

NO: R180

COUNCIL DATE: September 14, 2015

REGULAR COUNCIL

TO: **Mayor & Council** DATE: **September 8, 2015**
FROM: **General Manager, Finance & Technology** FILE: **1850-20**
SUBJECT: **Sponsorship Request – SFU Public Square - 2015 Annual Community Summit**

RECOMMENDATION

The Finance and Technology Department recommends that Council approve a sponsorship contribution of \$10,000 to SFU Public Square, in support of their 4th Annual Community Summit – We the City, to be held from October 30th to November 7th.

INTENT

The City has received a request from SFU Public Square for a sponsorship in support of their 4th Annual Community Summit – We the City. This event will be held at various locations in the Metro Vancouver Region from October 30th to November 7th, with the final session, “Towards a Liveable Region: Surrey in 2030”, to be held at Surrey City Hall. This report addresses that request.

BACKGROUND

SFU Public Square, through their annual community summits, sets the table for an inclusive and thought-provoking week of intense public dialogue and activity. In 2014 the community summit explored innovation, addressing the dynamic tension presented by the rate of change and the balance between the possibilities it brings along with the disruption that is also created. In 2015, the community summit will explore the theme of city-buildings, reflecting on the role of creativity, arts and culture in building and sustaining our cities and neighbourhoods. It is estimated that by 2030, 60% of the world’s population will live in urban centres. To ensure that the future needs are met, changes must take place in how we plan, build, maintain and animate our cities to ensure an accessible, liveable and inclusive place for our residents.

DISCUSSION

SFU Public Square will be hosting its 4th Annual Community Summit – We the City. The summit will take place at various locations throughout the Metro Vancouver region from October 30th to November 7th, 2015, with the final session, “Towards a Liveable Region: Surrey in 2030”, to be held

at Surrey City Hall on November 7th. The summit will explore the theme of city-buildings, reflecting on the role of creativity, arts and culture in building and sustaining our cities and neighbourhoods. The final session, “Towards a Liveable Region: Surrey 2030”, will be a hands-on, living-lab process that will use a simulation exercise to creatively construct the Surrey of 2030.

SFU Public Square is requesting support from the City at the Friends of the Summit Sponsorship level, which is \$10,000 and would include placing the City’s logo at all Community Summit events and in all communications, along with recognition on the event registration website and 10 tickets to the Community Summit Night at the Centre Celebration. The sponsorship package, showing all sponsorship opportunities, is included in **Appendix I**.

Staff has evaluated the request and is recommending that a sponsorship of \$10,000 be granted, funding is available within the 2015 Annual Community Planning Budget.

CONCLUSION

Based on the above discussion, it is recommended that Council approve a sponsorship contribution of \$10,000 to SFU Public Square, in support of their 4th Annual Community Summit – We the City, to be held from October 30th to November 7th, 2015 throughout Metro Vancouver.

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

Appendix I: SFU Public Square 2015 Community Summit Sponsorship Prospectus

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SPONSORSHIP TIERS

PRESENTING SPONSOR – \$100,000

- Exclusive recognition as a Presenting Sponsor with opportunity to customize a Community Summit event
- Speaking opportunity at Community Summit Night at the Centre Celebration
- Dedicated resources and support to help you promote your partnership with SFU Public Square as Presenting Sponsor
- Prominent sponsor logo placement and signage in pre-event advertising media and at all Community Summit events
- Primary placement of linked logo on SFU Public Square website
- Opportunities to suggest program design elements and speaker selection
- Brand promotion in all Community Summit-related outbound communications, including print, video, social media, e-newsletters and online as well as post-Community Summit outcome reports and communications to all stakeholders.
- Recognition in all media advisories and press releases, and mentions in event-related press
- Brand recognition in every event element, including VIP Receptions, Community Summit Gala, and Summit activities
- 100 tickets to Community Summit Night at the Centre Celebration, 4 tickets to VIP Dinner, and 25 tickets to VIP Receptions
- Signage at all VIP and Community Summit events
- Full Color ½ page Sponsor profile in Community Summit program with your organization's logo and story of connection to the theme/Community Summit
- Brand recognition on national live streamed event
- Branding at all partner Summit events
- Photo opportunity with speakers and VIPs
- Placement of product or promotional materials at Community Summit events
- Company spotlight detailing a profile of a leader or initiative for 1 month on SFU Public Square website

CHAMPION SPONSOR – \$50,000

- Resources and support to help you promote your partnership with SFU Public Square as a Champion Sponsor in support of a theme closely matched to your values and goals
- Brand recognition on national live streamed event
- Branding at all partner Community Summit events
- Photo opportunity with speakers and VIPs
- Placement of product or promotional materials at Community Summit events
- Brand recognition throughout Community Summit event including VIP Receptions, Community Summit Celebration, and Summit activities
- Opportunities to suggest content for Community Summit program and be named a Featured Sponsor with a speaking opportunity at a selected Community Summit event
- Brand promotion in all Community Summit-related outbound communications, including print, video, social media, e-newsletters and online as well as post-Community Summit outcome reports and communications to all stakeholders.
- Recognition in all media advisories and press releases, and mentions in event-related press

CHAMPION SPONSOR – continued

- Full Color 1/4 page Sponsor profile in Community Summit program with your organization's logo and story of connection to the theme/Community Summit
- Prominent sponsor logo placement and signage in pre-event advertising media and at all Community Summit events
- 50 tickets to Community Summit Night at the Centre Celebration, 2 tickets to VIP Dinner, and 10 tickets to VIP Receptions
- Featured as co-sponsor at VIP Receptions
- Linked logo on SFU Public Square website
- Signage at all VIP and Community Summit events

SUPPORTING SPONSOR – \$25,000

- Tools to help you promote your partnership with SFU Public Square as a Supporting Sponsor
- Sponsor logo and signage at all Community Summit events
- Linked logo on SFU Public Square website
- Brand promotion in all Community Summit-related outbound communications, including print, video, social media, e-newsletters and online as well as post-Community Summit outcome reports and communications to all stakeholders.
- Dedicated social media posts to promote sponsorship
- Branding at all partner Community Summit events
- Brand recognition throughout Community Summit events including VIP Receptions, Community Summit Celebration, and Summit activities
- 25 tickets to Community Summit Night at the Centre Celebration, 2 tickets to VIP Dinner, and 6 tickets to VIP Receptions
- Full Color 1/8 page Sponsor recognition in Community Summit program with your organization's logo
- Photo opportunity with speakers and VIPs
- Placement of product or promotional materials at Community Summit events

FRIENDS OF THE SUMMIT – \$10,000

- Tools to help you promote your partnership with SFU Public Square as a Friend of the Summit Sponsor
- Sponsor logo and signage at all Community Summit events, as well as recognition in program
- Linked logo on SFU Public Square website
- Dedicated social media posts to promote sponsorship
- 10 tickets to Community Summit Night at the Centre Celebration
- Brand promotion in all Community Summit-related outbound communications, including print, video, social media, e-newsletters and online as well as post-Community Summit outcome reports and communications to all stakeholders.
- Brand recognition throughout Community Summit events including VIP Receptions, Community Summit Celebration, and Summit activities

Are you interested in a customized sponsorship opportunity? We are happy to work with you to create an individual offer to best meet your communications and business objectives. On receipt of the sponsor contract, a confirmation and an invoice for payment of 50% of the total amount will be sent and is due for payment within three weeks of receipt. The balance of the full payment is due and payable by SEPTEMBER 15, 2015.