

NO: **F026**

COUNCIL DATE: **May 7, 2012**

FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **April 27, 2012**

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

FILE: **1850-20**

SUBJECT: **Sponsorship Request – Semiahmoo Rotary Club - SASSY Awards**

RECOMMENDATION

The Finance & Technology Department recommends that the Finance Committee recommend that Council approve a sponsorship of \$2,500 from the Council Initiatives Fund in support of the SASSY (Service above Self by Surrey Youth) Awards being coordinated by the Semiahmoo Rotary Club all as described in this report.

BACKGROUND

The Semiahmoo Rotary Club has invited the City to be a sponsor in support of the second Annual SASSY Youth Awards. The Awards ceremony will be held at the Bell Performing Arts Centre on October 19th, 2012.

DISCUSSION

The Semiahmoo Rotary Club is hosting the second annual SASSY “Service above Self by Surrey Youth” Awards, which honour youth aged 16 to 21 who are living in Surrey or White Rock and who are making a difference in our community by demonstrating “service above self”.

Awards will be presented in the categories of Youth Leadership, Community Service, Humanitarianism, Succeeding Against the Odds, Cultural Diversity, Athletic/Sportsmanship and Performing and Visual Arts. Each award recipient will receive a \$1,000 bursary to further their education as well as \$500 to donate to the charity of their choice. In an effort to provide immediate benefit to the community and sell out the “house”, Rotary Club will be offering Youth Groups (high schools, sporting, dance, university, etc.) an opportunity to make \$10 from every ticket they sell. This will provide fundraising opportunities for those groups who help promote awareness about and attendance at the event.

Staff has reviewed the sponsorship materials as forwarded by the Rotary Club and is proposing that the City of Surrey provide a sponsorship grant of \$2,500 to support this Awards program and related event. This level of sponsorship is the same amount as the City provided last year and will allow the City to be recognized as a “Community Partner Sponsor”. With this level of sponsorship the City will receive ten complimentary award ceremony tickets; two VIP reception tickets; a “rolling credit” on the main stage at the close of the event, a Surrey logo and a ¼ page advertisement in the SASSY Awards Show souvenir program; information about the City displayed at the welcoming reception and an invitation to the Rotary “Thank-You” event. The sponsorship package is described in more detail in **Appendix “A”**.

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

Status of the Council Initiatives Fund:

Appendix "B" documents the status of the Council Initiatives Fund on the assumption that Council will adopt the recommendations of this report.

SUSTAINABILITY CONSIDERATIONS

The SASSY Awards Program supports the objectives of the Surrey Sustainability Charter; more particularly, the socio-cultural goal of promoting a safe, caring and engaged citizenry as part of a liveable community that is inclusive of all aspects of diversity through the provision of community celebrations all as contained in the City's Sustainability Charter.

CONCLUSION

Based on the above discussion, it is recommended that the Finance Committee recommend that Council approve a sponsorship of \$2,500 from the Council Initiatives Fund in support of the SASSY (Service above Self by Surrey Youth) Awards being coordinated by the Semiahmoo Rotary Club all as described in this report.

Vivienne Wilke, CGA
General Manager,
Finance & Technology

Appendix A: SASSY Awards Sponsorship Opportunities
Appendix B: Council Initiatives Fund – Allocations for 2012



SPONSORSHIP OPPORTUNITIES

The **SASSY Awards** 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".

Six Awards will be presented in the categories of:

- Youth Leadership
- Community Service
- Humanitarian
- Against-the-Odds
- 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 \$1,000 bursary, as well as \$500 to donate to the charity of their choice.

The 2012 SASSY Awards Show takes place:

- **DATE:** October 19, 2012
- **LOCATION:** Bell Performing Arts Centre
Surrey, BC
- **Keynote presentation** by Sarah Taylor, VJ for Much Music, and contributing journalist for Fashion Television and ETalk.
- **Headline Entertainer** Victoria Duffield will conclude this year's Show

There are many ways you and your company can be involved. **Please contact Rick Floer at: rick.floer@investorsgroup.com** who can answer your questions and assist you in finding the right sponsorship package for your organization.



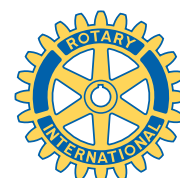


PRESENTING KEYNOTE SPEAKER SPONSOR - \$10,000

This exclusive position is offered to (1) sponsor who will enjoy top billing for the 2012 SASSY Awards.

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

- ✓ 4 complimentary Awards Show tickets and 4 VIP reception tickets.
- ✓ Introduction of Keynote speaker Sarah Taylor.
- ✓ Company Representative included in Award Winners picture with Keynote speaker Sarah Taylor.
- ✓ Corporate logo prominently displayed on all advertising, public relations and marketing materials.
- ✓ Corporate logo on cover and full page advertisement in **SASSY Awards Show** Souvenir Program.
- ✓ Company Representative invited to address the guests at the VIP reception following the Show.
- ✓ "Face Time" with Keynote speaker Sarah Taylor at VIP reception.
- ✓ Invitation to Rotary "Thank-You" event.



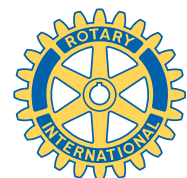


HEADLINER ENTERTAINMENT SPONSOR - \$10,000

This exclusive position is offered to (1) sponsor who will enjoy top billing as sponsor for the Headliner Entertainment for the 2012 SASSY Awards Show.

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

- ✓ 4 complimentary Awards Show tickets and 4 VIP reception tickets.
- ✓ Stage recognition of Headliner Entertainer.
- ✓ Company Representative included in Award Winners picture with Headline Entertainer.
- ✓ Corporate Logo prominently displayed on all advertising, public relations and marketing material.
- ✓ Corporate logo on cover and full page advertisement in **SASSY Awards Show** Souvenir Program.
- ✓ Company Representative invited to address the guests at the VIP reception.
- ✓ "Face Time" with Headline Entertainer Victoria Duffield at VIP reception.
- ✓ Invitation to Rotary "Thank -You" event.





YOUTH ENTERTAINMENT SPONSOR - \$5,000

This exclusive position is offered to (1) sponsor who will enjoy top billing as a sponsor of the Youth entertainers performing throughout the 2012 SASSY Awards Show.

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

- ✓ 4 complimentary Awards Show tickets and 4 VIP reception tickets.
- ✓ Main stage recognition of your Youth Entertainment sponsorship.
- ✓ Company Representative included in post event picture with all entertainers.
- ✓ Company logo prominently displayed on all advertising, public relations and marketing material.
- ✓ Company logo and ½ page advertisement on back cover of **SASSY Awards Show** Souvenir Program.
- ✓ "Face Time" with keynote speaker Sarah Taylor at VIP reception.
- ✓ Company information displayed at the Welcoming Reception.
- ✓ Invitation to Rotary "Thank-You" event.





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 Show tickets and 4 VIP reception tickets.
- ✓ Main stage recognition of your VIP Reception sponsorship.
- ✓ Company logo prominently displayed on all advertising, public relations and marketing material.
- ✓ Company logo and ½ page advertisement in **SASSY Awards Show** Souvenir Program.
- ✓ Company Representative invited to address the guests at the VIP Reception.
- ✓ "Face Time" with keynote speaker Sarah Taylor at VIP reception.
- ✓ Company information displayed at the Welcoming Reception.
- ✓ Invitation to Rotary "Thank-You" event.





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 Show tickets and 2 VIP reception tickets.
- ✓ Main stage recognition of your Welcoming Reception sponsorship.
- ✓ Company logo prominently displayed on all advertising, public relations and marketing material.
- ✓ Company logo and 1/4 page advertisement in **SASSY Awards Show** Souvenir Program.
- ✓ Company information displayed at the Welcoming Reception.
- ✓ Invitation to Rotary "Thank-You" event.





SOUVENIR PROGRAM SPONSOR - \$2,500

This exclusive position is offered to (1) sponsor who will enjoy top billing for the Souvenir 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 Show tickets and 2 VIP reception tickets.
- ✓ Main stage recognition of your Souvenir Program sponsorship.
- ✓ Company logo prominently displayed on all advertising, public relations and marketing material.
- ✓ Company logo and a page advertisement in **SASSY Awards Show** Souvenir program.
- ✓ Company information displayed at the Welcoming Reception.
- ✓ Invitation to Rotary "Thank-You" event.



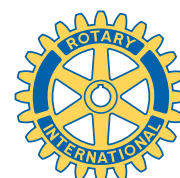


AWARD NOMINEES TICKETS SPONSORSHIP - \$2,500

This exclusive position is offered to (1) sponsor who will enjoy top billing for their Award Nominees Tickets sponsorship.

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

- ✓ 2 complimentary Awards Show tickets and 2 VIP reception tickets.
- ✓ Main stage recognition of your Award Nominees Tickets sponsorship.
- ✓ Company logo prominently displayed on all advertising, public relations and marketing material.
- ✓ Company logo and ¼ page advertisement in **SASSY Awards Show** Souvenir Program.
- ✓ Company information displayed at the Welcoming Reception.
- ✓ Invitation to Rotary "Thank-You" event.





NOMINATION INCENTIVE SPONSOR - \$2,500

This exclusive position is offered to (1) sponsor who will enjoy top billing for their Nomination Incentive sponsorship.

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

- ✓ 2 complimentary Awards Show tickets and 2 VIP reception tickets.
- ✓ Main stage recognition of your Nomination Incentive sponsorship.
- ✓ Company logo prominently displayed on all advertising, public relations and marketing material.
- ✓ Company logo and ¼ page advertisement in **SASSY Awards Show** Souvenir Program.
- ✓ Company information displayed at the Welcoming Reception.
- ✓ Invitation to Rotary "Thank-You" event.





QSR – “Food & Beverage” WELCOME RECEPTION SPONSOR - \$2,500

This exclusive position is offered to (1) sponsor who will enjoy top billing for their “Food & Beverage” Welcome Reception sponsorship.

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

- ✓ 2 complimentary Awards Show tickets and 2 VIP reception tickets.
- ✓ Main stage recognition of your “Food & Beverage” Welcome Reception sponsorship.
- ✓ Company logo prominently displayed on all advertising, public relations and marketing material.
- ✓ Company logo and ¼ page advertisement in **SASSY Awards Show** Souvenir Program.
- ✓ Company information displayed at the Welcoming Reception.
- ✓ Invitation to Rotary “Thank-You” event.



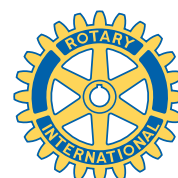


Catering – “Food & Beverage” VIP RECEPTION SPONSOR - \$5,000

This exclusive position is offered to (1) sponsor who will enjoy top billing for their “Food & Beverage” VIP Reception sponsorship.

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

- ✓ 4 complimentary Awards Show tickets and 4 VIP reception tickets.
- ✓ Main stage recognition of your “Food & Beverage” VIP Reception sponsorship.
- ✓ Company logo prominently displayed on all advertising, public relations and marketing material.
- ✓ Company logo and ½ page advertisement in **SASSY Awards Show** Souvenir Program.
- ✓ Company information displayed at the Welcoming Reception.
- ✓ Invitation to Rotary “*Thank-You*” event.





COMMUNITY PARTNER SPONSOR - \$2,000

These positions are offered to Youth Servicing Agencies/Organizations in Surrey/White Rock.

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

- ✓ 10 complimentary Awards Show tickets and 2 VIP reception tickets.
- ✓ Main stage "rolling credit" at close of event.
- ✓ Agency logo and ¼ page advertisement in **SASSY Awards Show** Souvenir Program.
- ✓ Agency information displayed at Welcoming Reception.
- ✓ Invitation to Rotary "*Thank-You*" event.





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 CATEGORY REQUESTED:





2012 FINANCIAL PLAN
COUNCIL INITIATIVES

Description	Amount	Allocation	
		to date	Remaining
2012 Approved Budget	<u>250,000</u>		\$ 530,741
Arts Umbrella Surrey (2nd year of 3-year program)	25,000		
Arts Umbrella re: Tenant Improvements	50,000		
Sophie's Place	25,800		
Sponsor Appreciation Event	10,000		
2012 BC AAA Short Course Championship	3,000		
Rick Hansen "Many in Motion" Relay Celebration	2,000		
City of Bhangra Festival (1st Year of 3-year Program)	15,000		
Canadian Youth Chess Championship	1,000		
Transfer to City Grants Budget	20,000		
BC Summer Games - LED Display Screen	7,000		
SASSY Awards Sponsorship	2,500		
Allocations for 2012		<u>\$ 161,300</u>	<u>\$ 369,441</u>