

NO: R176

COUNCIL DATE: September 14, 2015

REGULAR COUNCIL

TO: **Mayor & Council** DATE: **August 21, 2015**

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

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

RECOMMENDATION

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

1. a sponsorship contribution of \$5,000 in support of the 9th Annual SFU Surrey Gala Dinner and authorize the purchase of additional tickets as necessary for members of Council who are planning to attend this event; and
2. a sponsorship contribution of \$2,500 in support of the 7th Annual SFU Surrey Diwali Dinner and authorize the purchase of additional 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 Gala scheduled on October 22, 2015 and the SFU Surrey Diwali Celebration and Dinner scheduled on November 3, 2015 as shown in **Appendix I**.

DISCUSSION

SFU Gala Dinner

The University Advancement Division of SFU Surrey is hosting the 9th Annual SFU Surrey Gala Dinner on October 22, 2015, celebrating their 50th Anniversary 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.

SFU Diwali Celebration Event

The University Advancement Division of SFU Surrey is hosting the SFU Diwali Celebration and Dinner on November 3, 2015. 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 eight 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.

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 \$5,000 in support of the 9th Annual SFU Surrey Gala 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 \$2,500 in support of the 7th Annual SFU Surrey Diwali Dinner and authorize the purchase of tickets as necessary for members of Council who are planning to attend this event.

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

Appendix I: SFU Sponsorship Request Letters
Appendix II: Council Initiatives – Allocations for 2015



CELEBRATING 50 YEARS | 1965 - 2015

SIMON FRASER UNIVERSITY
ENGAGING THE WORLD

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

T. 778-782-7475

June 4, 2015

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 Thursday, October 22, 2015 in the Dale B. Regehr Grand Hall at SFU Surrey. This year will mark the celebration of our 50th anniversary.

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 South of the Fraser 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), acknowledgment (logo) in the program, on SFU's website and social media platforms, on stage acknowledgement by President Petter, and multi-screens at registration.

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

Best Regards,

A handwritten signature in blue ink, appearing to read "S Dooley", is written over a faint, larger version of the same signature.

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



CELEBRATING 50 YEARS | 1965 – 2015

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June 4, 2015

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 8th annual Diwali celebration event on Tuesday, November 3rd from 5:30 pm to 8:30 pm at the Crown Palace Banquet Hall.

The event mark our 50th anniversary and 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, social media platforms and around the banquet hall

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 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 blue ink that reads "Joanne Curry".

Joanne Curry
Dean of Lifelong Learning (Pro Tem)



2015 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	0		
2015 Approved Budget	<u>250,000</u>		\$ 250,000
My Neighbourhood, My futures Initiative (year 3 of 5)		40,000	
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	
100 Year Journey Gala Sponsorship		5,000	
2015 Water Polo Tournament		5,000	
Sophie's Place Provincial Conference (Proposed)		5,000	
SFU Gala & Diwali (Proposed)		7,500	
Fleetwood BIA (Proposed)		33,500	
Darpan Achievement Awards (Proposed)		5,000	
Seeds Business Awards (Proposed)		3,000	
Allocations for 2015		\$ 229,750	\$ 20,300