

NO: **F035**

COUNCIL DATE: **September 10, 2012**

FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **August 24, 2012**

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 recommend that Council approve a sponsorship contribution from the Council Initiatives Fund of:

- 1) \$5,000 in support of the 7th Annual SFU Surrey Gala Dinner and authorize the purchase of tickets as necessary for members of Council who are planning on attending this event; and
- 2) \$2,500 in support of the 5th Annual SFU Surrey Diwali Dinner and authorize the purchase of tickets as necessary for members of Council who are planning on attending this event.

BACKGROUND

SFU Surrey has invited the City to become a sponsor for its two major annual Surrey events, being the SFU Surrey Gala that is scheduled to be held on October 10th, 2012 and the SFU Surrey Diwali Celebration and Dinner that is scheduled to be held on November 8th, 2012.

DISCUSSION

The University Advancement Division of SFU Surrey is hosting the 7th Annual SFU Surrey Gala Dinner on October 10, 2012 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 also 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 plan to attend the event.

The University Advancement Division of SFU Surrey is also hosting the SFU Diwali Celebration and Dinner on November 8, 2012. This event will bring together the 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 five tickets to the event, which will be allocated to members of Council who plan to attend the event.

The City of Surrey will be recognized as a sponsor during the formalities at each event and will be acknowledged as a sponsor in the program that is published for each event, on the SFU website and on displays during each event.

These sponsorships 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 support for these events from the Council Initiatives Fund to demonstrate the City's continuing strong support for SFU Surrey.

Funding

Appendix "A" attached to this report documents the balance in the Council Initiatives Fund based on an assumption that Council will approve the recommendations of this report.

CONCLUSION

Based on the above discussion, it is recommended that the Finance Committee recommend that Council approve a sponsorship contribution from the Council Initiatives Fund of:

- 1) \$5,000 in support of the 7th Annual SFU Surrey Gala Dinner and authorize the purchase of tickets as necessary for members of Council who are planning on attending this event; and
- 2) \$2,500 in support of the 5th Annual SFU Surrey Diwali Dinner and authorize the purchase of tickets as necessary for members of Council who are planning on attending this event.

Vivienne Wilke, CGA
General Manager,
Finance & Technology

Appendix "A": Council Initiatives – Allocations for 2012

APPENDIX "A"



**2012 FINANCIAL PLAN
COUNCIL INITIATIVES**

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	
Canada Cup Field Hockey Tournament	2,500	
Mayor's Charity Ball	3,250	
SFU - Annual Gala Dinner	5,000	
SFU - Diwali Dinner	2,500	
Allocations for 2012	<u>\$ 205,550</u>	<u>\$ 325,191</u>