

NO: F015

COUNCIL DATE: June 21, 2010

FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **June 16, 2010**

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

FILE: **1850-20**

SUBJECT: **Sponsorship for Red FM Charity Run at Bear Creek Park**

RECOMMENDATION

The Finance and Technology Department recommends that the Finance Committee recommend that Council support the fourth Annual Red FM Bear Creek Park Run, organized by the Surrey Asian Broadcasting Corp (Red FM) with a “gold level” sponsorship in the amount of \$5,000 from the Council Initiatives Fund.

BACKGROUND

On November 23, 2009, the Finance Committee approved the 2010 City Grants. Since that time, the City has received a sponsorship request from the South Asian Broadcasting Corp (Red FM) to support the 4th Annual Bear Creek Park Charity Run, which that company organizes.

DISCUSSION

The South Asian Broadcasting Corp, also known as Red FM, is an active corporate member of the Surrey community, supporting and participating in various community events such as Canada Day, Fusion Festival and Winter Fest. Red FM is holding its fourth Annual Charity Run at Bear Creek Park on July 18, 2010. The proceeds from this year’s Run will once again benefit Surrey’s Wrap Around Program, a joint initiative of the Surrey RCMP and the Surrey School Board that targets youth who are at risk of joining gangs.

Previous City Involvement:

In 2007, the first year of the Run, the proceeds of the Run were directed to a program that addressed domestic violence. A total of \$40,000 was raised. The City of Surrey contributed \$5,000 to the Run in 2007. In 2008, the proceeds of the Run were directed to the Surrey Memorial Hospital Foundation and the expansion of the Emergency Ward at the Surrey Memorial Hospital. A total of \$25,000 was raised by the Run. In 2008 the City of Surrey contributed \$2,500 to the Run in consideration of a large separate contribution that the City made to the Surrey Memorial Hospital Foundation for the Emergency Ward project. In 2009 Surrey purchased a gold level

sponsorship valued at \$2,500. The proceeds of the Run in 2009 amounted to \$25,000, which were directed to the *Wrap Around Program*.

Red FM has requested that the City once again provide gold level sponsorship funding for the 2010 Run. A gold level sponsorship is \$5,000. This level of sponsorship will result in the City's corporate logo being displayed on the event posters, flyers, website and t-shirts. It will also allow the City to display two civic banners at the run site. Providing support for this event is a means of demonstrating the City's continuing support for crime reduction initiatives within the City. Details of the sponsorship package are included in *Appendix A*.

The Grants Evaluation Committee has reviewed this request and determined that it does not meet the City Grants Policy as this is a fund-raising event for a third party; however, funding to support the Run is available through the Council Initiatives Fund.

SUSTAINABILITY CONSIDERATIONS

The Annual Red FM Bear Creek Park Run supports the socio-cultural goal of public safety and security (SC11) in that it provides financial support to the *Surrey Wrap Around Program*, a crime prevention program.

CONCLUSION

If Council adopts the recommendations of this report, the un-allocated balance in the Council Initiatives Fund would be \$279,264 as documented in *Appendix B*.

Vivienne Wilke, CGA
General Manager,
Finance & Technology

Appendix A: Red FM Sponsorship Package
Appendix B: Council Initiatives



The 4th Annual Red FM Walk/Run is
coming!
Sunday, July 18th, 2010

As you would know Surrey and Vancouver are challenged with youth violence and sadly it is very high in the South Asian community. On July 18, during the RED FM walk and RUN, several good corporate citizens and many individuals will come together and walk/ run to show that we care for the youth. It is also a great way to encourage healthy lifestyle and community spirit.

The money raised would be donated to RCMP's youth violence initiatives. City of Surrey has been our valuable supporter in the past and I invite you to participate and support this initiative with a \$5000 sponsorship.

RED FM will recognize your sponsorship on-air as well as on the stage on July 18th during the run.

As a community station we have started this walk and run to bring people together to take step together for the better.



2010 Red FM Run Sponsorship Packages

Platinum Sponsorship

Pre event:

Prominent company logo on all run posters, fliers

Company name/brand mentioned on 240 on-air promos
 30days x 8/day =240 promos (7secs per)

Company name/brand mentioned on all run related announcements
 30days x 5/day = 150 company tags (7secs per)

Prominent company logo on www.redfm.ca with direct link to your website
 Company promotional material may be inserted into Red FM Run packages

Day of event:

2 Company banners displayed prominently at start/finish area (max size 3'x6')
 Large/prominent logo on Red FM Run T-shirt
 Prominent area for company tent near spectator area
 Acknowledgement on stage
 1 minute to address spectators before event
 Thank you plaque presented on stage before event

Post event:

Company name mentioned in all "thank you" promos on Red FM
 7 days x 5/days = 35 promos (7secs per)

Company name mentioned in all "thank you" announcements on Red FM
 3days x 3/day = 9 company tags (7secs per)

Total Value \$15,020
Your Net Cost \$10,000



Gold Sponsorship:

Pre Event:

- Company name/brand mentioned on 240 on-air promos (30days x 8/day =240 promos)
- Company logo on all run posters, fliers
- Company logo on www.redfm.ca with direct link to your website
- One company promotional material may be inserted in to Red FM Run packages
- Small logo Red FM Run T-shirt

Day of event:

- Acknowledgement on stage
- 2 banners on site (max size 3'x6')
- Preferred placement for company tent
- Certificate of appreciation

Total Value \$6,350
Your Net Cost \$5,000



**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		
Boys & Girls Club of Greater Vancouver	50,000		
President's Farewell Gala	5,000		
Red FM 4th Annual Run	5,000		
Allocations for 2010		\$ 138,433	\$ 279,264