

FINANCE COMMITTEE

TO: **Mayor & Council** DATE: **May 24, 2011**

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

SUBJECT: **Sponsorship Request – 5th Annual Red FM Charity Walk and Run**

RECOMMENDATION

The Finance & Technology Department recommends that the Finance Committee recommend that Council approve a sponsorship grant of \$5,000 from the Council Initiatives Fund to the organizers of the 5th Annual Red FM Walk & Run that will be held at Bear Creek Park on Saturday July 10th, 2011.

BACKGROUND

The City has received a sponsorship request from the South Asian Broadcasting Corp, also known as Red FM, for their 5th Annual Walk/Run at Bear Creek Park. This report addresses that request.

DISCUSSION

Red FM is an active corporate member of Surrey, supporting and participating in various community events such as Canada Day, Fusion Festival and Winter Fest. Red FM hosts an annual charity run at Bear Creek Park in support of Surrey local needs. It is holding its 5th Annual Charity Walk and Run at Bear Creek Park on July 10, 2011. The proceeds from this year's event will once again be contributed to 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. This event has raised over \$65,000 for the *Wrap Around Program* over the last two years. The proceeds of the Run in 2007 were contributed to initiatives targeted at addressing domestic violence and in 2008 the proceeds were contributed to the Surrey Memorial Hospital expansion.

Red FM has requested that the City once again provide sponsorship funding for the 2011 Run. The City has sponsored this event in each year since its inception. In 2010, the City provided sponsorship in the amount of \$5,000 to the event. Staff has reviewed the sponsorship levels for the 2011 event and has determined that a "gold level" sponsorship of \$5,000 would be reasonable. Details of the sponsorship package are included in *Appendix A*. This level of sponsorship will include the City receiving recognition during pre-event promotions and the display of the City's corporate logo as part of the event's communications including website link on the Red FM website and on the Red FM Run t-shirts. It will also include a display of a City banner at the event and a corporate tent. Providing support for this event is a means by which the City can demonstrate its continuing support for crime reduction initiatives within the City.

The Grants Evaluation Committee is recommending that funding for this sponsorship be provided from the Council Initiatives Fund as it does not meet the City Grants Policy due to the Run being a fund-raising event for a third party.

Funding in the Council Initiatives Fund

If Council adopts the recommendation contained within this report, the un-allocated balance in the Council Initiatives Fund will be \$449,341 as documented in *Appendix B*.

SUSTAINABILITY CONSIDERATIONS

The Annual Red FM Bear Creek Park Run supports the achievement of the vision of the Sustainability Charter; more particularly, socio-cultural goal #SC11 related to enhanced public safety and security in that it provides financial support to the Surrey *Wrap Around Program*, a crime prevention program focused on vulnerable youth.

Vivienne Wilke, CGA
General Manager,
Finance & Technology

Appendix A: Red FM Sponsorship Package

Appendix B: Summary of Council Initiatives Fund Utilization



The 5th Annual RED FM Walk/Run is coming!

Sunday, July 10th, 2011

We are happy to announce that the RED FM Walk/Run will take place on Sunday, July 10th, 2011 at Bear Creek Park in Surrey. The RED FM Walk/Run is the perfect way to celebrate a healthy lifestyle and community spirit. This year's event will again feature a 2km walk/run around the running oval and a 10km run through the fabulous Bear Creek Park trails. Both will begin at the main stage area on the running oval @ 9:30am. As always, participants will be treated to a rejuvenation area and event t-shirts!

Over the last 2 years the RED FM Walk/Run has raised funds for the RCMP Youth Initiative and donated \$42,000. Again this year, the RED FM Walk/Run will donate all proceeds to the RCMP Youth Initiative's *"Surrey Wrap Program"*:

"A program that supports at-risk youth for up to three years to encourage the students towards stability and academic and personal success."



2011 RED FM Walk/Run Sponsorship Packages

Platinum Sponsorship

Pre event:

- Company name/brand mentioned on 162 on-air promos
(June 13 – July 9): 27 days x 6/daily= 162 promos (7secs per)
- Company name/brand mentioned on 135 run related announcements
(June 13 – July 9): 27days x 5/daily= 135 tags (7secs per)
- Prominent company logo on www.redfm.ca with direct link to your website
- Interview with during the Harjinder Thind show (week of the event)

Day of event:

- Company banner displayed prominently on the stage
- 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 “thank you” promos on RED FM
(July 11 – 13): 3 days x 5 daily promos= 15 promos (7secs per)
- Company name mentioned in “thank you” announcements on RED FM
(July 11 – 13): 3 days x 3 daily announcements= 9 tags (7secs per)

Your Cost \$8000

Gold Sponsorship:

Pre Event:

- Company name/brand mentioned on 81 on-air promos
(June 13 – July 9): 27 days x 3/daily= 81 promos (7 secs per)
- Company name/brand mentioned on 54 run related announcements
(June 13 – July 9): 27 days x 2/daily= 54 tags (7 secs per)
- Company logo on www.redfm.ca with direct link to your website
- Small logo on RED FM Run T-shirt

Day of event:

- Acknowledgement on stage
- Company banner on site
- Preferred placement for company tent
- Certificate of appreciation

Your Cost \$5000

Silver Sponsorship:

Pre-event:

- Company logo on www.redfm.ca with direct link to your website

Day of event:

- Banner on site
- Acknowledgement on stage

Your Cost \$1000



2011 FINANCIAL PLAN
COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	267,341		
2011 Proposed Budget	<u>250,000</u>		\$ 517,341
RCMP 60th Anniversary Exhibit	20,000		
Surrey Minor Hockey - Provincial Championships	3,000		
Arts Umbrella Surrey	25,000		
2011 Flavours of Surrey Event	15,000		
Red FM 5th Annual Run	5,000		
Annual Pride Festival	5,000		
Allocations for 2011		<u>\$ 73,000</u>	<u>\$ 444,341</u>