

FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **June 9, 2011**

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

FILE: **1850-20**

SUBJECT: **Sponsorship Request – Annual Pride Festival**

RECOMMENDATION

The Finance & Technology Department recommends that the Finance Committee recommend that Council approve a grant of \$1,000 from the Council Initiatives Fund to the organizers of the 12th Annual Pride Festival that will be held at Holland Park on Saturday July 10th, 2011.

BACKGROUND

On December 10, 2010, the Finance Committee approved the 2011 City Grants. Since that time, the City has received a sponsorship request from the OIS Rainbow Cultural Society for their annual Pride Festival. This report addresses that request.

DISCUSSION

The OIS Rainbow Cultural Society is a non-profit society that holds socials and raises funds for various charities throughout the Fraser Valley with a particular emphasis on G.L.B.T.Q. (Gay, Lesbian, Bisexual, Transgender and Queer) charities in Surrey such as Djaef Mahler Grocery (HIV Food Bank), Surrey Youth Alliance and Positive Haven. The OIS Rainbow Cultural Society holds an annual Pride Festival, which acts as their primary fund raiser, providing the Society with the ability to host GLBTQ events throughout the year. In 2010, the Surrey Pride event was held in Holland Park for the first time, which increased participation from 200 in previous years to approximately 1,500 in 2010.

OIS Rainbow Cultural Society is requesting sponsorship for their 12th Annual Pride Festival, which will be held at Holland Park on July 10th, 2011. This event will be open to all and will include a main stage with a variety of new and exciting entertainment, as well as a kid zone and other activities. Staff has reviewed the sponsorship materials as forwarded by the event organizers and recommends that a sponsorship grant of \$1,000 be provided by the City. The sponsorship package for the event is included in **Appendix “A”**.

The Grants Evaluation Committee is recommending that funding for this sponsorship grant be provided from the Council Initiatives Fund as it does not meet the City Grants Policy.

Funding in the Council Initiatives Fund

If Council adopts the recommendation of this report, the un-allocated balance in the Council Initiatives Fund would be \$438,341 as documented in **Appendix “B”**.

SUSTAINABILITY CONSIDERATIONS

The Annual Pride Festival supports the broad Sustainability Charter socio-cultural goal of promoting a safe, caring, engaged and liveable community that is inclusive of all aspects of diversity, through the provision of community celebrations.

Vivienne Wilke, CGA
General Manager,
Finance & Technology

Appendix A: Surrey Pride Sponsorship Package

Appendix B: Summary of Council Initiatives Fund Utilization

SURREY
Pride
o i s r c s



Surrey Pride 2011

Pride Festival Sponsorship Package

OIS Rainbow Cultural Society invites you to participate as a sponsor of the 2011 Surrey Pride Festival. OISRCS is excited to announce that this year the Surrey Pride Festival will be held Sunday, July 10th at Holland Park in Surrey. The opportunity to host the Surrey Pride Festival at Holland Park allows our organization to bring this year's pride celebrations front and center in the City of Surrey and provides an excellent advantage to sponsors who choose to participate by giving assistance to this exciting event by pledging their support to ensure that this will be the best Surrey Pride Festival yet.

Surrey Pride is proud to celebrate its 12th Annual Pride Festival weekend and excited to see this year's festival be the biggest and best festival ever. The location change to Holland Park last year dramatically increased the participants attending from 200 to approximately 1500 and we expect this number to increase exponentially as we continue to grow this year. The Surrey Pride Festival will include a main stage with a variety of new and exciting entertainment including live bands, local live and lip-sync performers as well as a kid zone, and many other fantastic activities.

The theme of 2011 Surrey Pride, 'Share the Rainbow' encourages everyone in the community to participate in the annual festival by either coming to share their own 'rainbow' or just coming to share our rainbow.

This is an excellent opportunity for local businesses and organizations to show their support of these goals while promoting themselves to a very supportive and loyal community.

We welcome your involvement and thank you for supporting Surrey Pride in 2011. We look forward to Sharing our Pride with you.

The following is a proposed structure of sponsorship for the 2011 Surrey Pride Festival. This is intended to be a starting point for negotiations for all parties interested in being a sponsor of Surrey Pride 2011. OISRCS and the 2011 Surrey Pride Committee reserve the right to modify the terms of the following sponsorship classifications as determined through its negotiations with its sponsors.

If a Presenting Sponsor is found, then the Main Stage sponsorship level will be irrelevant and will not be offered for the 2011 Surrey Pride events. However, Gold, Silver, Bronze and Media sponsorships will still be available to be negotiated.

All sponsorship inquiries should be made to the 2011 Surrey Pride Committee through the Sponsorship Committee Chair, Cory Cassel at 604-376-1313 or e-mail at cory@surreypride.ca.

Payment of sponsorship contributions should be as soon as possible but preferably no later than May 1st to ensure that your benefits as a sponsor can be maximized throughout the planning process.



Surrey Pride 2011

Pride Festival Sponsorship Package

Presenting Sponsor - \$10,000 contribution

"YOUR COMPANY" presents Surrey Pride 2011

The total budget for all aspects planned for the 2011 Surrey Pride celebrations is approximately \$10,000. Your contribution of \$10,000 will ensure that OISRCS has all the funds required to make this year's event the best ever.

Your company will have exclusive advertising at all 2011 Surrey Pride events as well as all events hosted by OISRCS leading up to this year's pride events and will have the name of your company included in the title of 2011 Surrey Pride.

Your company will have its name on all 2011 Surrey Pride correspondence and advertising, including main page presence on our current website.

Your company will have its name displayed prominently on the main stage and kids zone at the 2011 Surrey Pride Festival, as well as all 2011 Surrey Pride events.

Your company will have an opportunity to have physical presence on site at the 2011 Surrey Pride Festival as well as all 2011 Surrey Pride events and preferred vendor location.

Your company will receive verbal promotion over the sound system at numerous various times throughout the 2011 Surrey Pride Festival and all 2011 Surrey Pride events.

Your company will have the first right to sponsor the 2012 Surrey Pride celebrations.



Surrey Pride 2011

Pride Festival Sponsorship Package

Main Stage Sponsor - \$5000 contribution

The projected cost of the set-up and production of the main stage at the 2011 Surrey Pride Festival is approximately \$5000. Your contribution of \$5000 will ensure that the main stage at the 2011 Surrey Pride Festival will be as professional looking and sounding as possible.

Your company will have exclusive advertising on the main stage at the 2011 Surrey Pride Festival.

Your company will be recognized as the Main Stage Sponsor on all 2011 Surrey Pride advertising in addition to having your company prominently displayed on our website.

Your company will have its name displayed prominently at all 2011 Surrey Pride events.

Your company will have verbal recognition from the main stage at minimum twice per hour during the 2011 Surrey Pride Festival and all 2011 Surrey Pride events.

Your company will have an opportunity to have a physical presence at the 2011 Surrey Pride Festival as well as a preferred vendor location at no charge.

Your company will have the first right to be the main stage sponsor for the 2012 Surrey Pride Festival.



Surrey Pride 2011

Pride Festival Sponsorship Package

Gold Sponsor - \$1000 contribution

For a \$1000 contribution your company will be recognized as a Gold Sponsor on all 2011 Surrey Pride advertising.

Your company will be recognized as a Gold Sponsor at the 2011 Surrey Pride Festival as well as at all 2011 Surrey Pride events and your logo displayed on our website.

Your company will have verbal recognition from the Main Stage once per hour during the 2011 Surrey Pride Festival as well as once at all 2011 Surrey Pride events.

Your company will receive a vendor space at the 2011 Surrey Pride Festival at no charge.

Silver Sponsor - \$500 contribution

For a \$500 contribution you company will be recognized as a Silver sponsor on all 2011 Surrey Pride advertising.

Your company will be recognized as a Silver Sponsor at the 2011 Surrey Pride Festival as well as at all 2011 Surrey Pride events and your logo displayed on our website.

Your company will have verbal recognition from the main stage twice during the 2011 Surrey Pride Festival as well as at all Surrey Pride events

Your company will receive a vendor space at the 2011 Surrey Pride Festival at no charge.

Bronze Sponsor - \$250 contribution

For a \$250 contribution your company will be recognized as a Bronze Sponsor on all 2011 Surrey Pride advertising.

Your company will be recognized as a Bronze Sponsor at the 2011 Surrey Pride Festival and at all 2011 Surrey Pride events and your logo displayed on our website.

Your company will have verbal recognition from the main stage once during the 2011 Surrey Pride Festival.

Your company will receive a vendor space at the 2011 Surrey Pride Festival at no charge.

SURREY
Pride
o i s r c s



Surrey Pride 2011

Pride Festival Sponsorship Package

Media Sponsor – In-Kind contribution

As a media sponsor of the 2011 Surrey Pride Festival, you will provide a pre-determined amount of advertising at a negotiated value in-kind.

Your company will receive recognition as Media Sponsor on all 2011 Surrey Pride advertising, recognition as a Media Sponsor at the 2011 Surrey Pride Festival and all 2011 Surrey Pride events, and a vendor space at the 2011 Surrey Pride Festival at no charge.

SURREY
Pride
o i s r c s



Surrey Pride 2011

Pride Festival Sponsorship Package

Partners of Surrey Pride

As a individual or business that has helped us throughout the year with your own contributions that helps the Surrey Pride Society be the successful organization it is today; we welcome you to be one of our Partner sof Surrey Pride. Whether through a financial contribution or in-kind donation to our organization, we want to thank you and show our appreciation.

Partners of Surrey Pride will receive recognition at the Surrey Pride Festival as well as recognition on our website that you are one of many partners that help in making Surrey Pride a success each and every year.



**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
Sponsor Appreciation Event	10,000		
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	1,000		
Allocations for 2011		<u>\$ 79,000</u>	<u>\$ 438,341</u>