

NO: R201

COUNCIL DATE: October 20, 2015

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **October 5, 2015**

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

FILE: **1850-20**

SUBJECT: **Sponsorship Request – Diwali Dhamaka – Red FM**

RECOMMENDATION

The Finance and Technology Department recommends that Council approve a sponsorship contribution of \$7,000 to Red FM in support of their Diwali celebration on Sunday, November 8, 2015 at Central City Outdoor Plaza.

INTENT

The City has received a request from Red FM for a sponsorship in support of their Annual Diwali Dhamaka celebration that will be held on Sunday, November 8, 2015 at Central City Outdoor Plaza. This report addresses that request.

DISCUSSION

Red FM is an active member of the Surrey business community, supporting and participating in various community events such as Canada Day, Fusion Festival, Tree Lighting Event and Party for the Planet. Red FM will be presenting Diwali Dhamaka on Sunday November 8, 2015 at Central City Outdoor Plaza. The celebration will include a free concert by a famous international singer. This community event is considered to be the premiere Diwali Celebration and will be full of entertainment.

Staff has evaluated the request and supports a sponsorship of \$7,000, which is the same level of funding that has been provided in past years. Details of the sponsorship are included in Appendix I. Funding for this event will come from the 2015 Annual Budget.

CONCLUSION

Based on the above discussion, it is recommended that Council approve a sponsorship contribution of \$7,000 from the 2015 Annual Budget to Red FM in support of their Diwali celebration on Sunday, November 8, 2015 at Central City Outdoor Plaza.

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

Appendix I: Diwali Celebration 2015 Sponsorship Package



2015
DIWALI CELEBRATION

Presented to:
CITY OF SURREY



DIWALI CELEBRATION 2015

RED FM is proud to present “Diwali Dhamaka”@ Central City Outdoor Plaza, Surrey B.C.

Come experience the ultimate Diwali celebration with a free concert by a famous International singer (to be announced). This fun-filled community event is the premiere Diwali Celebration and promises to be full of entertainment.

Along with the Diwali Celebration, RED FM will also be giving away prizes at the event. There will also be performances by local talent (RED FM Idol winners).

EXPOSURE *CITY OF SURREY to be mentioned in Diwali Celebration related promos and announcements
PROMOS: <ul style="list-style-type: none"> • CITY OF SURREY will be mentioned in 196 Promos • 7 promos/daily
ANNOUNCEMENTS: <ul style="list-style-type: none"> • CITY OF SURREY will be mentioned in 112 Announcements • 4 announcements/daily
SOCIAL MEDIA: <ul style="list-style-type: none"> • CITY OF SURREY mentions on facebook posts, twitter feeds, posters, etc • CITY OF SURREY logo and website link on www.redfm.ca
DIWALI CELEBRATION @ Central City Centre: <ul style="list-style-type: none"> • CITY OF SURREY logo will be on the official banner at the event • CITY OF SURREY will be publicly acknowledged from the Red FM Stage. • CITY OF SURREY will have the opportunity to address the crowd • CITY OF SURREY will have a spot to setup a tent
POST – PROMOS: <ul style="list-style-type: none"> • CITY OF SURREY will mentioned in 25 Promos • 5 Promos/daily

YOUR COST:

- \$7,000 + GST