

NO: F013

COUNCIL DATE: June 7, 2010

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## FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **May 10, 2010**

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

FILE: **1850-20**

SUBJECT: **Sponsorship Request – SFU President’s Farewell Gala**

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## RECOMMENDATION

The Finance & Technology Department recommends that the Finance Committee recommend that Council approve from the Council Initiatives Fund sponsorship for the Simon Fraser University’s (SFU) President’s Farewell Gala being held on June 24, 2010 in the amount of \$5,000 (Master level), which includes, among other things, premium seating for 10 attendees as well as recognition at the Gala.

## BACKGROUND

The City has received a request from SFU for sponsorship in relation to the SFU President’s Farewell Gala being held on June 24<sup>th</sup>, 2010. This report addresses this request.

## DISCUSSION

Simon Fraser University (SFU) is hosting a President’s Farewell Gala on Thursday, June 24<sup>th</sup>, 2010, to honour and celebrate Dr. Michael Stevenson’s contributions as the president of Simon Fraser University. Dr. Stevenson is retiring at the end of August as President of SFU after 10 years of distinguished service in this role. He was instrumental in establishing, among other expansions to SFU in the lower mainland, the Surrey Campus of SFU, which has exceeded expectations both in terms of enrolment targets as well as with respect to academic achievements. Dr. Stevensen has been the longest-serving President in SFU’s history.

SFU has requested that the City of Surrey consider being one of the sponsors of the event. A copy of the sponsorship information provided by SFU related to the event is attached to this report as **Appendix A**.

Staff has reviewed this request. Given the importance of SFU to the future of Surrey City Centre and the profile that the Gala is likely to generate, it is recommended that the City support the event by way of a Master-level sponsorship in the amount of \$5,000 from the Council Initiatives Fund, which includes a table for 10 and corporate recognition at the Gala Banquet.

**Status of the Council Initiatives Fund:**

If Council adopts the recommendations of this report the un-allocated balance in the Council Initiatives Fund will be \$284,264, as documented in ***Appendix B***.

Vivienne Wilke, CGA  
General Manager,  
Finance & Technology

**Appendix A: A Farewell to SFU President**  
**Appendix B: Status of the Council Initiatives Fund**

**SFU**

**SIMON FRASER UNIVERSITY**  
THINKING OF THE WORLD

## A FAREWELL TO SFU PRESIDENT MICHAEL STEVENSON AND HIS WIFE, JAN WHITFORD

Thursday, June 24, 2010  
The Fairmont Hotel Vancouver

### SPONSORSHIP OPPORTUNITIES

For more information, contact:  
Holli Redekop  
Director, Ceremonies and Events  
778.782.4643 [holli\\_redekop@sfu.ca](mailto:holli_redekop@sfu.ca)



## A FAREWELL TO SFU PRESIDENT MICHAEL STEVENSON AND HIS WIFE, JAN WHITFORD

*Reception and Dinner, Thursday, June 24, 2010*

At the end of August, Dr. Michael Stevenson will retire from SFU as the university's President and Vice-Chancellor. A special evening has been planned to celebrate Michael Stevenson's 10 years of extraordinary achievement as President of Canada's top comprehensive university.

Under his leadership, Simon Fraser University has expanded each of its three campuses to increase access to education for the citizens of British Columbia while becoming deeply engaged in the social and economic affairs of the community. His leadership was acknowledged in November, 2009, when SFU was awarded the Gold medal in the education category of the IPAC/Deloitte Public Sector Leadership Awards for the success it has achieved in bringing educational opportunities down from the mountain to the cities where people work and live.



### **Achievements Include:**

- Creating the Surrey campus, which not only has enrollment ahead of target but has become the centrepiece of a neighbourhood that is now marketed as the "University District"
- Championing and leading the move of SFU Contemporary Arts into the Woodward's redevelopment project, insisting it go beyond the traditional teaching and performance mandate of an art school to connect arts programs and artists with the community and help drive the social and cultural renewal of Vancouver's Downtown Eastside
- Creating the Segal Graduate School of Business in downtown Vancouver
- Expanding the Burnaby campus with the addition of extensive new research and teaching facilities



### About Michael Stevenson and Jan Whitford

Among many community and professional involvements, Michael Stevenson has served on the Board of the Mathematics of Information Technology and Complex Systems (MITACS), as Chair of the University Presidents' Council of British Columbia, Chair of the Standing Committee on Educational Issues and Funding of the Association of Colleges and Universities of Canada, and as a Director on the Vancouver Board of Trade and the BC Business Council. He is currently Chair of the British Columbia Council for International Education, and former Chair of the Council of Western Canadian University Presidents. He also serves on the Board of Genome BC.

Jan Whitford, who has a long and distinguished career in Canadian and international book publishing, is Michael's wife and confidante. Since Jan and Michael moved to Vancouver from Ontario 10 years ago, Jan has also become an active member of the local community, serving on the Board of the Vancouver International Writers Festival, the Vancouver Recital Society, the Goh Ballet Vancouver Society, and the David Suzuki Foundation Publishing Committee.

### About the Reception and Dinner

This high profile celebratory event will gather approximately 800 prominent business, government and community leaders, SFU alumni and friends of the University to thank Michael and Jan for their contributions to the University and to pay tribute to their significant achievements.

### An event not to be missed

With SFU campuses in Burnaby, Vancouver and Surrey, this elegant black-tie optional reception and dinner will attract prominent members from each of these communities. In addition to a spectacular dinner and memorable video retrospective, the evening will feature a special appearance by the six-time World Champion SFU Pipe Band in a private performance.

### Event Details

Reception: 6:00 pm

Dinner and Program: 6:45 pm

BC Ballroom, The Fairmont Hotel Vancouver

Tickets	\$200
Tables of 10	\$2000
Masters Table Sponsor	\$5000
Doctorate Table Sponsor	\$10,000



**THE COMMITTEE**

The President's Farewell Gala event is being organized by a prominent voluntary committee of business leaders and friends of SFU:

**Don Avison**

Board of Directors, Michael Smith Foundation for Health Research, former President, Research Universities Council of BC

**Michael Francis**

Chair, Board of Governors, SFU; President, Seed Management Inc.

**Michael Geller**

President, The Geller Group

**Marina Haddad**

Owner of Flag Chevrolet; prominent Surrey Community member

**Gordon Harris**

President and CEO, SFU Community Trust

**Carol Henriquez**

British Columbia Achievement Foundation Board of Directors; Co-Founder and former Executive Director of Vancouver's Arts Umbrella

**Bernie Maroney**

President, SFU Alumni Association; Senior Business Strategy Analyst, Telus

**David Poole**

Senior Vice President, British Columbia and the Yukon Region, Scotiabank

**Lorne Segal**

President, Kingswood Properties Ltd.

**Lisa Vogt**

Regional Managing Partner, British Columbia, McCarthy Tetrault LLP

## About Simon Fraser University

Ranked by respected national surveys as one of Canada's top three comprehensive universities for almost 20 years, Simon Fraser University is named after a famous explorer and known for its pioneering spirit.

From the moment we connect with prospective students, until they cross Convocation Mall to collect their degrees, committed staff and faculty help them chart their own unique course through numerous interdisciplinary academic programs.

Spanning many disciplines in eight faculties, SFU offers more than 100 undergraduate major and joint major programs and more than 45 graduate offerings. Mentored by faculty acclaimed for their research and teaching abilities and coached by dedicated advisors and employers in our work integrated learning program, our more than 100,000 graduates enjoy limitless career opportunities.

SFU has over 100,000 alumni and approximately 71 per cent of our alumni have remained in the Lower Mainland. Over 42% of our alumni are 40-59 years of age. Our alumni, senior administrators, a wide range of guests from the community, University Presidents and Chancellors from across Canada and community leaders are invited to this event.





# EVENT SPONSORSHIP OPPORTUNITIES

*\*Sponsorships are on a first commitment basis until the event is sold out*

## SFU CAMPUS SPONSOR

Limited to 3 sponsors (Burnaby Campus, Vancouver Campus, Surrey Campus)  
\$25,000

### Media and Marketing Benefits

- Prominently recognized as a key sponsor on invitations which will be mailed and emailed to 80,000 + community, government and business leaders, SFU alumni, friends of SFU and the University community
- Premium placement of name and logo in newspaper ad, marketing emails, and social networking sites. Name will also be included in media releases and packages
- Premium placement of name, logo and link to your organization on SFU website

### Profile Benefits

- Four complimentary invitations to exclusive cocktail pre-reception with SFU President Michael Stevenson and Jan Whitford and incoming President Designate Andrew Petter and his wife Maureen Maloney
- Two complimentary premium placed tables of 10 at dinner
- Two seats at the Head Table provided for the head of your organization and his/her guest
- High profile speaking role at event
- Opportunity to place an approved corporate gift for guests at each table
- Recognition as a key sponsor from the podium at the event
- Prominent recognition of name and logo on screens
- Corporate table signage



## DINNER SPONSOR

Limited to 1 sponsor

\$20,000

### Media and Marketing Benefits

- Prominently recognized as a key sponsor on invitations which will be mailed and emailed to 80,000 + community, government and business leaders, SFU alumni, friends of SFU and the University community
- Prominent placement of name and logo in newspaper ad, marketing emails, and social networking sites. Name will also be included in media releases and packages
- Prominently placement of name, logo and link to company on SFU website

### Profile Benefits

- Four complimentary invitations to exclusive cocktail pre-reception with SFU President Michael Stevenson and Jan Whitford and incoming President Designate Andrew Petter and his wife Maureen Maloney
- One complimentary premium placed table of 10 at dinner (\$10,000)
- Recognition from podium
- Prominent recognition of name and logo on screens
- Corporate table signage

## RECEPTION SPONSOR

Limited to 1 sponsor

\$15,000

### Media and Marketing Benefits

- Recognized as a key sponsor on invitations which will be mailed and emailed to 80,000 + community, government and business leaders, SFU alumni, friends of SFU and the University community
- Placement of name and logo in newspaper ad, marketing emails, and social networking sites. Name will also be included in media releases and packages
- Placement of name, logo and link to company on SFU website

### Profile Benefits

- Four complimentary invitations to exclusive cocktail pre-reception with SFU President Michael Stevenson and Jan Whitford and incoming President Designate Andrew Petter and his wife Maureen Maloney
- One complimentary premium placed table of 10 at dinner (\$10,000)
- Recognition from podium
- Recognition of name and logo on screens
- Corporate table signage



## MEDIA SPONSOR

Limited to 1 Print Media Sponsor and 1 TV/Radio Sponsor  
in-kind/cash \$10,000 plus

### Media and Marketing Benefits

- Recognized as a media sponsor on invitations which will be mailed and emailed to 80,000 + community, government and business leaders, SFU alumni, friends of SFU and the University community
- Placement of name and logo in newspaper ad, marketing emails, and social networking sites. Name will also be included in media releases and packages
- Placement of name, logo and link to company on SFU website

### Profile Benefits

- TV/Radio sponsor may provide MC for the evening
- Print Media sponsor receives recognition from podium
- Two complimentary invitations to exclusive cocktail pre-reception with SFU President Michael Stevenson and Jan Whitford and incoming President Designate Andrew Petter and his wife Maureen Maloney
- Five complimentary dinner tickets at a premium placed table
- Recognition of name and logo on screens



## TABLE SPONSORSHIP OPPORTUNITIES



**Doctorate Sponsor**  
Limited to 15  
\$10,000

**Sponsorship Benefits**

- Table for 10 guests
- Premium table placement
- Recognition on screens
- Corporate Table Signage

**Masters Sponsor**  
Limited to 20  
\$5,000

**Sponsorship Benefits**

- Table for 10 guests
- Preferred table placement
- Recognition on screens
- Corporate Table Signage



## 2010 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	167,697		
<b>2010 Proposed Budget</b>	<b>250,000</b>		<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		
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		
Boys & Girls Club of Greater Vancouver	50,000		
President's Farewell Gala	5,000		
<b>Allocations for 2010</b>		<b>\$ 133,433</b>	<b>\$ 284,264</b>