

Event Retention Destination Marketing Fund Grant Application

Application Date: April 15, 2026

Please select the type of application being submitted.

- Event Viability Application (event is struggling)
- Competitive Bid received Application

Amount of Destination Marketing Grant Fund Requested: \$ 35,000

Organization Information:

Name of Organization requesting funding: PBCN Sports Inc.

Contact Person: Jamey Daylight

Phone: [REDACTED] Email: [REDACTED]

Mailing Address including postal code: [REDACTED]

Type of Organization (please select one)

- Private Not-for-Profit Other

If Other, explain: PBCN Sports Inc. is proud to host the 2nd Annual Battle of the Bands (BOTB) Minor Hockey Tournament, an initiative focused on strengthening youth engagement through sport and community. Building on the success of our inaugural event, this tournament continues to grow as a collective effort within Northern Minor Hockey Association communities, expanding participation and providing opportunities for competitive Indigenous ice hockey across Central and Northern Saskatchewan. Through this event, PBCN Sports Inc. remains committed to promoting teamwork, cultural pride, and positive development for young athletes, while creating a high-level, inclusive hockey experience for all participating teams.

Name of Organization that the Destination Marketing Fund Grant, if approved, should be made payable to: **PBCN Sports Inc.**

Brief description of organization requesting funding: PBCN Sports Inc. is a non-profit organization dedicated to supporting youth development through sport, recreation, and community-based initiatives. The organization focuses on creating accessible and inclusive opportunities for Indigenous youth across Central and Northern Saskatchewan, with an emphasis on hockey and cultural engagement. Through events such as the Battle of the Bands Minor Hockey Tournament, PBCN Sports Inc. promotes teamwork, leadership, and community pride while providing a positive and competitive environment for young athletes.

Organization's annual budget: \$ **139,298.00**

Event Information:

Name of Event: **Battle of the Bands Minor Hockey Championships**

Duration of event: Start date: **May. 22, 26** End date: **May. 24, 26**

Describe the event: The Battle of the Bands (BOTB) Minor Hockey Tournament is an annual event hosted by PBCN Sports Inc., bringing together youth teams from Indigenous and northern communities across Central and Northern Saskatchewan. The tournament provides a competitive and inclusive environment where young athletes can showcase their skills, build teamwork, and experience high-level minor hockey. Now in its second year, the event continues to grow in participation and community support, offering multiple divisions, organized gameplay, and a positive atmosphere for players, families, and spectators. Beyond competition, the tournament promotes cultural pride, sportsmanship, and community connection, making it a meaningful experience for all involved.

Accommodations:

Estimated number of room nights generated from event: 1200+
(Room nights limited to hotel/motel rooms, B&B rooms)

What method did you use to estimate the number of room nights generated for this event: **We are attracting 40+ confirmed teams from Northern communities and other Provinces to attend and participate in this tournament. For a roster of 15 x 40 = 600 people needing rooms accommodations. 600 x 2 rooms x 2 days = 2400.**

What local facilities other than accommodations will be used: **Lake Country Co-op Leisure Centre**

Event Attendance:

Estimated participants, officials and staff:

3600+ Participants

Estimated spectators – non-residents
(80 km or more away from Prince Albert)

3000+ Participants

Estimated spectators – City residents

600-1000 Participants

Total estimated spectators **7600**

This event is (please select one)

Local Provincial Regional National International

Media exposure (please select one)

Local Provincial Regional National International

Event History:

How long has this event been held in Prince Albert? **[Click here to enter answer.](#)**

Frequency of the event being hosted in Prince Albert (annually, every second year, etc.)? **[Click here to enter answer.](#)**

Does hosting this event in Prince Albert result in other events being hosted in Prince Albert or could other events be hosted in Prince Albert as a result of this event? Yes No

Please explain: **[Yes this event will result in other events being hosted in Prince Albert from PBCN](#)**

Sports Inc.

Briefly summarize the experience of your organization related to hosting this or other events:

PBCN Sports Inc. has an established track record of delivering high-quality, community-focused youth sports programming through a collaborative, volunteer-driven model. Our experience includes coordinating large-scale tournaments and skill-development clinics that successfully manage logistics for dozens of teams, hundreds of athletes, and their families. By working directly with community partners and local vendors, we have consistently demonstrated our ability to manage facility operations, officiating, and event safety, ensuring that every tournament serves as a positive, well-organized environment for both competitive play and community building.

Assessing Need:

Please provide as much supporting information as possible to aid in assessing your application. The strength of information provided is the basis from which funding recommendations will be made. Please pay special attention to describing the items outlined below to the best of your ability.

Why is the event in jeopardy of not being held in Prince Albert or of its duration being reduced? How crucial is the Event Retention Destination Marketing Fund Grant? The Battle of the Bands Minor Hockey Championships is at risk of relocation or a reduction in duration due to the rising costs of facility rentals, certified officiating, and event logistics. Without stable funding, the tournament may be forced to scale back from a three-day to a two-day format to remain financially viable, or potentially move to a competing municipality that offers subsidized ice time. The Event Retention Destination Marketing Fund grant is therefore crucial; it provides the necessary capital to maintain the full event schedule in Prince Albert. Securing this grant ensures the tournament remains local, protecting the significant economic impact generated by forty visiting teams while solidifying the city's status as a recurring hub for future regional championships.

Please describe efforts made by the organizing committee to retain this event in Prince Albert: To keep this event in Prince Albert, our team has focused on working closely with local hotels and businesses to make sure the city sees the full benefit of the tournament. We have carefully reviewed our budget to find ways to handle the rising costs of ice time and referees without making it more expensive for the kids to play. We are also working hard to show how much money forty

visiting teams bring to the city's economy through hotel stays and shopping. Our main goal is to keep this event local and stop it from moving to other towns, making sure Prince Albert stays the home for this and future youth sports events.

Should an Event Retention Destination Marketing Fund Grant be approved, what plans have been put in place to ensure the event is sustainable moving forward?

(Possible information to include is your business plan including marketing plans and a demonstration of what is planned to ensure ongoing sustainability of the event)

Sustainability Plan - PBCN Sports Inc. ensures event sustainability by diversifying our funding through local corporate sponsorships and player registration fees. We utilize a strong network of community volunteers to keep operational costs low and manageable. By hosting events in Prince Albert, we leverage high quality facilities that attract more teams, ensuring the event remains financially viable and continues to grow annually.

If a competitive bid from another community to host the event in their community has been received please include details with your funding application.

(These details should include items such as: was the bid solicited by your organization or unsolicited, have the appropriate decision makers indicated a willingness to relocate the event, how does the organization benefit from moving the event, etc.)

[Click here to enter answer.](#)

Please ensure the following items accompany your application:

- Budget for the event.
- Supporting information if applicable.

** Please provide the most current year-end financial statements or best equivalency if available.*

Privacy Policy Statement and Application Certification

The City of Prince Albert is governed by *The Cities Act* and designated as a Local Authority pursuant to *The Local Authority Freedom of Information and Protection of Privacy Act (LAFOIP)*. Therefore, all information collected for the Destination Marketing Fund Grant Application process, including final executed Contracts and Agreements will be subject to public disclosure either through a Freedom of Information and Access Request in accordance with those regulations or Public Agenda.

Section 91(1)(a) of the Cities Act states the following:

“91(1) Any person is entitled at any time during regular business hours to inspect and obtain copies of:

(a) Any contract approved by the council, any bylaw or resolution and any account paid by the Council relating to the City”

This Grant Application with all supporting documents can be saved and emailed to destinationlevy@citypa.com or printed and mailed or dropped off to City Hall, City Manager’s Office, 2nd Floor, 1084 Central Avenue, Prince Albert, SK S6V 7P3.