

NO: F018

COUNCIL DATE: **JUNE 23, 2014**

FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **June 3, 2014**

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

FILE: **1850-20**

SUBJECT: **Sponsorship Request - 8th Annual Red FM Charity Walk**

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 8th Annual Red FM Walk & Run that will be held at Bear Creek Park on Sunday July 13, 2014.

BACKGROUND

The City has received a sponsorship request from the South Asian Broadcasting Corp, also known as Red FM, for their 8th 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 it's 8th Annual Charity Walk and Run at Bear Creek Park on July 13, 2014. The proceeds from this years' event will be contributed to the RCMP's Youth Initiative, which focuses on youth in Surrey.

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 & 2013 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 2014 event. The City has sponsored this event each year since its inception. In each of 2010, 2011, 2012 and 2013, 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 2014. Details of the sponsorship package are included in *Appendix I*. 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 a website link on the Red FM website and on the Red FM Run t-shirts.

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 "II" 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,
General Manager,
Finance & Technology

Appendix I: Red FM Sponsorship Packages

Appendix II: Status of the Council Initiatives Fund



The 8th Annual RED FM Walk & Run is coming!

Sunday, July 13th, 2014

We are happy to announce that the RED FM Walk & Run will take place on Sunday, July 13th, 2014 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>COMMERCIALS Company name/brand mentioned in run related commercials (7 sec tag)</p> <ul style="list-style-type: none"> • 6 Commercials/Daily • June 2 – July 12
<p>ANNOUNCEMENTS Company name/brand mentioned (7 sec tag)</p> <ul style="list-style-type: none"> • 4 Announcements/Daily • June 2 – July 12
DAY OF EVENT
<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 (name mention)</p> <ul style="list-style-type: none"> • 3 Promos/Daily • June 2 – July 12
<p>Announcements Company name/brand mentioned (7 sec tag)</p> <ul style="list-style-type: none"> • 2 Announcements/Daily • June 2 – July 12
<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"> • Placement for company tent
<ul style="list-style-type: none"> • Acknowledgement on stage
<ul style="list-style-type: none"> • Banner on site

BRONZE SPONSORSHIP: \$600

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



2014 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation to date
Carried Forward from Prior Year	103,026	
2014 Approved Budget	250,000	
City of Bhangra Festival (Year 3 of 3)		15,000
Break the Silence on Violence against Women (year 2 of 2)		5,000
My Neighbourhood, My futures Initiative (year 2 of 5)		40,000
Surrey Steps Up: Youth Engagement Guest Speaker		5,000
BC Championship Female Hockey Association		3,250
Surrey Fire Fighters' Historical Society		12,500
Optimist Junior International Curling U-18 Championships		4,500
Surrey Fire Fighters Charitable Society Walk, Run & Roll Event		5,000
SASSY Awards		7,500
Doors Open Expansion		15,000
Flavours of Surrey		22,000
Canada Cup Field Hockey Event		2,500
Francophone Games		1,500
Innovation Boulevard		46,500
Culture Days		10,000
RED FM Sponsorship Request (Proposed)		5,000
Allocations for 2014		\$ 200,250