



"*Chasing the Dream*" focuses on each community the Tour visits, with particular emphasis on local attractions. The Golf Channel selects a local player to act as a tour guide in the five-minute feature on the host community. Fleetwood's Dan Swanson is currently playing on the Canadian Tour and acted as tour guide on the show last year. In essence, it provides 5 minutes of television advertising for the City of Surrey, shown five times in total. This amount of advertising on the Golf Channel at typical retail rates would amount to much more than \$20,000.

Hazelmere Golf Club and the Canadian Tour have invited the City of Surrey to participate as a corporate partner in 2007 and have requested financial sponsorship support similar to last year.

At the 2006 event, the City had a hospitality tent on site, which provided an opportunity for additional marketing of the City to members of our business community.

## **DISCUSSION**

In addition to the television exposure, the following is a summary of the additional potential benefits that will likely be obtained by the City through negotiation as a sponsor of the event at the \$20,000 level:

- Obtain a feature segment on the City of Surrey in The Golf Channel television show "*The Canadian Tour: Chasing the Dream*"
- Participation in tournament advertising campaign in the Peace Arch News, The Province, the Vancouver Sun and TEAM 1040 radio
- City of Surrey logo on all event collateral materials
- City of Surrey signage on site at the tournament
- Hole Sponsorship with City of Surrey signage
- Passes/tickets/parking
- Pro-Am tournament playing privileges
- Opportunity to attend Pro-Am dinners
- Opportunity for Mayor/Council to participate in closing ceremonies
- Opportunity to have a space set aside for a hospitality tent.

### **Services That May Be Provided by Surrey**

Support to tournament organizers from the City of Surrey may include, but would not be limited to, traffic/parking signs, provision of bleachers, tenting, website posting, distribution of event flyers to City facilities and administrative support to a maximum of \$5,000.

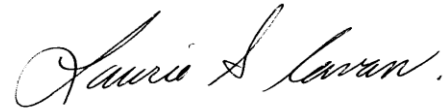
### **On-site Corporate Hospitality**

This event will provide an opportunity for the City to host members of our business community. As part of the sponsorship package, the event organizers will make a suitable space available for City use. It is recommended that Council authorize up to \$5,000 for on-site corporate hospitality for business development purposes, funded from the Council Initiatives Fund.

## CONCLUSION

The City of Surrey has been presented with an opportunity to be a sponsor of the Canadian Professional Golf Association's ***Greater Vancouver Charity Classic Golf Tournament***. The US television network's The Golf Channel will broadcast a half-hour show titled "*The Canadian Tour: Chasing the Dream*" that will air five times in the week following the tournament at Hazelmere Golf Club. The television coverage will reach a potential audience of over 80 million people in Canada, the US and abroad. Should the City of Surrey become a sponsor of the tournament, the City will be featured prominently in the show as the tournament host city; this will provide a promotional windfall for Surrey. The City could also receive a wide range of other sponsorship benefits.

It is recommended that Council authorize sponsorship support to the Canadian Professional Golf Association's ***Greater Vancouver Charity Classic Golf Tournament***, with this support comprised of direct funding of \$20,000, \$5,000 of City services and \$5,000 for on-site corporate hospitality for our business community, all funded from the Council Initiatives Fund.



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