

NO: F023

COUNCIL DATE: September 12, 2011

FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **September 6, 2011**

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

FILE: **1850-20**

SUBJECT: **Sponsorship Request – SASSY Awards**

RECOMMENDATION

The Finance & Technology Department recommends that the Finance Committee recommend that Council approve a sponsorship contribution of \$2,500 from the Council Initiatives Fund in support of the SASSY (Service Above Self by Surrey Youth) Awards, that will be held at the Bell Performing Arts Centre on October 14th, 2011.

BACKGROUND

The Semiahmoo Rotary Club has invited the City to become one of the sponsors for its first Annual Surrey Youth Awards. The SASSY Awards recognize “Service Above Self by Surrey Youth” and will be held at the Bell Performing Arts Centre on October 14th, 2011.

DISCUSSION

The Semiahmoo Rotary Club is hosting the first annual Surrey Youth Awards with the intention of making this an annual event. The SASSY Awards recognize “Service Above Self by Surrey Youth” and will honour youth aged 16 to 21 who are living in Surrey or White Rock and are making a difference in our community by demonstrating service above self.

Awards will be presented in Youth Leadership, Community Service, Humanitarian, Succeeding Against the Odds, Cultural Diversity, Athletic/Sportsmanship and Performing and Visual Arts. Each recipient will receive a \$500 bursary as well as \$500 to donate to the charity of their choice. Proceeds from this event will go towards Rotary “youth helping youth” community projects in Surrey and White Rock.

Staff has reviewed the sponsorship materials as forwarded by the Rotary Club and recommends that a sponsorship grant of \$2,500 be provided by the City. This level of sponsorship is known as the Souvenir Program Sponsor, which include two complimentary award tickets and two VIP reception tickets; main stage recognition; business logo prominently displayed on all advertising and marketing material ; two signed copies of the keynote speakers book, business information displayed at the welcoming reception and an invitation to the thank you breakfast. The sponsorship package 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 \$352,091 as documented in **Appendix "B"**.

SUSTAINABILITY CONSIDERATIONS

The SASSY Awards support 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: SASSY Awards Sponsorship Package

Appendix B: Summary of Council Initiatives Fund Utilization

Sassy AWARDS

Service Above Self Surrey Youth



SPONSORSHIP OPPORTUNITIES

Date: October 14th, 2011

Location: Bell Performing Arts Centre - Surrey, BC

For more information on how you or your organization can become involved as a sponsor or supporter of this event, please contact the Semiahmoo Rotary Club Representative who gave you this package, or one of the committee members listed below:

ROTARY REPRESENTATIVES:

CHAIR

Bill Brooks Phone: 604-250-5013 Email: bbrooksbb@gmail.com

SPONSORSHIP

Rick Floer Phone: 604-541-9334 Email: rick.floer@investorsgroup.com
Cliff Annable Phone: 604-880-4584 Email: cliffannable@shaw.ca



Hosted by:
Semiahmoo Rotary



ABOUT

The Semiahmoo Rotary Club is pleased to announce the first annual Surrey Youth Awards. The **SASSY Awards** recognize “Service Above Self by Surrey Youth”.

The **SASSY Awards** will honour youth aged 16-21 who are living in Surrey or White Rock, and are making a difference in our community by demonstrating the Rotary ideal of Service Above Self.

Seven awards will be presented in the categories of:

- Youth Leadership
- Community Service
- Humanitarian
- Succeeding Against-the-Odds
- Cultural Diversity
- Athletic/Sportsmanship
- Performing and Visual Arts

The **SASSY Awards** are hosted by the Semiahmoo Rotary Club in conjunction with sponsorship from other Surrey and White Rock Rotary Clubs. Each recipient will receive a \$500 bursary, as well as \$500 to donate to the charity of their choice.

The **SASSY Awards** will be presented at a celebratory event on October 14, 2011 at the Bell Centre for Performing Arts in Surrey. It will be a fun and inspiring evening, featuring the best in young, local performers, and honouring youth who have made a difference in our community. The event will culminate in a keynote presentation sponsored by Investors Group featuring Craig Keilburger of Free the Children and co-founder of the “Me to We” Foundation and “Free the Children”.

Proceeds from the **SASSY Awards** will go toward an international youth project by local Interact and Rotaract Clubs, furthering the theme of “youth helping youth”, and to Rotary community projects in Surrey and White Rock.

There are many ways you and your company can be involved. The following sponsorship information shows you the variety of packages that are available. Please contact your Semiahmoo Rotary Club Sponsor Representative who can answer your questions and assist you in choosing the package that will be right for your organization.

PRESENTING KEYNOTE SPEAKER SPONSOR - \$10,000

This exclusive position is offered to (1) sponsor who will enjoy top billing for the Awards.

For this commitment you receive a special Presenting Sponsor recognition package that includes:

- 4 complimentary Awards tickets and 4 VIP reception tickets.
- Stage Introduction of Keynote speaker.
- Recognition as the 2011 “SASSY Supporter Award” given out at the event.
- Business Representative included in Award Winners picture with keynote speaker.
- Business logo prominently displayed on all advertising and marketing materials.
- Business logo on cover and full page advertisement in **SASSY Awards** program.
- Business Representative invited to address the guests at the VIP reception.
- “Face Time” with Keynote speaker at VIP reception and 4 signed copies of his book.
- Business information displayed at Welcoming Reception.
- Invitation to Rotary “Thank -You” breakfast.

AWARD'S YOUTH ENTERTAINMENT SPONSOR - \$10,000

This exclusive position is offered to 1 sponsor who will enjoy top billing as sponsor of the 8 Youth entertainers performing throughout the evening.

For this commitment you receive a special recognition package that includes:

- 4 complimentary Awards tickets and 4 VIP reception tickets.
- Stage "Thank You" to all Youth Entertainers (honorarium announcement).
- Main stage recognition of your Youth Entertainment sponsorship.
- Business Representative included in post event picture with all entertainers.
- Business logo prominently displayed on all advertising and marketing material.
- Business logo and full page advertisement on back cover of **SASSY Awards** program.
- Business Representative invited to address the guests at the VIP reception.
- "Face Time" with keynote speaker at VIP reception and 4 signed copies of his book.
- Business Information displayed at the Welcoming Reception.
- Invitation to Rotary "Thank-You" breakfast.

VIP RECEPTION SPONSOR - \$5,000

This exclusive position is offered to (1) sponsor who will enjoy top billing for the VIP reception.

For this commitment you receive a special recognition package that includes:

- 4 complimentary Awards tickets and 4 VIP reception tickets.
- Main stage recognition of your VIP Reception sponsorship.
- Business logo prominently displayed on all advertising and marketing material.
- Business logo and 1/2 page advertisement in **SASSY Awards** Souvenir program.
- Business Representative invited to address the guests at the VIP reception.
- "Face Time" with Keynote speaker at VIP reception and 4 signed copies of his book.
- Business Information displayed at the Welcoming Reception.
- Invitation to Rotary "Thank-You" breakfast.

WELCOMING RECEPTION SPONSOR - \$2,500

This exclusive position is offered to (1) sponsor who will enjoy top billing for the Welcoming Reception.

For this commitment you receive a special recognition package that includes:

- 2 complimentary Awards tickets and 2 VIP reception tickets.
- Main stage recognition of your Welcoming Reception sponsorship.
- Business logo prominently displayed on all advertising and marketing material.
- Business logo and 1/4 page advertisement in **SASSY Awards** Souvenir program.
- 2 signed copies of Keynote speaker's book.
- Business Information displayed at the Welcoming Reception.
- Invitation to Rotary *"Thank-You"* breakfast.

SOUVENIR PROGRAM SPONSOR - \$2,500

This exclusive position is offered to (1) sponsor who will enjoy top billing for the program that will be handed out with the evening's nominees.

For this commitment you receive a special recognition package that includes:

- 2 complimentary Awards tickets and 2 VIP reception tickets.
- Main stage recognition of your Souvenir Program sponsorship.
- Business logo prominently displayed on all advertising and marketing material.
- Business logo and 1/4 page advertisement in **SASSY Awards** Souvenir program.
- 2 signed copies of Keynote speaker's book.
- Business Information displayed at the Welcoming Reception.
- Invitation to Rotary *"Thank-You"* breakfast.

SPONSORSHIP AGREEMENT

DATE: _____

PLEASE PRINT ALL INFORMATION

This letter acknowledges the participation of the company or individual(s) listed below as having committed to the **SASSY Awards** as per the information noted herein.

Company or Individual(s): _____

Address: _____

City: _____ Province: _____ Postal code: _____

Phone: _____ Fax: _____ Email: _____

Contact Person: _____

SPONSORSHIP OPPORTUNITY CHOSEN:

SPONSORSHIP CATEGORY: _____

Please submit to Rick Floer (Sponsor Chair): Fax: 604-541-9343 • Phone: 604-541-9334

Cash Amount: _____

Sponsor Level: _____

Rotary Contact: _____

Donor: _____
Print name Signature



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		
SASSY Awards	2,500		
Allocations for 2011		<u>\$ 165,250</u>	<u>\$ 352,091</u>