROPOSAL
FOR**

City of Regina



CANADIAN WESTERN AGRIBITION
www.agribition.com

Introduction

Canadian Western Agribition (CWA) is a non-profit organization that prides itself on having a very strong board of directors, great volunteers and committed business partners. Our goal is to develop long term relationships with industry partners which will be mutually beneficial. Through a consultative process, we can collectively develop a customized sponsorship package to achieve your goals.

Your sponsorship includes the following:

- Beef n' Barley Kick-off – Reception (\$10,000)
- International Program (\$5,000)
- CWA Volunteer Program (\$10,000)
- Promotions - TV, radio, print (\$15,000)
- Facilities Décor (\$5,000)
- Platinum Sponsorship Package

City of Regina - Sponsorship Details

Platinum Sponsor

Beef n' Barley Kick-Off - Reception

The Beef n' Barley kick-off reception, held in the Chevrolet GMC Stadium on Sunday evening, is the signal to start the week of Agribition. It will be attended by 1000 Agri-business professionals and livestock exhibitors that have travelled from all over to be a part of the largest livestock show in Canada. Beef on a bun and refreshments will be provided.

As a co-sponsor of this event, you will receive the following recognition:

Print

- All Advertising and awareness of this event will recognize sponsor(s) for their commitment
- Your logo will be included in the E-blast sent to all exhibitors
- Opportunity to insert print material into livestock exhibitors show number package
- Recognition on the 'Thank You' page of all purebred beef show catalogues

Visual Awareness

- Sponsor(s) logo will be seen (in rotation) on the large video screen during the event
- Opportunity to activate your street team for promotion purposes

Signage

- CWA event signage will feature sponsor(s) logos
- Sponsor may provide their own banners or pop-displays to be placed by CWA staff in event area

International Program (includes International Reception + IBC)

The International Market Development Program provides domestic exporters with marketing opportunities to connect with international buyers. The focus during Agribition is the International Business Centre. Post-event, the concentration will be on database distribution and member support.

As a sponsor of the International Program, you will receive the following recognition:

Print

- Sponsor logo will be included on the information cards provided to all international guests and members

Visual Awareness

- Sponsor logo will be prominently displayed in the main reception area of the International Business Centre
- Sponsor will be recognized as an International Program Sponsor
- Sponsor will be recognized as an IBC lunch contributor

Signage

- Sponsor may provide one (1) pop-up display sign (landing placement)

International Reception

Every year, CWA hosts its signature International Reception. This event continues to see over 250 visitors ranging from producers to international guests to key business leaders and politicians. This reception features food stations highlighting a variety of Saskatchewan commodity groups.

As a co-sponsor of this event you will receive the following recognition:

Print

- All Advertising and awareness of this event will recognize sponsor(s) for their commitment
- Sponsor logo will be included on the information cards provided to all international guests and members
- Sponsor(s) logo will be featured on the event tickets

Verbal Recognition

- The Master of Ceremonies will recognize sponsor for your commitment to CWA and this prestigious event

Access

- You will receive 4 (four) passes to the International Reception

Visual Awareness

- Sponsor(s) logo will appear (in rotation) on the video screen at the event

International Business Centre (IBC) – Premium Partner Program

The International Business Centre provides a variety of office services including meeting rooms and internet. The IBC is a 'home away from home' for international buyers and domestic suppliers and exporters.

The International Program is structured to allow you the opportunity to introduce your company products and services through face-to-face interactions at our International Business Centre and through the International Program Partner Directory distributed to all our stakeholders. Last year the IBC saw over 750 visitors during our six day event.

Location: upper level Stadium (West side)

Hours: 9:00 am to 6:00 pm daily

The Premium Partner Program includes:

Show Access

- Four (4) International Business Centre ID badges which include your name, company, and country of residence. These ID badges have a barcode that provide access to:
 - Access to the show grounds
 - The IBC office services, meeting rooms, and wireless internet
 - The International Reception hosted by Casino Regina, featuring Saskatchewan cuisine
 - Four (4) guest day passes to the IBC

Visual Awareness

- Partner has the opportunity to provide 2 power-point slides for the DVD loop played throughout the week
- Opportunity to display brochures and association information
- Inclusion in [International Program Partner Directory](#) (a comprehensive on-line listing which includes partner contact information and product/service descriptions) available on CWA website and distributed to International Buyer database, CWA stakeholders, and the Canadian Trade Commissions
- Access to the guest database (password protected)
- Food and beverage opportunities throughout the week

CWA Volunteer Program

It takes a lot of commitment from many volunteers to make Agribition run smoothly so it is important for CWA to take care of its 400 volunteers for all their time and effort. This program supports the volunteers during the show and at the volunteer appreciation night held in the in the Queensbury Salon (Evraz Place) during the month of April.

As a co-sponsor of this event, you will receive the following recognition:

Print

- All advertising and awareness of this event will recognize your company for their commitment
- Invitations to the Volunteer Appreciation Night will feature sponsor(s) logo

Verbal Recognition

- Sponsor(s) will be recognized by announcer for their contribution

Speaking Opportunity

- Sponsor has the opportunity to address the audience (max. 2 minutes) at the volunteer appreciation supper to be held in the in the Queensbury Salon (Evraz Place) during the month of April

Signage

- CWA will provide signage recognizing sponsor(s) in our volunteer lounge
- Sponsor may provide their own pop-up to be displayed in the volunteer lounge and at the appreciation supper

Show Promotions

Your sponsorship dollars will assist in CWA's marketing campaign to reach domestic and international markets through radio, television, and print advertising; direct mail campaigns; media relations and communications; promotional initiatives including partnerships, newsletters, and social media. The focus is to generate awareness about the show to new audiences, especially the urban audience in Regina. We also want to reinforce CWA's reputation as Canada's International Agricultural Marketplace, taking place in Regina, Saskatchewan.

Facilities Décor (some components under review due to aging infrastructure)

CWA works with the City of Regina to create a warm and welcoming atmosphere for visitors by draping the city street light poles (23 banner flags along Lewvan Drive from Dewdney Ave to 13th Ave) and placing a large pedway banner downtown (SW corner of Pasqua St & 9th ave). We also make a real effort to transform the barns at EVRAZ Place into an appropriate setting for an international agricultural marketplace that reflects the high standards of the City of Regina. In addition to on-grounds decor, CWA also engages local businesses and the airport to put on a western flair during the week of Agribition.

Platinum Sponsorship Package

Sponsor Identification

- Ten (10) Sponsor ID tags –company logo instead of picture ID

Show Access

- One hundred and eighty (180) Day Passes (additional passes at a 25% discount)
- Twelve (12) High School Rodeo tickets
- Twenty (20) CCA Finals Rodeo vouchers
- Four (4) International Reception tickets (+ 4 tickets via IBC membership)
- Eight (8) Premier's Reception invitations (your invitations will come directly from the Premier's office)

Print

- All publicity developed by CWA pertaining to the Sponsor's program / event will identify their participation and commitment wherever possible. This could include sponsor's name and / or logo appearing in:
 - CWA's Official Show Guide - 65,000 copies circulated to Western Producer subscribers in mid-November, and 15,000 copies that are handed out on-site
 - The Regina Leader Post show supplement (75,000 subscribers)
- A sponsor listing will be included in all CWA Livestock Show Catalogues

Signage

- Vertical banners displayed in the Saskatchewan Legislative Building for the Premier's Reception
- Full-color logo featured on vertical banners set up near the Agribition Building & CU Eventplex
- Sponsors full-color logo will appear in rotation on the:
 - Lewvan Marquee Digital billboard
 - Video screens in The Brandt Centre and GM Stadium
 - Eleven (11) digital monitors throughout the grounds
- Year round signage on CWA sponsor board – full-color logo in the CWA front office

Other

- Preferred tradeshow booth location
- Hyper-linked logo featured on sponsor's page of CWA's website
- **The City of Regina is invited to appoint two City officials to CWA's Board of Directors, providing the opportunity to be a part of the overall plans for the show**

The Investment

CASH INVESTMENT:

\$45,000

All amounts to be paid in accordance with the sponsorship agreement shall be paid without deduction of any taxes, levies, duties, charges or expenses whatsoever. Specifically it is agreed that as well as the consideration provided hereunder the Sponsor shall also pay thereon GST or such other sales tax or value added tax that may be imposed. A Tax Receipt will not be issued as this is considered a marketing investment and not a donation.

TERMS OF AGREEMENT:

1. This is a one year sponsorship agreement
2. City of Regina has first rights of refusal for the sponsorship of these specified items going forward from 2013 with a commitment confirmed prior to Feb 28, 2014
3. Logos will be provided by City of Regina as specified (see appendix)
4. Signage will be at the cost of City of Regina unless otherwise specified in the agreement

Accepted and agreed to this ____ day of _____, 2013

Canadian Western Agribition

Name: Marty Seymour
Title: CEO

City of Regina

Name: Chris Holden
Title: Director of Community Services

Appendix

Signage Considerations

- a. Creating awareness for your support through visuals of your logo and/or corporate name is one component of the benefits to sponsorship at CWA. Signage and print opportunities will feature your corporate name and/or logo as noted in our agreement.
- b. Signage is used to inform CWA's audience of your commitment to the show, and possibly a specific program. The following policies are in place regarding signage:
 - i. The inventory listed throughout this package has been produced for City of Regina to recognize your support to CWA
 - ii. CWA will cover the costs due to wear and tear and replacement of any stolen CWA City of Regina signs or banners.
 - iii. City of Regina is responsible for the costs of new signage required due to a change in logo or wordmark
 - iv. Any additional requests for the hanging of your own banners/signs/flags must be pre-arranged and approved by CWA by November 1
 - v. These banners/signs/flags provided to CWA need to be delivered by November 1 and can be picked up any time after the show until December 16; after this date they are in our storage and not available until next year
 - vi. All signs will be placed by CWA staff

CWA's current inventory features the following logo(s). New and/or replacement signage will use the following logo(s) unless informed of a change. CWA must receive any new/changed logo(s) by electronic file prior to October 14th to ensure proper use in all CWA signage. Please submit a color and a black and white version, in tif or eps format. Please include the official color names featured in your logo.

Logo(s) on file:



Canadian Western Agribition Association

Budget for year ending January 31, 2014

REVENUE

<u>Total Sponsorship</u>	\$ 1,077,000.00
<u>Total Commercial Display</u>	947,000.00
<u>Total Livestock</u>	344,035.00
<u>Total Show</u>	1,029,750.00
<u>Total Other</u>	42,800.00
<u>TOTAL REVENUE</u>	<u>\$ 3,440,585.00</u>

EXPENSES

<u>Total General & Administration</u>	\$ 780,800.00
<u>Total Travel & Meeting</u>	93,150.00
<u>Total Marketing & Communication</u>	192,380.00
<u>Total AgriMarketing</u>	135,000.00
<u>Total Facility, Show & Sale</u>	2,079,315.00
<u>TOTAL EXPENSES</u>	<u>\$ 3,280,645.00</u>

<u>Amortization</u>	-98,000.00
<u>NET REVENUE (LOSS) FOR PERIOD</u>	<u>\$ 61,940.00</u>



Community Investment Funding Completed Application:

1. Corporate Registry, Information Services Corporation (see attached)
2. 2012 Annual Report (see attached)
3. 2013 Sponsorship proposal document (see attached)
 - a. Outlines how the funds were spent at the 2013 event.
4. 2014 Sponsorship Proposal document (see attached)
 - a. Outlines the allocation of funds by activity
 - b. City funds will not be used to leverage additional funding from other sources
5. Community impact of CWA can be summed up into three distinct areas:
 1. **Economic impact-** The most recent economic impact data gathered by event organizers dates back to 2012. At that time CWA hosted approximately 122,000 visitors over 6 days with an international guest count exceeding 700 from over 60 countries. The economic impact of the event was estimated at \$37M with approximately \$20M captured directly by the City of Regina. Benefactors of CWA activity include the hospitality industry (hotels and restaurants), retail stores, and the 200 short term laborers from Regina who help set up and produce the show.
 2. **Social impact-** CWA hosted approximately 127,000 visitors in 2013. A marked increase over 2012. Expanded programming to include elements for both urban and rural interests aided in the growth of attendance. The social experiences related to gathering groups of this magnitude, are extensive and speak well to the hosting ability of the City of Regina. The addition of the Regina folk festival and the Multicultural Society of Regina were welcome additions to CWA's new stage activity. CWA will continue to involve these local community groups and seek further cooperation between the said events and associated stakeholders to improve the social experiences at the show.
 3. **Cultural impact-** CWA hosted 6500 school children as part of an expanded Agi-Ed program for school aged children. Young and old were able to participate in the Family Ag Pavilion, milking demonstrations as well as the many horse, cattle, sheep, goats, and bison displays. Extensive competitions and demonstrations of agriculture related sports such as rodeo, horse pulls, stock dogs, and ranch horses all contribute to the cultural experience of the show. The variety of stage entertainment associated with Regina based dance and singing groups assisted in extending CWA's cultural impact at the 2013 show. Organizers are committed to continuing to invest in the extensive variety of cultural experiences during the event.
6. The scope of the public recognition is covered in the 2014 sponsorship proposal listed under item #4 above.

CANADIAN WESTERN **Agribition**

2014 SPONSORSHIP PROPOSAL FOR

City of Regina



CANADIAN WESTERN AGRIBITION
NOV 24 - 29, 2014
www.agribition.com

Introduction

Canadian Western Agribition (CWA) is a non-profit organization that prides itself on having a very strong board of directors, great volunteers and committed business partners. Our goal is to develop long term relationships with industry partners which will be mutually beneficial. Through a consultative process, we can collectively develop a customized sponsorship package to achieve your goals.

Your sponsorship includes the following:

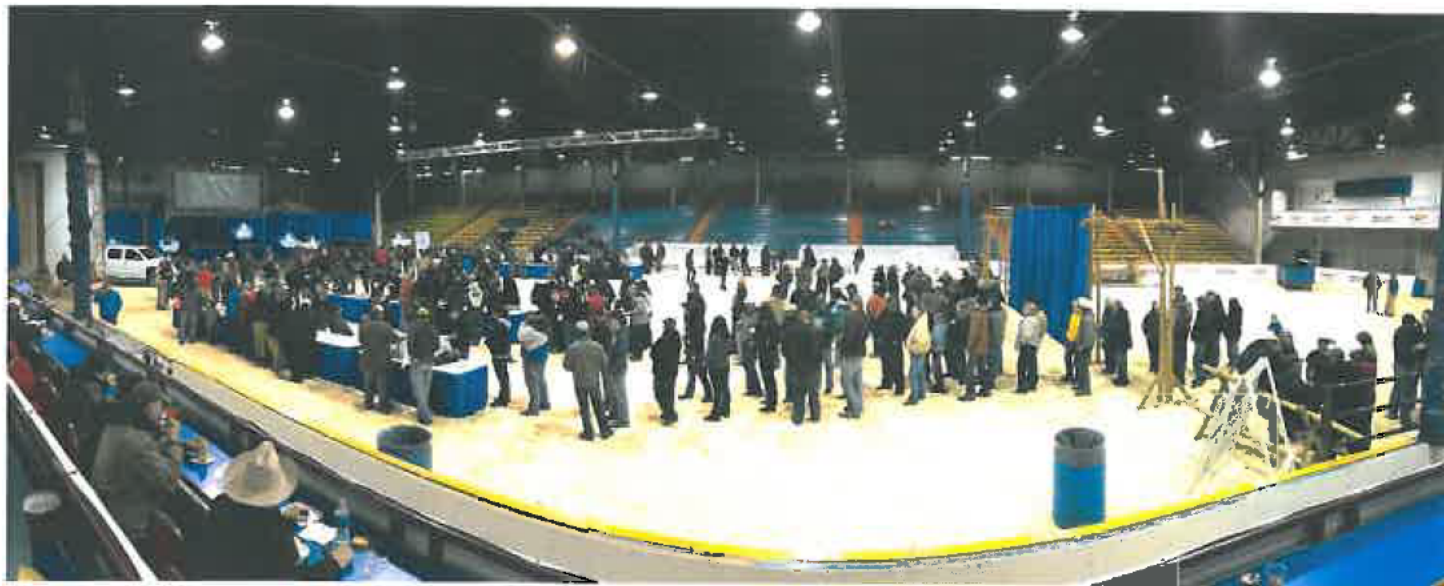
- Beef n' Barley Kick-off – Reception (\$15,000)
- International Program (\$15,000)
- CWA Volunteer Program (\$15,000)
- Shuttle Bus Service (\$15,000)
- Platinum Sponsorship Package

City of Regina - Sponsorship Details

Platinum Sponsor

Beef n' Barley Kick-Off - Reception

The Beef n' Barley kick-off reception, held in the Chevrolet GMC Stadium on Sunday evening, is the signal to start the week of Agribition. It will be attended by 1000 Agri-business professionals and livestock exhibitors that have travelled from all over to be a part of the largest livestock show in Canada. Beef on a bun and refreshments will be provided.



As a co-sponsor of this event, you will receive the following recognition:

Print

- All Advertising and awareness of this event will recognize sponsor(s) for their commitment
- Your logo will be included in the E-blast sent to all exhibitors
- Opportunity to insert print material into livestock exhibitors show number package. Print material must be received by October 31st, 2014
- Recognition on the 'Thank You' page of all purebred beef show catalogues

Visual Awareness

- Sponsor(s) logo will be seen (in rotation) on the large video screen during the event
- Opportunity to activate your street team for promotion purposes

Signage

- CWA event signage will feature sponsor(s) logos
- Sponsor may provide their own banners or pop-displays to be placed by CWA staff in event area. Signage must be received by October 31st, 2014.

International Program (includes International Reception + IBC)

...e International Market Development Program provides domestic exporters with marketing opportunities to connect with international buyers. The focus during Agribition is the International Business Centre. Post-event, the concentration will be on database distribution and member support.

As a sponsor of the International Program, you will receive the following recognition:

Print

- Sponsor logo will be included on the information cards provided to all international guests and members

Visual Awareness

- Sponsor logo will be prominently displayed in the main reception area of the International Business Centre
- Sponsor will be recognized as an International Program Sponsor
- Sponsor will be recognized as an IBC lunch contributor

Signage

- Sponsor may provide one (1) pop-up display sign (landing placement)

International Reception

Every year, CWA hosts its signature International Reception. This event continues to see over 250 visitors ranging from producers to International guests to key business leaders and politicians. This reception features food stations highlighting a variety of Saskatchewan commodity groups



As a co-sponsor of this event you will receive the following recognition:

It

- All Advertising and awareness of this event will recognize sponsor(s) for their commitment
- Sponsor(s) logo will be featured on the event tickets

Verbal Recognition

- The Master of Ceremonies will recognize sponsor for your commitment to CWA and this prestigious event

Access

- You will receive 4 (four) passes to the International Reception

Visual Awareness

- Sponsor(s) logo will appear (in rotation) on the video screen at the event

International Business Centre (IBC) – Premium Partner Program

International Business Center provides a variety of office services including meeting rooms and internet. The IBC is a 'home away from home' for international buyers and domestic suppliers and exporters.

The International Program is structured to allow you the opportunity to introduce your company products and services through face-to-face interactions at our International Business Centre and through the International Program Partner Directory distributed to all our stakeholders. Last year the IBC saw over 750 visitors during our six day event.

Location: upper level Stadium (West side)

Hours: 9:00 am to 6:00 pm daily

The Premium Partner Program includes:

Show Access

- Four (4) International Business Centre ID badges which include your name, company, and country of residence. These ID badges have a barcode that provide access to:
 - Access to the show grounds
 - The IBC office services, meeting rooms, and wireless internet
 - The International Reception hosted by Casino Regina, featuring Saskatchewan cuisine
 - Four (4) guest day passes to the IBC

Visual Awareness

- Partner has the opportunity to provide 2 power-point slides for the DVD loop played throughout the week
- Opportunity to display brochures and association information
- Inclusion in [International Program Partner Directory](#) (a comprehensive on-line listing which includes partner contact information and product/service descriptions) available on CWA website and distributed to International Buyer database, CWA stakeholders, and the Canadian Trade Commissions
- Access to the guest database (password protected)
- Food and beverage opportunities throughout the week

CWA Shuttle Bus Service

In 2014, Canadian Western Agribition will be expanding its shuttle bus service utilizing city buses. Pick up points will be at the Northgate Mall and a South mall location (TBD) to better serve both rural and urban show patrons. Why do we need this service? Parking space is limited at Evraz Place and this reduces how many people attend this great event. Also, Agribition is also well known for its many social events that involve alcoholic beverages at venues such as The Swamp, Bud Light Loading Chute, and The Watering Hole and we want to make sure everyone makes it home safe.

- How do we get people to try the service? We will be offering **reduced admission** (\$10 instead of \$15) to anyone riding the shuttle bus. This means no waiting in line to get into the park and saving money on the admission fee!
- **Hours of operation:** Mon to Saturday from 9:30 am till 6:30 pm
- **Pick up points:** The Northgate Mall parking lot and a south side location TBD

CWA Volunteer Program

It takes a lot of commitment from many volunteers to make Agribition run smoothly so it is important for CWA to take care of its 400 volunteers for all their time and effort. This program supports the volunteers during the show and at the volunteer appreciation night held in the Queensbury Salon (Evrast Place) during the month of April.



As a co-sponsor of this event, you will receive the following recognition:

Print

- All advertising and awareness of this event will recognize your company for their commitment
- Invitations to the Volunteer Appreciation Night will feature sponsor(s) logo

Verbal Recognition

- Sponsor(s) will be recognized by announcer for their contribution

Speaking Opportunity

- Sponsor has the opportunity to address the audience (max. 2 minutes) at the volunteer appreciation supper to be held in the Queensbury Salon (Date TBD)

Signage

- CWA will provide signage recognizing sponsor(s) in our volunteer lounge
- Sponsor may provide their own pop-up to be displayed in the volunteer lounge and at the appreciation supper

Platinum Sponsorship – 2014 Recognition Package

Sponsor Identification

- **Ten (10) Sponsor ID tags - includes week-long gate access (barcode)**

Show Access

- One hundred and twenty (120) - Day Passes (additional passes at a 25% discount)
- Twelve (12) - High School Rodeo tickets (Monday)
- Twenty (20) - CCA Finals Rodeo vouchers (redeem for any night of the CCA Finals Rodeo)
- Four (4) - International Reception tickets (+ 4 tickets via IBC membership)
- Eight (8) - Premier's Reception invitations - your invites will come directly from the Premier's office. This prestigious event will be held at the Legislative Building, Wednesday November 26th, 2014.
 - Please provide the invitee names to partnership@agribition.com prior to October 1st.

Print

- All publicity developed by CWA pertaining to the Sponsor's program / event will identify their participation and commitment wherever possible. This could include sponsor's name and / or logo appearing in:
 - CWA's Official Show Guide - 65,000 copies circulated to Western Producer subscribers in mid-November, and 15,000 copies that are handed out on-site
 - The Regina Leader Post show supplement (75,000 subscribers)
- A sponsor listing will be included in all CWA Livestock Show Catalogues

Signage

- Sponsors full-color logo will appear in rotation on the:
 - Lewvan Marquee digital billboard
 - Video screens in the Brandt Centre
 - Eleven (11) digital monitors throughout the grounds
 - Six (6) CWA event TV's
- Sponsors logo will be featured on CWA-Sponsor pop-up display:
 - in the Saskatchewan Legislative Building during the Premier's Reception
 - strategically located in high traffic areas
- Year round signage in the CWA front office

Other

- If you purchase a tradeshow booth, you will be offered a premium location
- The City of Regina is invited to appoint two City officials to CWA's Board of Directors, providing the opportunity to be a part of the overall plans for the show

Web

- Hyper-linked logo on front page of CWA website <http://www.agribition.com>
- Hyper-linked logo featured on sponsor's page of CWA's website <http://www.agribition.com/corporate/2013-sponsors/>

The Investment

CASH INVESTMENT:

\$60,000

All amounts to be paid in accordance with the sponsorship agreement shall be paid without deduction of any taxes, levies, duties, charges or expenses whatsoever. Specifically it is agreed that as well as the consideration provided hereunder the Sponsor shall also pay thereon GST or such other sales tax or value added tax that may be imposed. A Tax Receipt will not be issued as this is considered a marketing investment and not a donation.

TERMS OF AGREEMENT:

1. This is a one year sponsorship agreement
2. City of Regina has first rights of refusal for the sponsorship of these specified items going forward from 2014 with a commitment confirmed prior to Feb 28, 2015
3. Logos will be provided by City of Regina as specified (see appendix)
4. Signage will be at the cost of City of Regina unless otherwise specified in the agreement

Accepted and agreed to this ____ day of _____, 2014

Canadian Western Agribition

Name: Marty Seymour

Title: CEO

City of Regina

Name: Chris Holden

Title: Director of Community Services

Appendix

Signage Considerations

- a. Creating awareness for your support through visuals of your logo and/or corporate name is one component of the benefits to sponsorship at CWA. Signage and print opportunities will feature your corporate name and/or logo as noted in our agreement.
- b. Signage is used to inform CWA's audience of your commitment to the show, and possibly a specific program. The following policies are in place regarding signage:
 - i. The inventory listed throughout this package has been produced for City of Regina to recognize your support to CWA
 - ii. CWA will cover the costs due to wear and tear and replacement of any stolen CWA City of Regina signs or banners.
 - iii. City of Regina is responsible for the costs of new signage required due to a change in logo or wordmark
 - iv. Any additional requests for the hanging of your own banners/signs/flags must be pre-arranged and approved by CWA by November 1
 - v. These banners/signs/flags provided to CWA need to be delivered by November 1 and can be picked up any time after the show until December 16; after this date they are in our storage and not available until next year
 - vi. All signs will be placed by CWA staff

CWA's current inventory features the following logo(s). New and/or replacement signage will use the following logo(s) unless informed of a change. CWA must receive any new/changed logo(s) by electronic file prior to October 14th to ensure proper use in all CWA signage. Please submit a color and a black and white version, in tif or eps format. Please include the official color names featured in your logo.

Logo(s) on file:





AUDITORS' REPORT



To the Members of Canadian Western Agribition Association:

We have audited the accompanying financial statements of the Canadian Western Agribition Association (the Association), which comprise the statement of financial position as at January 31, 2013, January 31, 2012, and February 1, 2011 and the statements of operations, including supporting schedules, changes in fund balances and cash flows for the years ended January 31, 2013 and January 31, 2012 and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements present fairly, in all material respects, the financial position of the Canadian Western Agribition Association as at January 31, 2013, January 31, 2012 and February 1, 2011 and the results of its operations and its cash flows for the years ended January 31, 2013 and January 31, 2012 in accordance with Canadian accounting standards for not-for-profit organizations.

Regina, Canada
April 11, 2013

MNP LLP
Chartered Accountants



CANADIAN WESTERN AGRIBITION ASSOCIATION

Statement of Operations
For the year ended January 31, 2013

	Operating Fund \$	Scholarship Fund \$	2013 Total \$	2012 Total \$
Revenue:				
Show (Note 12)	1,061,212	10,695	1,071,907	1,129,400
Sponsorship	1,113,604	-	1,113,604	976,600
Displays	893,110	-	893,110	789,692
Grants	10,000	-	10,000	58,000
Livestock	368,432	-	368,432	336,391
Other	95,856	-	95,856	20,616
Gain on disposal of capital assets	1,542	-	1,542	-
	<u>3,543,756</u>	<u>10,695</u>	<u>3,554,451</u>	<u>3,310,699</u>
Expenses:				
Facility, show and sale	1,749,585	-	1,749,585	1,921,512
General and administrative	649,985	16,303	666,288	655,581
Marketing and communications	363,567	-	363,567	341,721
Travel and meetings	96,462	-	96,462	57,549
Loss on disposal of capital assets	1,092	-	1,092	782
Amortization	91,315	-	91,315	25,938
	<u>2,952,006</u>	<u>16,303</u>	<u>2,968,309</u>	<u>3,003,083</u>
Net operating income (loss)	591,750	(5,608)	586,142	307,616

STATEMENT OF CHANGES IN FUND BALANCES

	Operating Fund \$	Scholarship Fund \$	Invested in Capital Assets \$	2013 Total \$	2012 Total \$
Fund Balance, beginning of year	262,829	90,662	105,742	459,233	151,617
Net operating income (loss)	683,065	(5,608)	(91,315)	586,142	307,616
Net capital asset purchases	(188,308)	-	188,308	-	-
Fund Balance, end of year	757,586	85,054	202,735	1,045,375	459,233

* See accompanying notes

CANADIAN WESTERN AGRIBITION ASSOCIATION

Statement of Cash Flows

For the year ended January 31, 2013

	Operating Fund \$	Scholarship Fund \$	2013 Total \$	2012 Total \$
Cash provided by operating activities:				
Net operating income (loss)	591,750	(5,608)	586,142	307,616
Amortization	91,315	-	91,315	25,938
Capital Grant contribution recognized for the year	(21,305)	-	(21,305)	-
Gain (loss) on disposal of capital assets	(450)	-	(450)	-
Net change in non-cash working capital accounts related to operations (Note 8)	(142,904)	62,834	(80,070)	(86,644)
Cash used in operating activities	518,406	57,226	575,632	246,910
Cash used in investing activities:				
Proceeds from sale of capital assets	1,542	-	1,542	1,389
Purchase of capital assets	(332,559)	-	(332,559)	(7,284)
Proceeds from Deferred Contributions	106,523	-	106,523	-
Proceeds from disposal of short term investments	-	-	-	65,189
Purchase of short term investments	(475,000)	(83,000)	(558,000)	-
Cash used in investing activities	(699,494)	(83,000)	(782,494)	59,294
Cash provided by financing activities:				
Proceeds from debt	87,045	-	87,045	-
Repayment of debt	(29,105)	-	(29,105)	-
Cash provided by financing activities	57,940	-	57,940	-
Net increase (decrease) in cash	(123,148)	(25,774)	(148,922)	306,204
Cash at beginning of year	294,776	26,026	320,802	14,598
Cash at end of year	171,628	252	171,880	320,802
Interest received	1,670	637	2,307	1,655

* See accompanying notes

CANADIAN WESTERN AGRIBITION ASSOCIATION

Statement of Financial Position
For the year ended January 31, 2013

ASSETS

	Operating Fund	Scholarship Fund	2013 Total	2012 Total	February 1, 2011 Total
	\$	\$	\$	\$	\$
Current:					
Cash (Note 5)	171,628	252	171,880	320,802	14,598
Short term investments (Note 11)	400,000	83,000	483,000	-	65,189
Accounts receivable (Note 6)	294,127	1,802	295,929	210,787	155,819
Prepaid expenses	32,390	-	32,390	29,644	42,166
Total current assets	898,145	85,054	983,199	561,233	277,772
Operations Contingency Reserve (Note 3)	75,000	-	75,000	-	-
Capital assets (Note 7)	345,982	-	345,982	105,742	125,785
	1,319,127	85,054	1,404,181	666,975	403,557

LIABILITIES AND FUND BALANCE

Current:					
Accounts payable	177,247	-	177,247	185,956	227,169
Deferred revenue	38,312	-	38,312	21,786	24,771
Current portion of long term debt (Note 9)	29,015	-	29,015	-	-
Total current liabilities	244,574	-	244,574	207,742	251,940
Long term:					
Long term debt for horse stalls (Note 9)	29,014	-	29,014	-	-
Deferred Capital contributions (Note 10)	85,218	-	85,218	-	-
Total Long term liabilities	114,232	-	114,232	-	-
	358,806	-	358,806	207,742	251,940
Fund balance:					
Unrestricted fund balance	682,586	-	682,586	262,829	64,299
Internally restricted fund balance	-	85,054	85,054	90,662	90,131
Internally restricted contingency reserve	75,000	-	75,000	-	-
Invested in capital assets	202,735	-	202,735	105,742	125,785
Total fund balance	960,321	85,054	1,045,375	459,233	151,617
	1,319,127	85,054	1,404,181	666,975	403,557

On behalf of the Board:
28(1) Personal

28(1) Personal

Director

Director

* See accompanying notes



CANADIAN WESTERN AGRIBITION ASSOCIATION

Notes to Financial Statements
For the year ended January 31, 2013

1. Description of Business

Canadian Western Agribition Association (the Association) was established in 1971 to create and maintain an effective, hospitable and entertaining atmosphere in which to market Canadian agriculture products and expertise to the world. Annually the Association hosts a 6 day showcase of events including livestock shows and sales encompassing cattle, sheep, horses and specialty livestock, rodeo and trade show.

This not-for-profit organization was incorporated in 1971 and is not subject to income tax under the *Income Tax Act*.

2. Impact of adopting accounting standards for not-for-profit organizations

These are the Association's first financial statements prepared in accordance with Canadian accounting standards for not-for-profit organizations (ASNPO). The accounting policies in Note 3 have been applied in preparing the financial statements for the year ended January 31, 2013, the comparative information for the year ended January 31, 2012 and the opening ASNPO balance sheet as at February 1, 2011. (the Association's date of transition to ASNPO).

In preparing these statements, the Association has elected to carry cash and marketable securities at fair value in accordance with CICA 1501 "First-time adoption by not-for-profit organizations" at the date of the transition to ASNPO.

3. Accounting Policies

The financial statements of the Association have been prepared in accordance with Canadian accounting standards for not-for-profit organizations. The more significant of these accounting policies are summarized below.

Use of Estimates

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations, requires management to make estimates and assumptions that affect the reported amount of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements, and the reported amounts of revenues and expenses during the reporting period. These estimates and assumptions are reviewed periodically and, as adjustments become necessary they are reported in earnings in the periods in which they become known.

Revenue Recognition

The Association follows the deferral method of accounting for contributions. Restricted contributions are recognized in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.



CANADIAN WESTERN AGRIBITION ASSOCIATION

Notes to Financial Statements
For the year ended January 31, 2013

3. Accounting Policies (continued)

Deferred Revenue

Deferred revenue represents revenue collected in respect of future shows.

Deferred Contributions related to Capital Assets

Deferred contributions related to capital assets represent the unamortized portion of contributed capital assets restricted contributions that were used to purchase the Association's livestock traceability equipment. Recognition of these amounts as revenue is deferred to periods when the related capital assets are amortized.

Financial Instruments

The Association recognizes its financial instruments when the Association becomes party to the contractual provisions of the financial instrument. At initial recognition, the Association may irrevocably elect to subsequently measure any financial instrument at fair value.

The Association made such an election during the year and records cash and marketable securities at fair value. The Association subsequently measures all other financial assets and liabilities at amortized cost.

Transaction costs and financing fees directly attributable to the origination, acquisition, issuance or assumption of financial instruments subsequently measured at fair value are immediately recognized in the excess of revenues over expenses for the current period. Conversely, transaction costs and financing fees are added to the carrying amount for those financial instruments subsequently measured at amortized cost or cost.

Fund Accounting

There are two funds maintained by the Association. The purpose of each fund is as follows:

Operating Fund

The operating fund consists of planned activities related to the annual show of the Association and includes the related expenses.

Scholarship Fund

The Canadian Western Agribition Association Scholarship Program is intended to provide financial support and incentive to young people in order to pursue further education. Funding for the Scholarship Program is derived from a variety of the Association's activities, as well as from recognized outside contributions. The number of scholarships awarded in any year is dependent upon the financial resources available to the program and the number of qualified applications submitted.

Cash

Cash includes balances with banks with maturities of three months or less.

CANADIAN WESTERN AGRIBITION ASSOCIATION

Notes to Financial Statements

For the year ended January 31, 2013

3. Accounting Policies (continued)

Short Term Investments

Short term investments are recorded at fair market value as they mature within the next 12 months.

Operation Contingency Reserve

At the May 30, 2012 Board of Directors meeting, a motion was passed that the first \$75,000 of profits per year will be put into an Operation Contingency Reserve until a maximum of \$225,000 is reached.

Capital Assets

Purchased capital assets are initially recorded at cost. Assets donated to the Association are recorded at their estimated fair market value at the time of donation. Gain or loss on the disposal of individual assets is recognized in the year of disposal.

Amortization

Amortization is provided using the straight-line method at the following rates:

Equipment, pens and facilities	- signs, information booths and newsroom	10% - 50%
Office furniture and equipment	- furniture and fixtures	10% - 20%
	- computer equipment	20% - 33 1/3%
	- computer equipment under capital lease	20%
Canada Centre lounge and east mezzanine leasehold improvements		5% - 20%
Donated assets		5% - 20%

Contributed Materials and Services

Volunteers contribute many hours each year to assist the Association in carrying out its service delivery activities. In addition to donated time, friends and members of the Association donate materials and services that the Association would have otherwise had to purchase. Because of the difficulty of determining their fair value, contributed materials and services are not recognized on the face of the financial statements. However, management estimates that the fair value of contributed materials and services received by the Association related to the 2012 show was \$198,500 (2011 show - \$195,170). In recognition of these contributors, the Association provided \$9,750 (2011 show - \$9,150) worth of complimentary event passes and trade show space.

4. Financial Instruments

The carrying value of the cash, short term investments, accounts receivable, and accounts payable approximates their fair value due to the short term maturities of these instruments.

Credit Risk

The Association is exposed to credit risk from potential non-payment of accounts receivable. To mitigate this risk, outstanding accounts receivable balances are reviewed by management on a regular basis. The maximum credit risk is \$296,627 (2012 - \$148,651), the fair value of accounts receivable.



CANADIAN WESTERN AGRIBITION ASSOCIATION

Notes to Financial Statements
For the year ended January 31, 2013

5. Cash

Cash includes an operating line of credit of \$200,000 (2012 - \$200,000) at an interest rate of prime plus 1.50%. At January 31, 2013 the operating line of credit is \$nil (2012 - \$nil).

	Operating Fund \$	Scholarship Fund \$	2013 Total \$	2012 Total \$
6. Accounts Receivable				
Trade Receivables	296,627	1,691	298,318	213,287
Accrued Receivables	-	111	111	-
Less allowance for doubtful accounts	(2,500)	-	(2,500)	(2,500)
	<u>294,127</u>	<u>1,802</u>	<u>295,929</u>	<u>210,787</u>

	2013 Cost \$	2013 Accumulated Amortization \$	2013 Net Book Value \$	2012 Net Book Value \$
7. Capital Assets - Operating Fund				
Equipment, pens and facilities	885,702	573,559	312,142	68,446
Office furniture and equipment	218,809	189,021	29,788	32,872
Canada Centre lounge and east mezzanine leasehold improvements	53,277	49,225	4,052	4,424
Donated assets	251,760	251,760	-	-
Total	<u>1,409,548</u>	<u>1,063,566</u>	<u>345,982</u>	<u>105,742</u>

	Operating Fund \$	Scholarship Fund \$	2013 Total \$	2012 Total \$
8. Net Change to Non-Cash Working Capital				
(Increase) decrease in:				
Accounts receivable	(147,976)	62,834	(85,142)	(54,968)
Prepaid expenses	(2,746)	-	(2,746)	12,522
Increase (decrease) in:				
Accounts payable	(8,709)	-	(8,709)	(41,213)
Deferred revenue	16,527	-	16,527	(2,985)
	<u>(142,904)</u>	<u>62,834</u>	<u>(80,070)</u>	<u>(86,644)</u>