

NO: R145

COUNCIL DATE: July 13, 2015

REGULAR COUNCIL

TO: Mayor & Council **DATE: June 24, 2015**

FROM: General Manager, Finance & Technology **FILE: 1850-20**

SUBJECT: Sponsorship Request - 100 Year Journey Pioneer Recognition Gala

RECOMMENDATION

The Finance and Technology Department recommends that Council approve a sponsorship contribution of \$5,000 from the Council Initiatives Fund to Mehfil Magazine, in support of the 100 Year Journey Pioneer Recognition Gala to be held on Saturday, October 3, 2015.

INTENT

The City has received a request from Mehfil Magazine for a sponsorship in support of the 100 Year Journey Pioneer Recognition Gala Celebration, that will be held on Saturday, October 3, 2015 at the Fairmont Pacific Rim Hotel in Vancouver. This report addresses that request.

BACKGROUND

In November 2014, Mehfil Magazine unveiled “The 100 Year Journey, a celebration of the past, present and future”, a special commemorative coffee table edition book that honors the pilgrimage of those early Indian immigrants. This magazine was introduced at an exclusive gala event held at the Fairmont Pacific Rim Hotel in Vancouver in which the City provided a table sponsorship package valued at \$5,000. In April 2015, Mehfil Magazine held an Open Dialogue event with South Asian Pioneers, where they released the digital version of “The 100 Year Journey”. This event was held at Surrey City Hall where the City provided a grant of \$1,500 to help off-set the facility rental fees.

DISCUSSION

Mehfil Magazine began capturing inspirational stories of South Asian pioneers in 1996, with the intention to compile these into a unique, commemorative publication. The result of these efforts is “The 100 Year Journey, a celebration of the past, present and future”, available in a coffee table book as well in a digital version. These publications honor the pilgrimage of those early Indian immigrants.

The 100 Year Journey will veil the soft launch to their web archival system, where all South Asians will be able to feature their family stories, at the 2nd Annual Gala on Saturday, October 3, 2015 at the Fairmont Pacific Rim Hotel in Vancouver. Mehfil Magazine is requesting that the City support a Table Sponsorship package of \$5,000. This level of sponsorship will provide the City with a reserved table for 6, an opportunity to come up on stage, a half page ad in the program guide, verbal recognition from the stage as well as on-site signage and post event media coverage. While this event is being held in Vancouver, over 28% of Surrey's populations is South Asian and over 70% of the attendees are expected to come Surrey, therefore it is reasonable to assume that a large number of pioneers or their family's now reside in Surrey.

Staff has evaluated the request and is recommending that a sponsorship of \$5,000 be granted from the Council Initiatives Fund to Mehfil Magazine for the Pioneer Gala, which is in line with similar type events that Council has sponsored.

Funding

Appendix I 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 Council approve a sponsorship contribution of \$5,000 from the Council Initiatives Fund to Mehfil Magazine in support of the 100 Year Journey Pioneer Recognition Gala to be held on Saturday, October 3, 2015.

Vivienne Wilke, CPA, CGA
General Manager,
Finance & Technology

Appendix I: Council Initiatives – Allocations for 2015



2015 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation to date
Carried Forward from Prior Year	0	
2015 Approved Budget	<u>250,000</u>	
My Neighbourhood, My futures Initiative (year 3 of 5)		40,000
2015 Façade Enhancement Program		25,000
Surrey Poet Laureate (Year 1 of 3)		10,000
2015 Sponsor Appreciation Event		10,000
SANSU Addictions Education Series		2,400
Surrey Knights Swim Club		3,000
2015 CBHA Western Challenge Cup		3,500
2015 BC Hockey Pee Wee Championship		2,000
Elleven Management SX Cup 2015		4,000
Surrey Steps Up: Youth Engagement Campaign		10,000
Evolution of Communities Forum		10,000
SASSY Awards 2015		7,500
15th Women's World Softball Championship		25,000
Yo-Bro Youth Initiatives Proposal		10,000
Newton Pop-up Arts Space Project		11,350
2015 Pulling Together Canoe Journey		5,000
Canada Cup Field Hockey Event		3,500
2015 Mayor's Charity Ball		3,500
Red FM Walk & Run 2015		5,000
2015 Water Polo Tournament (Proposed)		5,000
100 Year Journey Gala Sponsorship (Proposed)		<u>5,000</u>
Allocations for 2015		<u>\$ 200,750</u>