

NO: **F024**

COUNCIL DATE: **July 8, 2013**

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## FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **June 25, 2013**

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

FILE: **1850-20**

SUBJECT: **Sponsorship Request – 7<sup>th</sup> Annual Red FM Charity Walk and Run**

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## 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 7<sup>th</sup> Annual Red FM Walk & Run that will be held at Bear Creek Park on Sunday July 14<sup>th</sup>, 2013.

## BACKGROUND

The City has received a sponsorship request from the South Asian Broadcasting Corp, also known as Red FM, for their 7<sup>th</sup> Annual Walk/Run at Bear Creek Park. This report addresses that request and recommends a course of action.

## DISCUSSION

Red FM is an active member of the Surrey business 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 community initiatives in Surrey. It is holding its 7<sup>th</sup> Annual Charity Walk and Run at Bear Creek Park on July 14, 2013. The proceeds from this year's event will once again 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. Residents of Surrey will be eligible to apply for a scholarship under this Red FM Scholarship Program.

This annual Red FM event has raised over \$120,000 for community initiatives since its inception. The proceeds of the Run in 2009, 2010 and 2011 were contributed to programs in Surrey that addressed youth at risk in relation to gangs and youth violence. In 2012 the proceeds were contributed to the RED FM Educational Scholarship Program.

Red FM has once again requested that the City provide sponsorship funding for their 2013 event. The City has sponsored this event each year since its inception. In each of 2010, 2011 and 2012, the City provided sponsorship to the event in the amount of \$5,000. Staff is satisfied that a "gold level" sponsorship of \$5,000 is again reasonable for 2013. 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 the 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 support for continuing education.

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 One-time Grants Policy in that it is a fund-raising event for a third party.

### **Status of the Council Initiatives Fund**

Appendix “B” provides information on the status of the Council Initiatives Fund on the 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 is focused on ensuring that youth are informed, engaged and meaningfully employed.

Vivienne Wilke, CGA  
General Manager,  
Finance & Technology

Appendix A: Red FM Sponsorship Packages

Appendix B: Status of the Council Initiatives Fund

## **The 7<sup>th</sup> Annual RED FM Walk & Run is coming!**

### **Sunday, July 14<sup>th</sup>, 2013**

We are happy to announce that the RED FM Walk & Run will take place on Sunday, July 14<sup>th</sup>, 2013 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**

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

## GOLD SPONSORSHIP: \$5000

PRE-EVENT
<b>Promos</b> Company name/brand mentioned (7 sec tag) <ul style="list-style-type: none"> <li>• <b>Total Promos: 102</b></li> <li>• 3 Promos/Daily</li> </ul>
<b>Announcements</b> Company name/brand mentioned (7 sec tag) <ul style="list-style-type: none"> <li>• <b>Total Announcements: 68</b></li> <li>• 2 Announcements/Daily</li> </ul>
<b>Website</b> <ul style="list-style-type: none"> <li>• Company logo on <a href="http://www.redfm.ca">www.redfm.ca</a> with direct link to your website</li> </ul>
DAY OF EVENT
<ul style="list-style-type: none"> <li>• Small logo on RED FM Run T-shirt</li> </ul>
<ul style="list-style-type: none"> <li>• Company banner on site near start/finish line</li> </ul>
<ul style="list-style-type: none"> <li>• Placement for company tent near registration</li> </ul>
<ul style="list-style-type: none"> <li>• Acknowledgement on stage/certificate of appreciation</li> </ul>
<ul style="list-style-type: none"> <li>• Thank you plaque presented on stage before event</li> </ul>

## SILVER SPONSORSHIP: \$1500

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

## BRONZE SPONSORSHIP: \$600

DAY OF EVENT
<ul style="list-style-type: none"> <li>• Banner on site</li> </ul>



## 2013 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation	
		to date	Remaining
Carried Forward from Prior Year	253,126		
<b>2013 Approved Budget</b>	<u>250,000</u>		<b>\$ 503,126</b>
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		
Community Street Fair	3,000		
Red FM Walk/Run	5,000		
<b>Allocations for 2013</b>		<u><b>\$ 284,600</b></u>	<u><b>\$ 218,526</b></u>