

NO: **F030**

COUNCIL DATE: **June 25, 2012**

FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **June 18, 2012**

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

FILE: **1850-20**

SUBJECT: **Sponsorship Request – 6th 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 6th Annual Red FM Walk & Run that will be held at Bear Creek Park on Sunday July 8th, 2012.

BACKGROUND

The City has received a sponsorship request from the South Asian Broadcasting Corp, also known as Red FM, for their 6th Annual Walk/Run at Bear Creek Park. This report addresses discusses that request and recommends a course of action.

DISCUSSION

Red FM is an active corporate member of the Surrey community, 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 6th Annual Charity Walk and Run at Bear Creek Park on July 8, 2012. The proceeds from this years' event will be contributed to Educational Scholarships of up to \$2,500 to selected applicants who are enrolled in a Canadian publicly-funded post-secondary school in the Lower Mainland area for their upcoming semester. Residents of Surrey will be eligible to apply for a scholarship under the Red FM Scholarship program.

This annual Red FM event has raised over \$100,000 for community initiatives since its inception. The proceeds of the Run in 2010 and 2009 were contributed to Surrey's "Wrap Around Program" that targets youth who are at risk of joining gangs. In 2008, the proceeds were contributed to the Surrey Memorial Hospital expansion.

Red FM has requested that the City provide sponsorship funding for the 2012 Run as it has in previous years. The City has sponsored this event each year since its inception. In 2011, the City provided a sponsorship in the amount of \$5,000 to the event. Staff has reviewed the sponsorship levels for the 2012 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 result in 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 youth 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

Appendix “B” provides information on the status of the Council Initiatives Fund on an assumption that Council will adopt the recommendation of this report.

SUSTAINABILITY CONSIDERATIONS

The Annual Red FM Bear Creek Park Run supports the objectives of the City’s Sustainability Charter; more particularly, goal SC#15: Literacy, Education and Training goal which relates to encouraging informed, engaged and meaningfully employed citizens in Surrey.

Vivienne Wilke, CGA
General Manager,
Finance & Technology

Appendix A: Red FM Sponsorship Package

Appendix B: Status of Council Initiatives Fund



The 6th Annual RED FM Walk & Run is coming!

Sunday, July 8th, 2012

We are happy to announce that the RED FM Walk & Run will take place on Sunday, July 8th, 2012 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!



PLATINUM SPONSORSHIP: \$8000

PRE-EVENT
<p>PROMOS Company name/brand mentioned in run related promos(7 sec tag)</p> <ul style="list-style-type: none"> • Total Promos: 170 • 5 Promos/Daily
<p>ANNOUNCEMENTS Company name/brand mentioned (7 sec tag)</p> <ul style="list-style-type: none"> • Total Announcements: 136 • 4 Announcements/Daily
DAY OF EVENT
<ul style="list-style-type: none"> • Company logo displayed prominently on the REDFM Banner on stage
<ul style="list-style-type: none"> • Company banner on site near start/finish line
<ul style="list-style-type: none"> • Large prominent logo on RED FM Run T-shirt
<ul style="list-style-type: none"> • Prominent area for company tent near spectator area
<ul style="list-style-type: none"> • Acknowledgement on stage
<ul style="list-style-type: none"> • Thank you plaque presented on stage before event
POST EVENT
<p>PROMOS Company name mentioned in “thank you” promos on RED FM (Name Mention)</p> <ul style="list-style-type: none"> • 3 days x 5 Daily/ Promos= 15 promos
<p>ANNOUNCEMENTS Company name mentioned in “thank you” announcements on RED FM (Name Mention)</p> <ul style="list-style-type: none"> • 3 days x 3 Daily/ Announcements= 9 promos



GOLD SPONSORSHIP: \$5000

PRE-EVENT
<p>Promos Company name/brand mentioned (7 sec tag)</p> <ul style="list-style-type: none"> • Total Promos: 68 • 2 Promos/Daily
<p>Announcements Company name/brand mentioned (7 sec tag)</p> <ul style="list-style-type: none"> • Total Announcements: 68 • 2 Announcements/Daily
<p>Website</p> <ul style="list-style-type: none"> • Company logo on www.redfm.ca with direct link to your website
DAY OF EVENT
<ul style="list-style-type: none"> • Small logo on RED FM Run T-shirt
<ul style="list-style-type: none"> • Company banner on site near start/finish line
<ul style="list-style-type: none"> • Placement for company tent near registration
<ul style="list-style-type: none"> • Acknowledgement on stage/certificate of appreciation
<ul style="list-style-type: none"> • Thank you plaque presented on stage before event

SILVER SPONSORSHIP: \$1500

DAY OF EVENT
<ul style="list-style-type: none"> • Banner on site
<ul style="list-style-type: none"> • Acknowledgement on stage
<ul style="list-style-type: none"> • Placement for company tent



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		
Flavors of Surrey	22,000		
Chris Mohan Memorial Youth Forum	4,000		
6th Annual Red FM Charity Walk and Run	5,000		
Allocations for 2012		<u>\$ 192,300</u>	<u>\$ 338,441</u>