



ALBERTA COMMUNITIES

We care about rural Alberta, because this is where we raise families of our own.



COMMUNITY
INVESTMENT



A Message from Our CEO, Jerico VanBrabant

There's nowhere quite
like rural Alberta.

From golden prairies stretching far and wide to the enterprising folks who live and work alongside us, we're proud to call this province home.

Back in 1995, we began MCSnet, right here in St. Paul. As a team of a father and three sons, we knew the internet had the power to bring us closer to our loved ones. Now, the connections we started reach more than 24,000 customers across northern Alberta and eastern Saskatchewan.



“...we knew the internet had the power to bring us closer to our loved ones.”

Over the past 25 years, our company has grown and evolved with the times, but our roots have always guided everything we do.

That means treating our customers like neighbours, with kindness, respect and honesty. It means giving you fast internet you can rely on today, while reimagining our technology for tomorrow. But, it also means giving back to our community in meaningful and inclusive ways.

You may have seen our friendly faces at local events, sponsoring sports teams or volunteering with students. That’s because investing in Albertans is an integral part of our culture. We take a strategic approach to community investment, following pillars that guide us toward the most impact.

This book is an invitation to rural Albertans. Here, you can learn about our guiding values, strategic partnerships and event sponsorships. If you believe your organization could benefit from our support, be sure to review the eligibility criteria and apply on our website.



Because,
now more
than ever,
we need to
nurture our
communities,
so we can all
thrive
together.

Our Purpose

Through our community investment initiatives, we build stronger rural Albertan communities by:

- > Partnering with agricultural societies and events
- > Supporting youth to live a life with no boundaries
- > Evolving internet technology and infrastructure

Community Pillars

We focus our community investment efforts on agriculture, youth and technology, with a priority placed on requests that address all three pillars.

AGRICULTURE

Events that gather the community together to celebrate the agricultural industry and its traditions, such as rodeos and agriculture expositions.

YOUTH

Empowering youth aged 15 to 24 to live a life with no boundaries through learning opportunities, support systems or unique experiences.

TECHNOLOGY

Encouraging technological innovation related to the internet or educating the public on the topic.



Current & Past Partners

See below for examples of events or partnerships that our community investment program has funded:

- > St. Paul Agricultural Society - LRA Finals
- > Lac La Biche Agricultural Society - Music on the Porch during Lakeland Country Fair & Rodeo
- > Kinsella Gravel dome Bullarama
- > South Cooking Lake Community League Trail Days - Kids Zone
- > Boyle & District Agricultural Society - Petting Zoo at the Annual Wildberry Festival
- > St. Paul & District 4-H Council - Ribbon Sponsor
- > Wi-Fi sponsor at 2019 World 3D Archery Championship in Lac La Biche, Haying in the 30s Cancer Support Society annual event and other community events

ST. PAUL STORM AA 2019



Eligibility Criteria

To qualify for the MCSnet community investment program, your organization must:

- Fall under at least one of MCSnet's community investment pillars (agriculture, youth, technology)
- Be located within MCSnet's service coverage area
- Align with MCSnet's values
- Not compete with stakeholders' best interests

ST. PAUL AGRICULTURAL SOCIETY LRA FINALS



Engagement Opportunities

Community Partnerships

We form community partnerships with local non-profits who align with our values.

These Alberta registered charities must have a strong community reputation, a forward-thinking leadership team and an open-minded culture.

BENEFITS

- › Discounted or complementary internet services
- › A group of MCSnet staff volunteers for a minimum of one event or a half-day annually
- › MCSnet will match a percentage of each donation made by an Albertan customer or staff member
- › Both parties are recognized as formal partners on each other's websites
- › Cross-promotion through internal communications, social media and referral relationships

Strategic Sponsorships

We're a passionate sponsor for a variety of local businesses and events.

To qualify, the engagement must strengthen our relationships with current and new customers, educate the community through thought leadership or grow our partnerships with non-profit organizations.

IDEAL EVENTS

- › Agricultural fairs and rodeos
- › Music festivals
- › Sports tournaments
- › School and educational events
- › Library courses and programming
- › Business conferences

How Do I Apply?

01

Submit your application on our website form at www.mcsnet.ca/about/community.

02

Tell us the details about your cause, event or company, how you could benefit from MCSnet's support and why you align with our community investment pillars.

03

Your application form will be sent to MCSnet's Marketing Coordinator for review.

04

Our Marketing Coordinator will approve, deny or send a request for more information.

A formal application form must be submitted on the website for your request to be considered.

Informal emails, phone calls or in-person conversations must be followed up with a formal application. This process ensures that all requests receive equal attention and consideration.



Let's Connect

Curious about how our community investment initiative works? Want to know if you'd be a good fit? Reach out to us and we'll answer any questions you have.

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Find Us Online:

www.mcsnet.ca

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