

NO: F022

COUNCIL DATE: September 12, 2011

FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **August 31, 2011**

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

FILE: **1850-01**

SUBJECT: **Simon Fraser University(SFU) - Surrey - Sponsorship Opportunities**

RECOMMENDATION

The Finance and Technology Department recommends that the Finance Committee endorse and recommend that Council approve:

- 1) a sponsorship contribution of \$2,500 from the Council Initiatives Fund in support of the 4th Annual SFU Surrey Diwali Dinner; and
- 2) a sponsorship contribution of \$5,000 from the Council Initiatives Fund in support of the 6th Annual SFU Surrey Gala Dinner and authorize the purchase of tickets as necessary for those members of Council who are planning to attend this event.

BACKGROUND

SFU Surrey has invited the City to become one of the sponsors for its two major annual Surrey events, being the SFU Surrey Diwali Celebration and Dinner that will be held on October 11th and the SFU Surrey Gala that will be held on November 1st.

DISCUSSION

The University Advancement Division of SFU Surrey is hosting the SFU Diwali Celebration and Dinner on October 11, 2011. This event will bring together Indo Canadian and South Fraser business communities, along with SFU alumni, current SFU students and senior representatives of other agencies and organizations for an evening of entertainment, networking and information sharing that will include an update by SFU on the progress that SFU and its partners have made in expanding economic and academic ties with India. SFU is requesting that the City consider providing a sponsorship contribution of \$2,500 to support this event. The net proceeds of the event are being used to provide scholarships for students interested in working and volunteering in cities and villages throughout India. The sponsorship also includes tickets to the event for eight individuals, which will be reserved for members of Council if they are available to attend.

The University Advancement Division of SFU Surrey is also hosting the 6th Annual SFU Surrey Gala Dinner on November 1, 2011 to raise funds for the SFU Close-to-Home Entrance Awards. These Awards were established to encourage Surrey and other South of the Fraser area high school graduates to continue their education. The Awards program is targeted at students with high academic achievement who have demonstrated leadership and community involvement.

SFU is requesting that the City consider being a Silver-level Sponsor for this event with a sponsorship contribution of \$5,000. With this sponsorship the City will receive 4 complimentary tickets to the event that will be allocated to members of Council who are planning to attend the event.

Subject to Council approval of the recommendations of this report, the City of Surrey will be recognized as a sponsor for each of the events as part of the formalities at each event, will receive complimentary tickets to each event and will be acknowledged as a sponsor in the program for each event, on the SFU website and on displays at the event venue during the event.

These sponsorship requests do not satisfy the evaluation criteria for a City grant as stipulated in the City Grant Policy since the events are fund-raisers for another organization; however, Council has previously provided sponsorship support for these types of events from the Council Initiatives Fund to demonstrate the City's continuing strong support for SFU Surrey.

Funding

There is sufficient funding in the Council Initiative Fund to support the recommendations of this report. If Council decides to adopt these recommendations the un-allocated balance in the Council Initiatives Fund will be \$354,591 as documented in Appendix "A" attached to this report.

CONCLUSION

Based on the above discussion, it is recommended that the Finance Committee endorse and recommend that Council approve:

- a sponsorship contribution of \$2,500 from the Council Initiatives Fund in support of the 4th Annual SFU Surrey Diwali Dinner; and
- a sponsorship contribution of \$5,000 from the Council Initiatives Fund in support of the 6th Annual SFU Surrey Gala Dinner and authorize the purchase of tickets as necessary for those members of Council who are planning to attend this event.

Vivienne Wilke, CGA
General Manager,
Finance & Technology

Appendix "A": Council Initiatives Fund – Allocations for 2011

APPENDIX "A"



2011 FINANCIAL PLAN
COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining
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		
Mayor's Charity Ball	3,250		
2011 Canadian Junior Boys Golf Championship	10,000		
2012 Doors Opens Surrey Event	50,000		
Break the Silence on Violence Against Women	10,000		
Surrey Crime Prevention Society - Annual General Meeting & Awards	1,000		
SFU - Diwali Dinner	2,500		
SFU - Annual Gala Dinner	5,000		
SFU - Annual Gala Dinner - Councillor Attendance	2,000		
Allocations for 2011		<u>\$ 162,750</u>	<u>\$ 354,591</u>