

NO: **F037**

COUNCIL DATE: **SEPTEMBER 29, 2014**

FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **September 23, 2014**

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

FILE: **1850-20**

SUBJECT: **Simon Fraser University (SFU) - Surrey - Sponsorship Opportunities**

RECOMMENDATION

The Finance and Technology Department recommends that the Finance Committee recommend that Council approve from the Council Initiatives Fund:

- 1) a sponsorship contribution of \$2,500 in support of the 6th Annual SFU Surrey Diwali Dinner and authorize the purchase of tickets as necessary for members of Council who are planning to attend this event; and
- 2) a sponsorship contribution of \$5,000 in support of the 8th Annual SFU Surrey Gala Dinner and authorize the purchase of tickets as necessary for members of Council who are planning to attend this event.

BACKGROUND

SFU Surrey has forwarded an invitation to the City to become a sponsor for each of its two major annual Surrey events; these being, the SFU Surrey Diwali Celebration and Dinner scheduled on October 21, 2014 and the SFU Surrey Gala scheduled on November 5, 2014 as shown in *Appendix I*.

DISCUSSION

SFU Diwali Celebration Event:

The University Advancement Division of SFU Surrey is hosting the SFU Diwali Celebration and Dinner on October 21, 2014. This event will bring together the Indo Canadian and South Fraser business communities, SFU alumni, current SFU students and 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 will be 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. Additional tickets may be purchased as necessary.

SFU Gala Dinner:

The University Advancement Division of SFU Surrey is hosting the 8th Annual SFU Surrey Gala Dinner on November 5, 2014 to celebrate the SFU Surrey Campus successes and to raise funds for the SFU Close-to-Home Entrance Awards. These Awards are used 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 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 as well as 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 each of these events from the Council Initiatives Fund to demonstrate the City's continuing commitment to SFU Surrey and to Surrey students.

Funding

Appendix II 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 from the Council Initiatives Fund:

- a sponsorship contribution of \$2,500 in support of the 6th Annual SFU Surrey Diwali Dinner and authorize the purchase of tickets as necessary for members of Council who are planning to attend this event; and
- a sponsorship contribution of \$5,000 in support of the 8th Annual SFU Surrey Gala Dinner and authorize the purchase of tickets as necessary for members of Council who are planning to attend this event.

Vivienne Wilke, CGA
General Manager,
Finance & Technology

Appendix I: SFU Sponsorship Request Letters
Appendix II: Council Initiatives – Allocations for 2014

SFU Surrey
2715, Podium 2
250 – 13450 – 102nd Avenue
Surrey BC Canada
V3T 0A3

T. 778-782-7475
F. 778-782-7485

August 18, 2014

Donna Jones
Economic Development Manager
Office of the City Manager
City of Surrey
13450 – 104 Avenue
Surrey, BC V3T 1V8

Dear Donna:

Re: SFU Diwali Gala Event Sponsorship

As one of our valued collaborators and given the City's focus on India and the local Indo-Canadian community, we would be pleased to once again welcome the City of Surrey as a gold sponsor for this fund-raising event.

Simon Fraser University's President, Andrew Petter, and title sponsor TD Canada Trust will invite the business community to SFU's 7th annual Diwali celebration event on Tuesday, October 21st from 5:30 pm to 8:30 pm at the Crown Palace Banquet Hall.

The event will bring together the Indo-Canadian and South Fraser business communities, SFU alumni, students, and senior representatives for a fun and informative reception. Over 300 guests will celebrate the festival of light, enjoy outstanding food and entertainment, and network with committed business, community and government leaders. All proceeds from sponsorship will support student mobility scholarships for SFU students to gain the unique experience of working and volunteering in cities and villages throughout India.

The proposed benefits of the Gold (\$2,500) sponsorship would be as follows:

- 8 Complimentary tickets (valued at \$75 per person)
- Acknowledgment (logo) in the program, on SFU's website, on stage and multi-screens at registration and around the banquet hall
- Display booth at the Gala (if interested)

We have welcomed a City of Surrey Council member at all of Diwali celebrations and would be very excited about the Mayor bringing greetings and also underlining the importance of the work the City has initiated in pursuing



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economic development opportunities with Surrey and Indian organizations.

Please let me know if you require additional information in order to make a decision. As one of our most important partners in our work in India and locally, we would be honoured to have the City involved as sponsor in this celebratory event.

Best Regards,

A handwritten signature in black ink, appearing to read "Joanne", written in a cursive style.

Joanne Curry
Associate Vice-President, External Relations &
Executive Director, SFU Surrey
778-782-7475



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August 18, 2014

Donna Jones
Economic Development Manager
Office of the City Manager
City of Surrey
13450 – 104 Avenue
Surrey, BC V3T 1V8

Dear Donna:

Re: Surrey Gala Event Sponsorship

The Simon Fraser University President's Surrey Gala will be held on Wednesday, November 5, 2014 in the Dale B. Regehr Grand Hall at SFU Surrey. This year we will be honouring Dianne Watts for her contributions to the City of Surrey, especially her support of the SFU Surrey campus.

All net proceeds from ticket sales of \$275 a ticket and sponsorship proceeds go to the SFU Surrey Close to Home Entrance Award Campaign which has supported dozens of Surrey secondary students in their first year of post-secondary studies at SFU Surrey.

The proposed benefits of the Silver (\$5,000) sponsorship would be as follows:

- 4 Complimentary tickets (valued at \$1100), not including Mayor Watt's ticket
- Acknowledgment (logo) in the program, on SFU's website, on stage and multi-screens at registration and around the banquet hall

Please let me know if you require additional information in order to make a decision.

Best Regards,

A handwritten signature in blue ink that reads "S Dooley".

Stephen Dooley
Executive Director, SFU Surrey
778-782-7475

Description	Amount	Allocation to date
Carried Forward from Prior Year	0	
2014 Approved Budget	<u>250,000</u>	
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		5,000
Surrey Pride Society		1,000
Crescent Beach Concours d'Elegance 2014		2,000
Youth Strengths Conference		5,000
Streetchip Hiphop Society - Bridge: An Old School Party in Surrey		1,000
Mayor's Charity Ball		3,500
Party on the Pier Event		2,000
Surrey Crime Prevention Society		600.00
Cloverdale Skating Club - Ice Show 2015		5,000
Darpan Extraordinary Achievement Awards		2,500
Heritage BC Annual Conference & Awards Ceremony		2,500
Water Polo National		14,500
2015 Surrey Community Summit (Proposed)		30,000
SFU Diwali Celebration (Proposed)		2,500
SFU Gala (Proposed)		5,000
Allocations for 2014		<u>\$ 277,350</u>