

NO: **F016**

COUNCIL DATE: **April 22, 2013**

FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **April 15, 2013**

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

FILE: **1850-20**

SUBJECT: **Block Watch Society of BC - Sponsorship Opportunity for RCMP Musical Ride Event**

RECOMMENDATION

The Finance and Technology Department recommends that the Finance Committee recommend that Council approve a sponsorship contribution of \$1,000 from the Council Initiatives Fund to the Block Watch Society of BC in support of the RCMP Musical Ride Event planned for July 27th and July 28th, 2013 at the Cloverdale Fairgrounds.

INTENT

Block Watch Society of BC has invited the City to be a sponsor of a fundraising event involving the RCMP Musical Ride being presented at the Cloverdale Fairgrounds on July 27th and 28th, 2013. This report addresses that invitation.

BACKGROUND

The Block Watch Society of BC, in commemoration of their 20th Anniversary, will be hosting the RCMP Musical Ride on Saturday, July 27th and Sunday, July 28th, 2013. This event is being hosted for the purpose of raising funds to support Society's goal of "building safer communities in BC, one block at a time". Some of the proceeds from the event will also be directed to the Surrey Food Bank. The event includes two shows on each day. Mr. John Ashbridge, the "voice of Crime Stoppers" will be the Master of Ceremonies at the event that will also include local talent and a demonstration of the services provided by the Police Dog Services team.

DISCUSSION

The Block Watch Society of BC has established three levels of sponsorship for this event, being: a Bronze Partnership at \$1,000, a Silver Partnership at \$5,000 and a Gold Partnership at \$10,000. Each level of partnership will receive a different level of recognition at the event and includes complimentary VIP Tickets. Full details of each of the sponsorship levels are attached to this report as *Appendix A*.

A staff evaluation team has reviewed the opportunity. The sponsorship request does not satisfy the evaluation criteria for a City grant as stipulated in the City Grant Policy since the event is a fund-raiser for another organization; however, Council has on occasion provided sponsorship

support for similar events from the Council Initiatives Fund. Staff is proposing that the City sponsor the event at the Bronze Partnership level from the Council Initiatives Fund. If the City provides such a sponsorship, the City's logo will be included on event materials and the City will be acknowledged throughout the event. It will also include 4 complimentary VIP tickets to the event.

Funding

There is sufficient funding in the Council Initiative Fund to support the recommendation of this report. Appendix "B" to this report provides information on the balance in the Council Initiatives Fund on an assumption that Council will approve the recommendation of this report.

CONCLUSION

Based on the above discussion, it is recommended that the Finance Committee recommend that Council approve a sponsorship contribution of \$1,000 from the Council Initiatives Fund to the Block Watch Society of BC in support of the RCMP Musical Ride Event planned for July 27th and July 28th, 2013 at the Cloverdale Fairgrounds.

Vivienne Wilke, CGA
General Manager,
Finance & Technology

Attachments:

Appendix A: Block Watch Society of BC Sponsorship Request for the RCMP Musical Ride Event
Appendix B: Balance and Allocations from the Council Initiatives Fund



Block Watch

Block Watch Society of BC

#120 – 12414 – 82nd Ave., Surrey, BC V3W 3E9

Tel: 604-418-3827 Fax: 604-501-2509

Toll Free Line: 1-877-602-3358

Website: www.blockwatch.com

Dear Friend:

Block Watch Society of BC is very excited to host the **RCMP Musical Ride** on Saturday July 27th and Sunday July 28th, 2013 at the Cloverdale Rodeo & Exhibition Grounds. There will be two shows daily at 2 pm and 7 pm. It will be an unforgettable weekend of music, live entertainment, and sharing the spirit of "The True North Strong and Free."

To commemorate our 20th anniversary, Block Watch Society of BC invites you to be a part of hosting the RCMP Musical Ride as a fundraiser to help support our goal of "building safer communities in BC, one block at a time". Partial proceeds will benefit the Surrey Food Bank.

Block Watch Society of BC is honoured to have as our emcee Mr. John Ashbridge, the "voice of Crime Stoppers". We will also showcase local talent and Police Dog Services.

The following exclusive partnership opportunities are available:

- **Gold Partner: \$10,000 (one available/tax deductible)**
 - Your company/organization is the presenting partner and will have company logo/information on all event materials and acknowledgement throughout the event;
 - company logo with link on our website
 - 12 complimentary VIP tickets.
- **Silver Partner: \$5,000 (two available/tax deductible)**
 - Includes your company logo/information on select event materials and acknowledgement throughout the event; 6 complimentary VIP tickets.
- **Bronze Partner: \$1,000 (five available/tax deductible)**
 - Includes your company logo/information on select event materials, and acknowledgement throughout the event; 4 complimentary VIP tickets.

We will respect industry exclusivity in our partners.

For further information please call Colleen Staresina at 604-837-6916.

Yours Sincerely,

Colleen Staresina
President, Block Watch Society of BC



2013 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation	
		to date	Remaining
Carried Forward from Prior Year	253,126		
2013 Approved Budget	<u>250,000</u>		\$ 503,126
Arts Umbrella Surrey (3rd year of 3-year program)	25,000		
2013 Women's BC OPEN Water Polo Tournament	5,000		
Comedy Courage Sponsorship	5,000		
Surrey Community Summit	25,000		
Sponsorship Appreciation Event	10,000		
Clayton Heights Enhanced Programming	85,000		
Cloverdale Skating Club	5,000		
Early Childhood Development (ECD) Smarter Cities Funding	50,000		
2013 Flavours of Surrey Event	22,000		
Cities Fit for Children Summit	10,000		
Newton BIA	33,600		
Block Watch Society - RCMP Musical Ride	1,000		
Allocations for 2013		<u>\$ 276,600</u>	<u>\$ 226,526</u>