

NO: **F022**

COUNCIL DATE: **JUNE 23, 2014**

FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **June 20, 2014**

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

FILE: **1850-20**

SUBJECT: **Sponsorship Request – Annual Pride Festival**

RECOMMENDATION

The Finance & Technology Department recommends that the Finance Committee recommend that Council approve a gold sponsorship grant of \$1,000 from the Council Initiatives Fund to the Surrey Pride Society in support of the 15th Anniversary of ‘Pride in Surrey’ that is scheduled to be held at Holland Park on Sunday, July 6, 2014.

BACKGROUND

The City has received a sponsorship request from the Surrey Pride Society for the 15th Anniversary of ‘Pride in Surrey’ that is scheduled to be held on Sunday, July 6, 2014.

DISCUSSION

The Surrey Pride Society has submitted a sponsorship request to support the 15th Anniversary of ‘Pride in Surrey’.

The Surrey Pride Society is a non-profit society that holds social events, raises awareness and provides advocacy services for the Lesbian, Gay, Bisexual, Transgender and Queer (L.G.B.T.Q.) community in Surrey. The annual Pride Festival acts as their primary fundraiser, providing the Society with the ability to host LGBTQ events throughout the year.

The Surrey Pride Society is requesting sponsorship for the 15th Anniversary of ‘Pride in Surrey’, which will be held at Holland Park on Sunday, July 6, 2014. The sponsorship package is attached as Appendix I.

Staff has evaluated the request and is recommending that a gold sponsorship of \$1,000 be granted from the Council Initiatives Fund to the Surrey Pride Society, which is the same amount that Council awarded this organization in 2013.

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.

Vivienne Wilke, CGA
General Manager,
Finance & Technology

Attachments:

Appendix I: Letter dated June 19, 2014 from Surrey Pride Society
Appendix II: Surrey Pride 2014 Sponsorship Package
Appendix III: Status of the Council Initiatives Fund



Surrey Pride Society, P.O. Box 22 Station Main, Surrey, B.C. V3T 4W4

June 19, 2014

Mayor's Office
City of Surrey

To whom it may concern;

Surrey Pride (formerly OIS Rainbow Cultural Society) is celebrating the 15th Anniversary of Pride in Surrey at Holland Park on Sunday, July 6th between noon and 5 pm.

Surrey Pride is a non profit society operating solely on sponsorships from the community and welcome any donations/sponsorships you may be able to assist with in making Surrey Pride's 15th Anniversary a memorable one. Please see the attached Sponsorship Sheet for our available sponsorship packages.

Surrey Pride would like to extend an invitation to Mayor Diane Watts to officially open Surrey Pride at noon on that day and read the City of Surrey Pride Proclamation. If the timing doesn't work we would welcome a representative from the mayor's office at some point between noon and 3 pm on that day to be able to read the proclamation. We look forward to hearing from you if MsWatts or the acting Mayor is available to speak.

We look forward to hearing back from you on the above and thank you for supporting Surrey Pride.

Best regards,

On behalf of Surrey Pride Society
Mel Gill
President 2014 Pride
778-998-7079



Surrey Pride Sponsorship 2014
Sponsorship Package

Contents

INVITATION AND WELCOME	6
SPONSORSHIP INFORMATION	7
Presenting Sponsor - \$10,000 contribution	7
Main Stage Sponsor - \$5000 contribution	8
Gold Sponsor - \$1000 contribution	9
Silver Sponsor - \$500 contribution	9
Bronze Sponsor - \$250 contribution	9
Media Sponsor – In-Kind contribution	9
Partners of Surrey Pride	9
SPONSORSHIP TERMS	10
SURREY PRIDE SPONSORSHIP CONTACTS	10

INVITATION AND WELCOME

Thank you for taking a moment to learn about how you can be a Sponsor of Surrey Pride 2014.

This year our theme is “**15 years of Pride**”. This is a celebration of our Milestone Year!

Who We Are

Surrey Pride is about being proud of who you are and where you come from. The Pride movement has been the primary focus of the Gay, Lesbian, Bisexual, Transgendered and Queer communities for decades and organizations such as Surrey Pride exist all over the world. Fantastic festivals celebrating the PRIDE of diversity are held annually in many cities, with the closest event being held in Vancouver, BC. It is estimated that over 500,000 people attended the Vancouver Pride Parade in August 2013. We're not at that size yet – but as Surrey is the second largest city in Western Canada, we want to provide a positive, supportive, and entertaining event – one that will grow every year!

Important Facts about Surrey Pride

- The Surrey Pride Festival has been in existence for 15 years. In 2012, we became the Surrey Pride Society, and are proud to be bring this colourful festival to Surrey's Holland Park for a 5th year.
- The attendance in 2013 was approximately 3000 people. This year, we are aiming to increase attendance to 5000. We need your help to make this a reality!

Our Future

Our plans for this year include:

- Fun, Free Festival at Holland Park, featuring local community groups and a diverse selection of foods
- Live music, featuring local artists
- Kid's Zone for kids of all ages

Sponsoring Surrey Pride events is an excellent opportunity for local businesses and organizations to show their support of these goals while promoting themselves to a very supportive and loyal community.

SPONSORSHIP INFORMATION

The following is the proposed Sponsorship levels for the 2014 Surrey Pride Festival.

Presenting Sponsor - \$10,000 contribution

The total budget for all aspects planned for the 2014 Surrey Pride celebrations is \$10,000. Your contribution of \$10,000 will ensure that Surrey Pride Society has all the funds required to make this year's event the best ever.

Your company/organization will have exclusive advertising at all 2014 Surrey Pride events as well as all events hosted by Surrey Pride Society leading up to this year's Pride events and will have the name of your company included in the title of 2014 Surrey Pride.

Your company/organization will have its name on all 2014 Surrey Pride correspondence and advertising, including main page presence on our current website.

Your company/organization will have its name displayed prominently on the Main Stage at the 2014 Surrey Pride Festival, as well as all 2014 Surrey Pride events.

Your company/organization will have an opportunity to have physical presence on site at the 2014 Surrey Pride Festival as well as all 2014 Surrey Pride events and preferred vendor location at no charge.

Your company/organization will receive verbal promotion over the sound system at numerous, various times throughout the 2014 Surrey Pride Festival and all 2014 Surrey Pride events.

Your company/organization will have the first right to sponsor the 2015 Surrey Pride celebrations.

Main Stage Sponsor - \$5000 contribution

The projected cost of the set-up and production of the main stage at the 2014 Surrey Pride Festival is approximately \$5000. Your contribution of \$5000 will ensure that the main stage at the 2014 Surrey Pride Festival will be as professional looking and sounding as possible.

Your company/organization will have exclusive advertising on the main stage at the 2014 Surrey Pride Festival.

Your company/organization will be recognized as the Main Stage Sponsor on all 2014 Surrey Pride advertising in addition to having your company prominently displayed on our website.

Your company/organization will have its name displayed prominently at all 2014 Surrey Pride events.

Your company will have verbal recognition from the main stage at twice per hour during the 2014 Surrey Pride Festival and all 2014 Surrey Pride events.

Your company will have an opportunity to have a physical presence at the 2014 Surrey Pride Festival as well as a preferred vendor location at no charge.

Your company will have the first right to be the main stage sponsor for the 2014 Surrey Pride Festival.

Gold Sponsor - \$1000 contribution

For a \$1000 contribution your company/organization will be recognized as a Gold Sponsor on all 2014 Surrey Pride advertising.

Your company/organization will be recognized as a Gold Sponsor at the 2014 Surrey Pride Festival as well as at all 2014 Surrey Pride events and your logo displayed on our website.

Your company/organization will have verbal recognition from the Main Stage once per hour during the 2014 Surrey Pride Festival as well as once at all 2014 Surrey Pride events.

Your company/organization will receive a vendor space at the 2014 Surrey Pride Festival at no charge.

Silver Sponsor - \$500 contribution

For a \$500 contribution your company/organization will be recognized as a Silver sponsor on all 2014 Surrey Pride advertising.

Your company/organization will be recognized as a Silver Sponsor at the 2014 Surrey Pride Festival as well as at all 2014 Surrey Pride events and your logo displayed on our website.

Your company/organization will have verbal recognition from the main stage twice during the 2014 Surrey Pride Festival as well as at all Surrey Pride events.

Your company will receive a vendor space at the 2014 Surrey Pride Festival at no charge.

Bronze Sponsor - \$250 contribution

For a \$250 contribution your company/organization will be recognized as a Bronze Sponsor on all 2014 Surrey Pride advertising.

Your company/organization will be recognized as a Bronze Sponsor at the 2014 Surrey Pride Festival and at all 2014 Surrey Pride events and your logo displayed on our website.

Media Sponsor – In-Kind contribution

As a media sponsor of the 2014 Surrey Pride Festival, you will provide a pre-determined amount of advertising at a negotiated value in kind.

Your company will receive recognition as Media Sponsor on all 2014 Surrey Pride advertising, recognition as a Media Sponsor at the 2014 Surrey Pride Festival and all 2014 Surrey Pride events.

Partners of Surrey Pride

Designation granted to an individual or business that has helped us throughout the year.

Whether through a financial contribution/s or in kind donation/s to our organization, we wish to thank you and show our appreciation.

Partners of Surrey Pride will receive recognition at the Surrey Pride Festival 2014 as well as recognition on our website that you are one of our many partners that have helped in making Surrey Pride a success each and every year.

SPONSORSHIP TERMS

Payment of sponsorship contributions should be as soon as possible but preferably no later than May 1st. 2014.

SURREY PRIDE SPONSORSHIP CONTACTS

Surrey Pride Web Site

www.surreypride.ca

Sponsorship Coordinator
Gary Munroe

garymunroe@hotmail.com
778-868-5068

Vice-President/Sponsorship Chair
Shawn Ewing

shawnewing@telus.net
604-354-6068



**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
Surrey Pride Society (Proposed)		1,000
Allocations for 2014		\$ 201,250