

NO: F005

COUNCIL DATE: March 22, 2010

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## FINANCE COMMITTEE

TO: **Mayor & Council** DATE: **March 17, 2010**

FROM: **General Manager, Finance & Technology** FILE: **1850-20**

SUBJECT: **Request for Sponsorship - BC High School Bhangra Competition**

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## RECOMMENDATION

The Finance and Technology Department recommends that the Finance Committee recommend that Council approve a sponsorship in the amount of \$1,500 from the Council Initiatives Fund for the BC High School Bhangra Competition being held at the Bell Centre on April 25<sup>th</sup>, 2010.

## BACKGROUND

On November 23, 2009, the Finance Committee approved the 2010 City Grants. Since that time, the City has received a funding request from the BC High School Bhangra Society requesting sponsorship from the City for the 4<sup>th</sup> Annual BC High School Bhangra Competition.

## DISCUSSION

The BC High School Bhangra Society is hosting the 4<sup>th</sup> Annual High School Bhangra Competition at the Bell Centre for the Performing Arts on April 25<sup>th</sup>, 2010. This event will bring high school bhangra teams from around the province, including seven local schools, to Surrey for a one-day competition. A competition such as this engages students in a positive school-based activity, which leads to stronger connections to both their school and their community. Proceeds from this event will be used to provide educational scholarships to students.

The BC High School Bhangra Society has requested sponsorship from the City at one of four levels of sponsorship as follows:

- |                                    |          |
|------------------------------------|----------|
| 1. Presenting                      | \$10,000 |
| 2. University – Gold Star          | \$ 5,000 |
| 3. High School – Silver Star       | \$ 2,500 |
| 4. Elementary School – Bronze Star | \$ 1,500 |

Each of the levels of sponsorship offers various benefits to the sponsoring organization. Details of each of the four levels of sponsorship are included in **Appendix A**.

The Grants Evaluation Committee has reviewed this request and finds that it does not meet the grants evaluation criteria as the organization acts as a general fund-raiser for, or makes grants to, various other groups or organizations, i.e. student scholarships (No. D-26(10)(f)). However, in

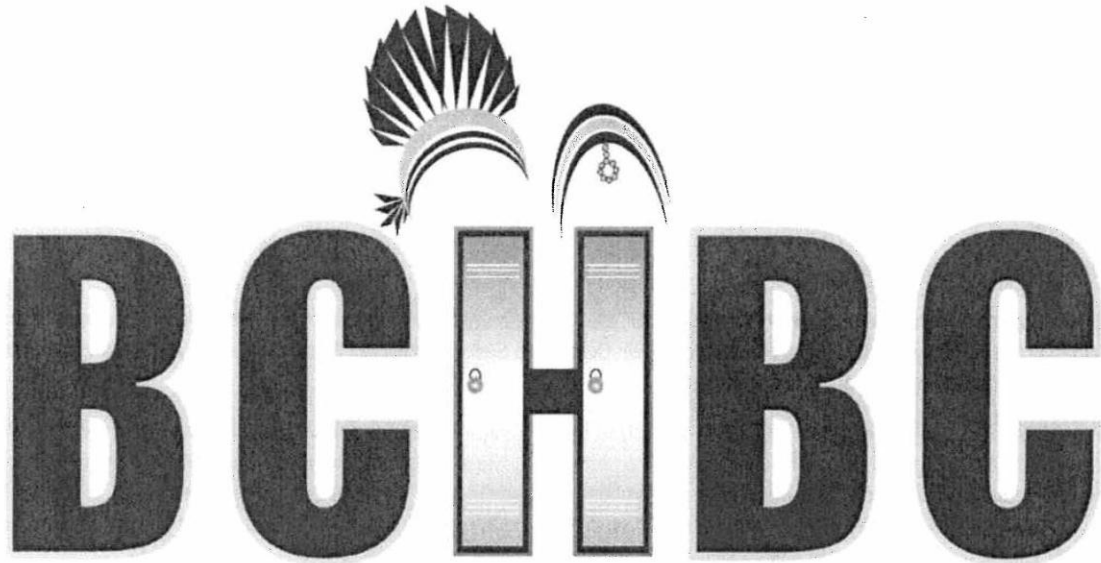
view of the potential benefits (economic and image-related) accruing to Surrey as a result of the competition being held in Surrey, it is considered reasonable for the City to sponsor this event. Funds for the sponsorship are available from the Council Initiatives Fund.

## CONCLUSION

Assuming that Council accepts the Grants Evaluation Committee recommendation, the unallocated balance in the Council Initiatives Fund would be \$357,947, as documented in *Appendix B* and the unallocated funds remaining in the City Grant Budget will be as follows:

Special Recognition Funds	\$2,500
Property Taxes	0
High School Dry Grads	900
One-time Grants	<u>1,775</u>
	<u>\$ 5,175</u>

Vivienne Wilke, CGA  
General Manager,  
Finance & Technology



**BRITISH COLUMBIA HIGH SCHOOL BHANGRA COMPETITION**

**Sponsorship  
Package  
2009**



## It takes a whole community to raise an educated & cultured child.

Dear Community Supporters,

British Columbia High-School Bhangra Competition (BCHBC) is the only official bhangra contest exclusively for students in grades 8 through 12 currently enrolled in the Province of British Columbia's Secondary School System. This fun and exciting event has sold out in advance every year since it first premiered!

BCHBC is a non-profit association made entirely of volunteers to endorse and encourage school youth to excel in a traditional dance form that is good for their health and personal development. The association's mandate is to provide avid students education awards and scholarship opportunities so that they can excel in higher learning and make future contributions to their community. Most importantly, our aim is to shed a positive light on our Indo-Canadian youth by involving them in school based events so that they can partake in a team activity while in the safe hands of schools.

On April 05th, 2009, the 3<sup>rd</sup> annual British Columbia High-School Bhangra Competition will take place at the Bell Centre for Performing Arts. BCHBC is the largest secondary school dance competition in the Province of British Columbia. We are offering an excellent opportunity for our community businesses, associations, and individuals to support the future generation by becoming sponsors and/or advertisers for this much anticipated event.

In commemoration of this premiere community event, BCHBC will be distributing keepsake event magazines. Proud families and friends will treasure this publication for many years to come as individual team participants will be featured. We would like to offer you reasonably priced sponsorship and advertising opportunities inside the keepsake event magazine.

As our generous sponsor/ advertiser, you have a chance to publicize your business or organization to the vast community of education leaders, youth, parents, family relatives, young professionals, community leaders, and others.

Thank you in advance for your generosity and for supporting the next generation of future leaders. Please feel free to contact us if you have any further questions. Kindly forward your sponsorship, advertisement and/or donations to the mailing address noted below.

Sincerely,

*RSDhanoa*

Rene Dhanoa

Sponsorships & Education Awards Coordinator

**Mailing Address: BCHBC, PO Box 71056 - 7921 120<sup>th</sup> Street, North Delta, British Columbia, V4C 6P6**

**Office Address: Suite #20 - Second Floor, 11925 80<sup>th</sup> Avenue, North Delta, British Columbia, V4C 1Y1**

Contact: 604-537-0645, 778-218-3222 or 778-889-8193 Fax: 604-590-7771 Email: [rdhanoa@bchbc.com](mailto:rdhanoa@bchbc.com)

Website: [WWW.BCHBC.COM](http://WWW.BCHBC.COM) & [WWW.BCHBC.CA](http://WWW.BCHBC.CA)



## Sponsorship Benefits

Looking back..it all started when I was in grade 2



In grade 12 and still going strong! Now I get to enter the stage before I exit the school door



**It takes a whole community to raise an educated & cultured child.**

- Provide students an opportunity to receive scholarships & education awards to excel in higher education and become future leaders
- Empower youth to achieve their educational and leadership potential and instill the desire to connect with their high school, rich cultural heritage and local community
- Allow students to build self-esteem & take self-pride in representing their schools while participating in a popular dance form
- Provide a chance for youth to engage in team activities and interact with other like-minded positive students
- Opportunity to prevent our children, our assets, from becoming vulnerable, detached, & destructive by giving them a positive outlet to excel and become good citizens.
- Foster positive relationships between and amongst the diverse populations that make up the BC youth community
- Support students so they get a chance to get involved in a team oriented activity which leads to stronger ties to their high schools & the society they live in
- Increase your business/organization's visibility. Spectator and community interest will be high
- Website advertisement, average of over 60,000 plus hits on [BCHBC.COM](http://BCHBC.COM) & [BCHBC.CA](http://BCHBC.CA)
- You get an exceptional opportunity to make a difference by allowing youth to partake in popular, fun and exciting art-form which results in keeping high school students safe & on the right path





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## BC High School Bhangra Competition Sponsorship Levels

Official - Platinum 5 Star

\$5,500

**Official Platinum 5 Star Sponsor benefits will include:**

- Prominent logo & name featured on outside cover & in the content of the official BCHBC 2009 DVD
- Prominent logo and name will appear on all email promotions sent out regularly
- Name & Logo as the presenter of the event on all printed materials (posters, tickets, etc)
- Name and Logo as the presenter of event on website, facebook, radio, and television
- Name and Logo as the presenter of event on the front of official event t-shirts
- Sponsor appreciation in community newspapers, multicultural tv channels and radio stations
- Announced as the official sponsor and name displayed on big-screen at the event
- Full page colour advertisement in 1800 copies of the commemorative event magazine
- Opportunity to setup a table booth to promote your organization
- Organization thanked at opening and closing remarks at event
- Your organization's name engraved as the official sponsor on all trophies and plaques
- Your organization can present the First Place Trophy to the winning high school team
- Logo featured on organization's website for one year
- 6 VIP tickets to the event
- Recognized as an equal partner in providing the BCHBC Official Scholarship Award

University – Gold Star

\$3,500

**University Gold Star Sponsor benefits will include:**

- Organization logo and name featured in content of official BCHBC 2009 DVD
- Name and Logo on website, posters, flyers and all other promotion items
- Sponsor appreciation in community newspapers and media advertisers
- Name and Logo as the presenter of event on the back of official event t-shirts
- Announced as the Gold Star sponsor and name displayed on big-screen at the event
- Full page colour advertisement in 1800 copies of the commemorative event magazine
- Opportunity to setup a table booth to promote your organization
- Organization thanked at opening and closing remarks at event
- Your organization can present a trophy to the winning high school team
- Logo featured on organization's website for one year
- 4 VIP tickets to event
- Recognized as an equal partner in providing the BCHBC Gold Star Scholarship Award



## High School – Silver Star

\$2,500

### High School Silver Star Sponsor benefits will include:

- Organization logo and name featured in content of official BCHBC 2009 DVD
- Name and Logo on website, posters, flyers and all other promotion items
- Sponsor appreciation in community newspapers and media advertisers
- Name and Logo featuring you as a sponsor on the back of official event t-shirts
- Announced as a sponsor and name displayed on big-screen at the event
- Half page colour advertisement in 1800 copies of the commemorative event magazine
- Opportunity to setup a table booth to promote your organization
- Organization thanked at opening and closing remarks at event
- Your organization can present a trophy to the winning high school team
- Logo featured on organization's website for one year
- 2 VIP tickets to event
- Recognized as an equal partner in providing the BCHBC Silver Star Scholarship Awards

## Elementary School – Bronze Star

\$1,500

### Elementary School Bronze Star Sponsor benefits will include:

- Organization logo and name featured in content of official BCHBC 2009 DVD
- Name and Logo on website and keepsake magazine
- Sponsor appreciation in community newspapers and media advertisers
- Name and Logo featuring you as a sponsor on the back of official event t-shirts
- Announced as a sponsor and name displayed on big-screen at the event
- Half page colour advertisement in 1800 copies of the commemorative event magazine
- Opportunity to setup a table booth to promote your organization
- Organization thanked at opening and closing remarks at event
- Logo featured on organization's website for one year
- 2 VIP tickets to event
- Recognized as an equal partner in providing the BCHBC Bronze Star Scholarship Awards

THANK YOU FOR SUPPORTING THE FUTURE GENERATION



It takes a whole community to raise an educated & cultured child.

## BC High School Bhangra Competition Advertising Rates

You have a fantastic opportunity to put your business or organization's advertisement in the official British Columbia High School Bhangra Competition keepsake event magazine. This will be distributed to all participating school youth, parents, family relatives, education leaders, youth professionals and community leaders. The magazine that will be treasured by schools, students, friends and families as it will feature all the competitors and performers. In addition, your advertisement will also be featured on our [WWW.BCHBC.COM](http://WWW.BCHBC.COM) and [WWW.BCHBC.CA](http://WWW.BCHBC.CA) websites with the potential of reaching 60,000 plus viewers.

Business Card Size Proportionally reduced to fit Finished Size 2.5" x 1.4 <b>\$95.00</b>
Double Business Card Size Proportionally reduced to fit Finished Size 5" x 1.4 <b>\$150.00</b>
Half Page Size Finished Size 5 X 3.5" <b>\$250.00</b>
Full Page Size Finished Size 5 X 7.5" <b>\$450.00 - Inside Page</b> <b>\$650.00 - Inside Front Cover</b> <b>\$850.00 - Back Cover</b>

All Cheque payments payable to BC High School Bhangra Competition Societ

Mailing To: BCHBC, PO Box 71056 – 7921 120<sup>th</sup> Street, Delta, BC, V4C 6P6





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## BC High School Bhangra Competition Other Ways To Support:

BCHBC would like to offer you other great options to support this event. You have the opportunity to donate door prizes, contribute a monetary education award or donate an amount in the form of a cheque payment according to your financial capability. No gift is too small.

### **Donation Benefits:**

- Organization, business or Individual featured on [WWW.BCHBC.COM](http://WWW.BCHBC.COM) and [WWW.BCHBC.CA](http://WWW.BCHBC.CA) websites with the potential of reaching 60,000 plus viewers
- Full recognition at the event as all door prizes will be presented in front of a large audience
- Organization, business or Individual's name displayed in the BCHBC 2009 DVD
- All donations of \$50.00 or more will receive printed acknowledgement in the official British Columbia High School Bhangra Competition keepsake magazine. The magazine that will be treasured by schools, students, friends and families as it will feature all the competitors and performers.

**All Cheque payments payable to BC High School Bhangra Competition Society  
Mailing To: BCHBC, PO Box 71056 – 7921 120<sup>th</sup> Street, Delta, BC, V4C 6P6**



## 2010 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation	
		to date	Remaining
Carried Forward from Prior Year	167,697		
<b>2010 Proposed Budget</b>	<u>250,000</u>		<b>\$ 417,697</b>
Surrey Crime Prevention Society - Anti-Graffiti Program	31,000		
2010 Community Opportunities Strategy	20,000		
Peace Arch Hospital Gala April 2010	2,250		
BC Crime Prevention Annual Symposium	5,000		
BC High School Bhangra Society	1,500		
<b>Allocations for 2010</b>		<u>\$ 59,750</u>	<u>\$ 357,947</u>