

NO: F012

COUNCIL DATE: May 17, 2010

FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **May 10, 2010**

FROM: **General Manager, Finance &
Technology**

FILE: **1850-20**

SUBJECT: **Sponsorship Requests**

RECOMMENDATION

The Finance & Technology Department recommends that the Finance Committee recommend that Council with funding from the Council Initiatives Fund approve:

1. support for the Canada-India Networking Initiative through the purchase of a table at the related Gala Banquet on Tuesday, June 22nd, 2010 in the amount of \$800; and
2. support for The Learning Partnership through the purchase of a table at the Tribute Luncheon on June 4th, 2010 in the amount of \$1,250.

BACKGROUND

On November 23, 2009, the Finance Committee approved the 2010 City Grants. Since that time, the City has received sponsorship requests the Canada-India Networking Society and the Learning Partnership. This report addresses each of these requests.

DISCUSSION

Canada-India Networking Society

The Canada-India Networking Society, in partnership with Simon Fraser University and the Fraser Health Authority, is hosting the Canada-India Networking Initiative on Cardiovascular Health at Simon Fraser University - Surrey Campus from June 19 to 23, 2010. This meeting will bring together leaders from Canada and India to discuss the promotion of good health and to discuss the control of non-communicable diseases, especially cardiovascular diseases such as diabetes and stroke. The Canada-India Networking Society is seeking sponsorship for this event. A copy of the information provided by the Society related to the event is attached to this report as **Appendix A**.

Staff has reviewed this request and recommends that Council support this event through the purchase of a corporate table for 8 at the event's Gala Banquet in the amount of \$800 from the Council Initiatives Fund.

The Learning Partnership

The Learning Partnership, a national not-for-profit organization dedicated to acting as champion for a strong public education system in Canada, is hosting its second annual Tribute Luncheon on June 4th at the Pan Pacific Hotel in Vancouver. This luncheon will act as a fundraiser to directly support The Learning Partnership programs in British Columbia that see over 50,000 families take part in programs such as *Take Our Kids to Work; Canada's Outstanding Principles; National Technology Innovation Awards and Welcome to Kindergarten*. The Learning Partnership is seeking sponsorship for this event. The documentation provided by The Learning Partnership related to the Luncheon is attached to this report as **Appendix B**.

Staff has reviewed the request and recommends that Council support this event through the purchase of a corporate table at the Luncheon in the amount \$1,250 from the Council Initiatives Fund. A corporate table includes 9 seats for Luncheon guests plus one senior educator who will join the group. All corporate table sponsors will be recognized in the Luncheon program.

Status of the Council Initiatives Fund:

If Council adopts the recommendations of this report the un-allocated balance in the Council Initiatives Fund would be \$339,264, as documented in **Appendix C**.

SUSTAINABILITY CONSIDERATIONS

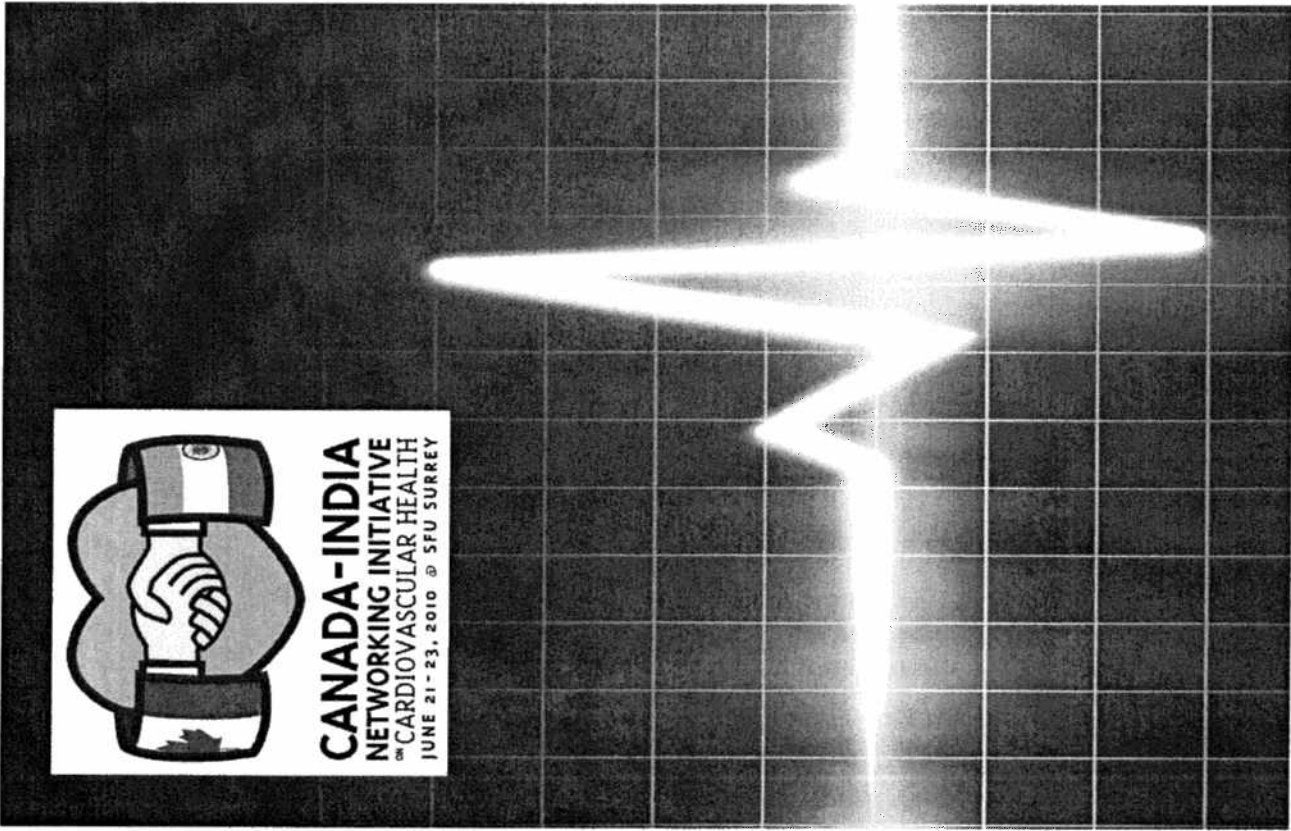
The initiatives discussed in this report support the Socio-Cultural goals of the Sustainability Charter by providing a range of accessible and affordable recreation and cultural programs focussed on identifying and providing sufficient, high quality health and social services and supporting a broad range of accessible life-long learning opportunities.

Vivienne Wilke, CGA
General Manager,
Finance & Technology

Appendix A: Canada India Cardiovascular Health 2010

Appendix B: The Learning Partnership

Appendix C: Status of the Council Initiatives Fund



Canada India Cardiovascular Health 2010
GALA Banquet

When: Tuesday, June 22 2010
6:00 pm – 9:30 pm

Where: Royal King Palace and Convention Centre
 8158 – 128th Street
 Surrey, BC V3W 1R1
 604-594-6161

Admission: Table of 8 - \$800 or \$100 per person
 Tickets Available at:
www.mitacs.ca/conferences/CINI2010

For more information visit our website at:
www.mitacs.ca/conferences/CINI2010

Or contact Arun Garg 604-520-4330 cini@sfu.ca



Canada India Cardiovascular Health Conference 2010

Clinical Symposium Sunday, June 20, 2010

SOUTH ASIANS AND VASCULAR DISEASES

Venue: **Room G1205 A B C**
Kwantlen Polytechnic University
12666 72nd Avenue
Surrey, B.C. V3W 2M8

8:15 AM Welcome
Arun Chockalingam, Co-Chair, Canada-India Networking Initiative
Arun Garg, Co-Chair, Canada-India Networking Initiative
David Atkinson, President, Kwantlen Polytechnic University
Hilda Stanger, President, Physicians with an Interest in South Asia

8:30 AM Key note address
Honourable Moira Stilwell, Minister of Advanced Education and Labour
 Market Development, Government of British Columbia

9:00 AM **Session 1 HYPERTENSION in the context of CVD**

- Epidemiology of hypertension among South Asians – **Arun Chockalingam**
- Management of hypertension – **George Fodor**
- Hypertension and cardiovascular diseases among South Asians –
Milan Gupta

10:15 AM Nutrition Break

10:45 AM **Session 2 DIABETES and other Cardiovascular risk factors**

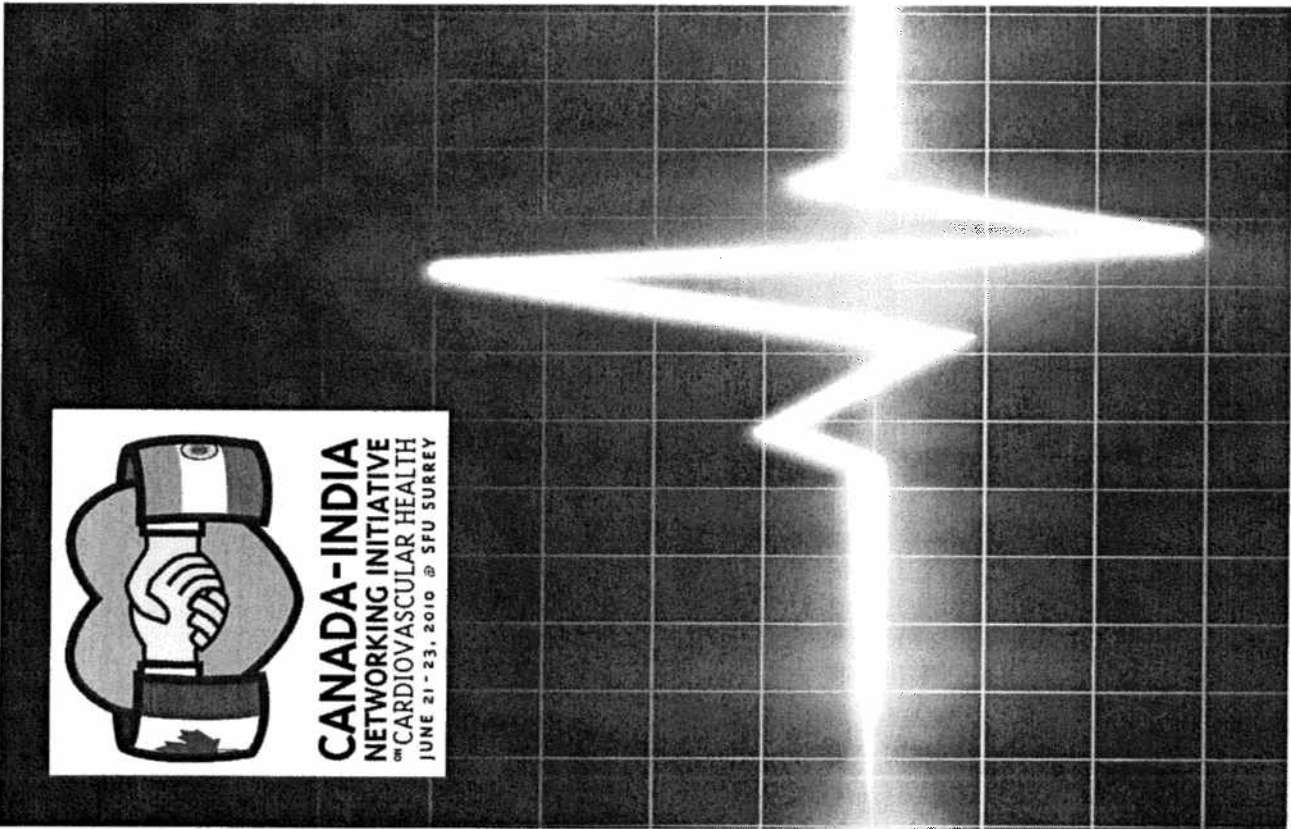
- Growing epidemic of diabetes and hypercholesterolemia among South Asians –
David Lau
- Role of diet, exercise, and therapeutic management of diabetes mellitus –
A. Ramachandran
- Growing epidemic of obesity and its management – **Arya Sharma**
- Atrial fibrillation as an emerging risk factor for CVD – **John Cairns**



- 12:45 Noon Lunch Break
- 1:45 PM **Session 3 GUIDELINES for the management of CVD in South Asians**
- A consensus – **Hetesh Ranchod, Krish Ramanathan, Siddhardh Shah, Milan Gupta**
- 2:15 PM **Session 4 LIFESTYLE and BEHAVIOUR modifications to control CVD**
- What we eat is what we are – **Arun Garg**
 - Yoga in the prevention and control of CVD – **Acharya Balakrishna and Gagan Bhalla**
- 3:00 PM Nutrition break
- 3:30 PM **Session 5 AYURVEDIC MEDICINE and its role in prevention of CVD**
- speaker to be confirmed
- 5:00 PM CLOSING REMARKS and next steps
- **Arun Chockalingam, Arun Garg**
- 5:30 PM RECEPTION
- Hosted by the President, Kwantlen Polytechnic University

Free parking available for the Symposium participants at the Kwantlen Polytechnic, Surrey campus.
Further information: arun.garg@fraserhealth.ca; cini@sfu.ca (604-520-4330);
maryjane.stenberg@kwantlen.ca (604-599-2127)

Admission Free - Registration Required www.mitacs.ca/conferences/CINI2010



<h2>Canada India Cardiovascular Health 2010 Public Forum</h2>	
<p>When: Saturday, June 19 2010 1:00 pm – 5:00 pm</p>	<p>Where: Kwantlen Polytechnic University Surrey Campus 12666 – 72nd Avenue Surrey, BC V3W 2M5</p>
<p>Admission: Free</p>	<p>Registration: www.mitacs.ca/conferences/CINI2010</p>
<p>Interactive and informative kiosks by: CDA, Heart/Stroke; Bal Arneson</p>	
<p>Speakers: Milan Gupta (Heart Attack; Why and What) Acharya Balakrishna & Gagan Ghalla (Role of Yoga & Pranyama in CVD) Bal Arneson (Healthy Cooking)</p>	
<p>For more information visit our website: www.mitacs.ca/conferences/CINI2010</p>	
<p>Or contact: Arun Garg 604-520-4330 cini@sfu.ca Rina Gill 778-688-4973 rina@icce.org</p>	

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CANADA INDIA NETWORKING SOCIETY



The conference has 8 major focus areas:

1. Theme: **Research**

Co-chairs: Bela Shah, Scientist 'G' & Head, Div. of Non-Communicable Diseases, Indian Council of Medical Research
Peter Liu, Scientific Director, Institute of Circulatory and Respiratory Health, Canadian Institutes of Health Research

Panelists: Sonya Anand, Nikhil Tandon (TBC)

This group will address:

1. Development of Global Research Health Network in CVD Research
2. Research focused on South Asian population which is at higher risk for CVD. Emphasis on genetic and proteomic biomarkers for CVD and Lung Diseases
3. Collaboration in the area of Knowledge Translation- address multiple risk factor in CVD research

2. Theme: **Academic Training**

Co-chairs: John Hepburn, Vice President Research & International, University of British Columbia
Nirmal Ganguly, President Jawaharlal Nehru Institute of Post-graduate Medical Education and Research

Panelists: Kathy Kinloch, /India TBC

This group will address:

1. Advance Training in medical, nursing and applied health – graduate and post graduate training
2. Entry level training after high school graduation as “community health workers in the area of chronic non-communicable diseases”

3. Theme: **Clinical Care - Individual**

Co-chairs: Eldon Smith, Chair, Canadian Heart Health Strategy, Health Sciences Centre, University of Calgary
K.K. Talwar, Director, Postgraduate Institute of Medical Education and Research

Panelists: Gerald Simkus, / Sarat Chandra (TBC)

This group will address: to manage risk of cardiovascular diseases and related cardiovascular risk factors among people who already have the disease manifestation.

4. Theme: **Population health – Health promotion**
Co-chairs: Sylvie Stachenko, Dean, School of Public Health, University of Alberta
Srinath Reddy, President, Public Health Foundation of India
Panelists: Ramesh Babu /Roland Guasparini
This group will address: Health promotion to prevent non-communicable diseases including traditional Indian system of medicine.
5. Theme: **Social Policy**
Co-chairs: Senator Wilbert Keon
Rashpal Malhotra, Director, Centre for Research on Rural and Industrial Development, India
Panelists: Sunil Chacko, Joy Johnson (TBC)
This group will address: Issues on social determinants, social policy, indigenous medicine such as ayurvedic. There would be opportunity for gender and health in this working group.
6. Theme: **Healthy Public Policy**
Co-chairs: Kim Elmslie, Director General, Centre for Chronic Disease Prevention and Control, Public Health Agency of Canada
R K Srivastava (TBC), Director General of Health Services, Government of India
Panelists: JS Thakur, /TBC(CSBC)
This group will address: Policy issues to prevent non-communicable diseases at the national and local levels.
7. Theme: **Biotechnology and Development**
Co-chairs: Bruce McManus, Director, The James Hogg iCAPTURE Centre for Cardiovascular and Pulmonary Research, St. Paul's Hospital, University of British Columbia
Panelists: Rama Mukherjee (TBC), Gordon Hoag (TBC)
This group will address: Cardiac biomarkers in diagnosis and management of cardiovascular diseases; role of technology and economic/rural development.
8. Theme: **Innovation - e-Learning**
Co-chairs: Erica Frank, Canada Research Chair, University of British Columbia
Omprakash Mishra, Pro-Vice Chancellor, Indira Gandhi National Open University
Panelists: D. Prabhakaran, David Harper
This group will address: e-Learning from two different vantage points.
1. Post graduate trainees
2. Diploma/certificate at the entry level after high school

Registration is required and participation is by invitation only.



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Appendix B-1

2010
Tribute
Luncheon
Vancouver

**Vancouver
Tribute Luncheon**

April 19th 2010

Honorees:

Dr. Saida Rasul
Firoz Rasul

Mr. Murray Dinwoodie
City Manager
City of Surrey
14245 56th Avenue
Surrey, BC
V3X 3A2

Keynote Speaker:

Nadir Mohamed

Co-chairs:

Catherine Van Alstine
Art Reitmayer

Dear Murray,

**Vancouver Tribute
Luncheon Committee**

Tracy Defoe
Ben Hume
Geoff Jopson
Zera Karim
Chris Kelly
Mike McKay
Michael McKnight
Ken Sim
Michael Stevenson

As passionate supporters of public education, you and I believe that a strong publicly funded education system is the cornerstone of a prosperous society. For this reason, I am supporting the work of **The Learning Partnership** to bring together business, education, government, labour, policy makers and the community to strengthen public education in Canada. Today, I invite you and the City of Surrey to join me in advancing their efforts.

The Learning Partnership is holding its second Vancouver Tribute Luncheon at The Pan Pacific Hotel Vancouver on Friday, June 4, 2010 from 12:00 noon to 2:00 pm. This event will honour **Dr. Saida Rasul**, past chair, Simon Fraser University Board of Governors and **Firoz Rasul**, president, Aga Khan University for their commitment to higher education.

**Vancouver Advisory
Committee**

Mike Bailey
Ben Hume
Tim Jones
Chris Kelly
Jill D. Leversage
Michael McKnight
Art Reitmayer
Dr. Kimberly Schonert-Reichl
Ken Sim
Dr. Michael Stevenson
Catherine Van Alstine
John Webster

Dr. Saida Rasul is known for her extensive community involvement in post-secondary education. As President of the Aga Khan University, **Firoz Rasul** is committed to achieving international standards and quality in educational programs and services. The event's Keynote Speaker will be **Nadir Mohamed**, president and CEO, Rogers Communications. The Master of Ceremonies for the event will be **Deborra Hope**, anchor, Early News, Global BC™.

**The Learning Partnership
Board of Directors**

Claude Lamoureux, Chair

Stan Antony
Michael Cote
Deb Craven
Gavin Ezekowitz
Dr. Robert Gordon
Doug Hall
Shirley Hoy
Veronica Lacey
Susan LaRosa
Alan MacGibbon
Carolyn Murphy
Lynn Palmer
Courtney Pratt
Roxanne Reeves
Connie Roveto
Pietro Satriano
Christopher Spence
Martha Tory
Andrea Waines

I am asking that you consider having the City of Surrey participate as a Sponsor of the second annual Vancouver Luncheon. Sponsorship benefits are outlined in the enclosed package. Funds raised at this event will directly support The Learning Partnership's programs in British Columbia and help to expand the positive impact these programs have on our schools, children, their families, teachers and principals. In British Columbia over 50,000 families participate in TLP programs like *Take Our Kids to Work™*, *Canada's Outstanding Principals™*, *National Technology Innovation Awards* and *Welcome to Kindergarten™*. For more information on all of The Learning Partnership's programs please visit the website at www.thelearningpartnership.ca

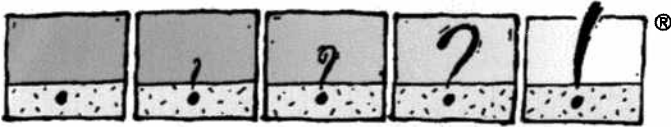
I look forward to seeing you on June 4th at The Learning Partnership's Vancouver Tribute Luncheon. If you have any questions, please do not hesitate to contact me or our event manager, Jane Caddick at events@thelearningpartnership.ca or by phone at 778 233 7544.

Sincerely,

Mike McKay
Committee Member

The Learning Partnership
www.thelearningpartnership.ca

Telephone: 1-800-790-9113 Fax: 416-482-5311 info@thelearningpartnership.ca



THE LEARNING PARTNERSHIP
Champions of Public Education Across Canada



**The Learning Partnership's 2nd Vancouver Tribute Luncheon:
Join us as we honour Champions of Public Education.**

Join us as
we celebrate
Champions of Public
Education

The Learning
Partnership's
Vancouver Tribute
Luncheon

Friday, June 4, 2010

Pan Pacific Hotel
Vancouver
British Columbia

Luncheon and Award
Presentation:
12:00 noon - 2:00 pm

Business Attire

On the Slate!

Champions of Public Education in Vancouver
2010 Vancouver Tribute Luncheon Honourees



Dr. Saida Rasul
Past Chair
Board of Governors
Simon Fraser University



Firoz Rasul
President
Aga Khan University

Keynote Speaker

Master of Ceremonies



Nadir Mohamed
President and CEO
Rogers Communications



Deborra Hope
Anchor, Early News
Global BC™

Your Support Counts in British Columbia

2010
Tribute Luncheon
Vancouver



2009 Vancouver Tribute Luncheon – (From left to Right) Ben Hume, 2009 co-chair Vancouver Tribute Luncheon Committee; The Honourable Frank McKenna P.C., O.C., O.N.B., Keynote speaker; Milton Wong O.C., O.B.C., 2009 Tribute Luncheon Honouree; Veronica Lacey, President & CEO, The Learning Partnership; Jill Leversage, 2009 co-chair Vancouver Tribute Luncheon Committee.

The Learning Partnership is a national not-for-profit organization dedicated to championing a strong public education system in Canada with its partners through innovative programs, credible research, policy initiatives, executive leadership and public engagement of Canadians. Since its inception, more than 4 million students and teachers have participated in one or more of The Learning Partnership's programs.

Sponsorship of this event will directly support The Learning Partnership programs in British Columbia like *Welcome to Kindergarten™*, *Take Our Kids to Work™*, *Canada's Outstanding Principals™* and *National Technology and Innovation Awards*.

SPONSORSHIP BENEFITS – Celebrating Public Education

Presenting Sponsor \$15,000

- Exclusive recognition as Presenting Sponsor of the Tribute Luncheon
- Exclusive photo opportunity with all VIP representatives
- Full recognition in all promotional materials and on TLP website
- Prominent logo recognition in three banner ads and in one half page ad in a Vancouver newspaper*
- Organization name and logo prominently displayed on signage at the Tribute Luncheon
- Prominent logo displayed in the audiovisual loop at the Tribute Luncheon
- Full page colour ad with priority placement in the Tribute Luncheon program
- Acknowledgement of support during the Tribute Luncheon
- Two prominently positioned tables at the Tribute Luncheon (18 guests). Two seats will be reserved for senior educators. (value \$2,500)
- Congratulatory Message to honourees
- Organization recognized as a Vancouver Tribute Luncheon Supporter in TLP Annual Report

Gold Sponsor \$10,000

- Full recognition in all promotional materials and on TLP website
- Prominent logo recognition in three banner ads and in one half page ad in a Vancouver newspaper*
- Organization name and logo prominently displayed on signage at the Tribute Luncheon
- Prominent logo displayed in the audiovisual loop at the Tribute Luncheon
- Half page colour ad placement in the Tribute Luncheon program
- Acknowledgement of support during the Tribute Luncheon
- One prominently positioned table at the Tribute Luncheon (9 guests). One seat will be reserved for a senior educator. (value \$1,250)
- Congratulatory Message to honourees
- Organization recognized as a Vancouver Tribute Luncheon Supporter in TLP Annual Report

Silver Sponsor \$5,000

- Full recognition in all promotional materials and on TLP website
- Logo recognition in one half page ad in a Vancouver newspaper*
- Organization name and logo prominently displayed on signage at the Tribute Luncheon
- Logo displayed in the audio-visual loop at the Tribute Luncheon
- Quarter page colour ad placement in the Tribute Luncheon program
- Acknowledgement of support during the Tribute Luncheon
- One prominently positioned table (9 guests) at the Tribute Luncheon. One seat will be reserved for a senior educator. (value \$1,250)
- Congratulatory Message to honourees
- Organization recognized as a Vancouver Tribute Luncheon Supporter in TLP Annual Report

Bronze Sponsor \$2,500

- Recognition in all promotional materials and on TLP website
- Logo recognition in one half page ad in a Vancouver newspaper *
- Organization name displayed on signage at the Tribute Luncheon
- Logo displayed in the audio-visual loop at the Tribute Luncheon
- Organization name listed in the Tribute Luncheon program
- Acknowledgement of support during the Tribute Luncheon
- Two tickets to the Tribute Luncheon (value \$250)
- Congratulatory Message to honourees
- Organization recognized as a Vancouver Tribute Luncheon Supporter in TLP Annual Report

Corporate Tables \$1,250

- One corporate table (9 guests) at the Tribute Luncheon. One seat will be reserved for a senior educator. (value \$1,250)
- Table buyer recognized in the Tribute Luncheon program
- Organization recognized as a Vancouver Tribute Luncheon Supporter in TLP Annual Report
- Charitable income tax receipt for the maximum allowable amount

Individual tickets \$125

Congratulatory Message \$500

- Your Congratulatory Message and company name will be listed in the Congratulatory section of the Tribute Luncheon program (must be 25 words or less)
- Your Congratulatory Message will be given to the Honourees in a special Tribute Luncheon Card
- Charitable income tax receipt for full amount of contribution

*Conditional on confirmed media sponsor

For more information on sponsorship or tables please contact Jane Caddick at 778.233.7544 or events@thelearningpartnership.ca
For more information on the Tribute Luncheon, please visit www.thelearningpartnership.ca

Corporations not able to fill their tables are encouraged to donate seats to students and teachers who would otherwise be unable to attend.

The Learning Partnership in British Columbia

Welcome to Kindergarten™



The *Welcome to Kindergarten* program is a unique pre-school readiness program designed to support families with high needs and families from ESL, immigrant and aboriginal communities. The program provides families with the tools and resources to engage their children in early learning experiences prior to the child's first year in school. In 2009/2010 approximately 15,000 students with their

families – roughly 40% of students enrolled in kindergarten in British Columbia will participate in this program.

Take Our Kids to Work™



Take Our Kids to Work™ is an annual national program in which grade 9 students are hosted by parents, relatives or volunteers at workplaces across the country. The program supports career development by helping students connect school, the world of work and their own futures. Over 75% of all schools in British Columbia participate in the *Take Our Kids to Work™* program each year.

Canada's Outstanding Principals™

Canada's Outstanding Principals™ recognizes the unique and crucial contributions of principals in publicly funded schools. The program provides the selected principals with a cutting edge professional development opportunity where they can dialogue and reflect on leadership issues with distinguished leaders from the educational, social, cultural and business communities. Since 2005, 26 principals representing 12 British Columbia school boards have been recognized nationally through this program.



Canada's Outstanding Principals 2009

National Technology Innovation Awards

The *National Technology Innovation Awards* (NTIA) celebrate the achievements of educators whose innovative use of Information and Communication Technologies (ICT) has been instrumental in building modern, interactive learning environments for students in publicly funded schools (K – 12), colleges and universities across Canada.

In 2009, Monty Bell and his team from Burnaby School District #41 received an award for their project *Accessing the World: In Sight and In Soul*.



You're in Good Company

Vancouver Tribute Luncheon 2009 Supporters



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THE VANCOUVER SUN

SERIOUSLY WESTCOAST



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PAN PACIFIC
Vancouver

The Business Council of British Columbia
Canadian Manufacturers & Exporters
The Vancouver Board of Trade

Air China
Alco Ventures Inc.
Asia Pacific Foundation of Canada/ Diana Liu
BC Bearing Engineers Ltd.
Blake, Cassels & Graydon LLP
Canada China Business Council
Canadian Council on Learning
Canadian Red Cross
Capilano University
Cathay Pacific Airways
Chris and Sandra Weafer
Columbia Manufacturing
Dalai Lama Center for Peace and Education
Day4 Energy
Ernst & Young
Glacier Ventures
Graphically Speaking
Healthcare Benefit Trust
Humble Manufacturing Co. Ltd.
HSBC Bank of Canada
IKON Office Solutions
KPMG
Laurier Institution
LifeLabs Medical Laboratory Services/Cantest Ltd.
Literacy BC
McCarthy Tétrault
Millenium Developments
National Energy Equipment

Nature's Path
North Growth Management Ltd.
Nurse Next Door
Omicron Architecture Engineering & Construction
Paul Fletcher/ Deloitte & Touche LLP
Perceptronix Medical Inc.
Ray & Berndtson
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School District 45
Seaspan Corporation
Sierra Systems Group Inc.
Simon Fraser University
Stikeman Elliott LLP
Surrey School District
TD Waterhouse
Telus
The Learning Factor
The Vancouver Canucks
University of British Columbia
Vancouver Airport Authority
Vancouver Board of Education
Vancouver School Board
Warrington PCI Management



2010 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	167,697		
2010 Proposed Budget	250,000		\$ 417,697
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		
Globe 2010 Biennial Trade Fair & Conference	1,633		
BC High School Bhangra Society	1,500		
Flavours of Surrey	15,000		
Canada-India Networking Initiative	800		
Learning Partnership - Tribute Luncheon	1,250		
Allocations for 2010		\$ 78,433	\$ 339,264