

NO: R021

COUNCIL DATE: February 1, 2016

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **January 28, 2016**

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 \$15,000 in support of the 50th Anniversary Celebration: Surrey Campus Open House; and
2. a bursary contribution of \$10,000 in support of five \$2,000 bursaries, to be known as the City of Surrey Award.

BACKGROUND

The 2015/2016 academic year has seen SFU begin to undertake a number of 50th Anniversary Celebrations. The City of Surrey has been invited to sponsor two initiatives that are specific to the Surrey Campus; SFU's 50th Anniversary Celebration: Surrey Campus Open House, scheduled for March 2, 2016 and the City of Surrey Award, which consists of five \$2,000 bursaries for students studying at the Surrey Campus.

DISCUSSION

SFU's 50th Anniversary Celebration: Surrey Campus Open House

On March 2, 2016, SFU will hold an open house that is expected to draw over 3,000 people to celebrate 50 years of SFU's academic and research excellence and engagement with the community, with a particular emphasis on the campus in Surrey. Through entertaining and interactive exhibits, displays, presentation and workshops, the public will learn about and be immersed in, the educational opportunities that are available to them at SFU and the Surrey Campus. SFU is requesting that the City participate as the Presenting Sponsor with a sponsorship of \$15,000. With this level of sponsorship, the City's name and logo will be featured in all even advertising, there would be an opportunity for the Mayor (or designate) to participate in the welcome address, a dedicated space would be provided for the City to showcase plans for future development and be included in media releases that would feature the City as a partner of the open house and an active partner with SFU in developing a socially, culturally and economically vibrant city.

City of Surrey Award

This award will provide five SFU students, studying at the Surrey campus, with a \$2,000 bursary for a total contribution of \$10,000. There would be an opportunity for the City to announce the award at the open house on March 2nd, 2016. The recipients of the award will be announced in the fall of 2016, with an opportunity for the City of Surrey and SFU to jointly promote this initiative at events such as the SFU Presidents Gala.

While these sponsorships meet the evaluation criteria of the City Grant program, the funding requirements exceeds the capacity of that program. Council has previously provided supported various events at SFU from the Council Initiatives Fund, demonstrating 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 Council approve from the Council Initiatives Fund:

- a sponsorship contribution of \$15,000 in support of the 50th Anniversary Celebration: Surrey Campus Open House; and
- a bursary contribution of \$10,000 in support of five \$2,000 bursaries, to be known as the City of Surrey Award.



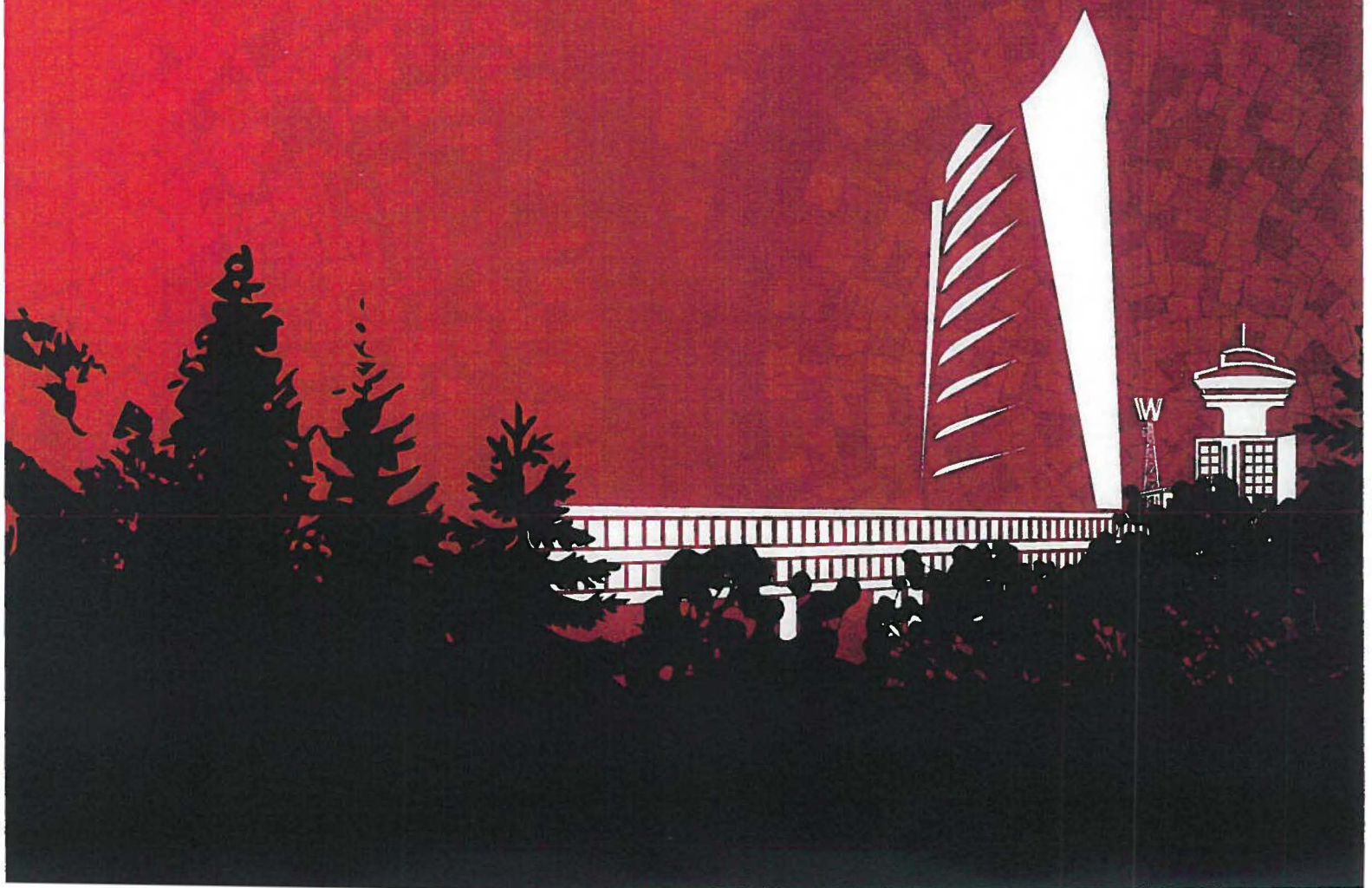
Vivienne Wilke, CPA, CGA
General Manager,
Finance & Technology

Appendix "I": SFU Sponsorship Request Letters
Appendix "II": Council Initiatives – Allocations for 2016



PROPOSAL

SFU SURREY CAMPUS OPEN HOUSE
SPONSORSHIP & STUDENT AWARD



Dear Vince,

As per our recent conversation, I am writing to provide you some details of a possible sponsorship from the city of Surrey in recognition of SFU's 50th anniversary. As we discussed, the total commitment would be \$25,000, comprised of 2 separate but very much related initiatives. In the balance of the letter I will describe these initiatives, highlight the benefits to the City of Surrey, and emphasize the link to SFU's and the City of Surrey's common vision of strengthening community engagement and post-secondary education opportunities in Surrey.

Presenting Sponsor – SFU's 50th Anniversary Celebration: Surrey Campus Open House

To an annual audience of over 3,000 people, the Open House will celebrate 50 years of SFU's academic and research excellence and engagement with community - with a particular emphasis on SFU's campus in Surrey. Through entertaining and interactive exhibits, displays, presentations and workshops, the public will learn about, and be immersed in, the educational opportunities that are available to them at SFU and the Surrey campus.

At this event (and exclusive to the City of Surrey) a dedicated space will be made available for the City to showcase plans for future city development projects (e.g., the proposed LRT in Surrey).

City of Surrey Award

The Award will provide five SFU students studying at the Surrey campus with a \$2,000 bursary. The recipients of the Award will be announced in Fall 2016, with an opportunity for the City of Surrey and SFU to jointly promote this initiative at events such as the SFU President's Gala.

The City of Surrey's contribution will support the implementation and promotion of the Open House, and create a new award that will allow, and encourage, students to study at SFU's Surrey campus.

Enclosed are details pertaining the proposed sponsorship and student award gift.

There is some time sensitivity to this request – for example, promotion of the Open House needs to commence as a soon as possible.

If you should have any further questions, please do not hesitate to contact me.

Thank you in advance for your consideration and ongoing support.

Sincerely,



Stephen Dooley, Executive Director
Simon Fraser University's Surrey Campus

PRESENTING SPONSOR

SFU's 50th Anniversary Celebration: Surrey Campus Open House *(March 2, 2016)*

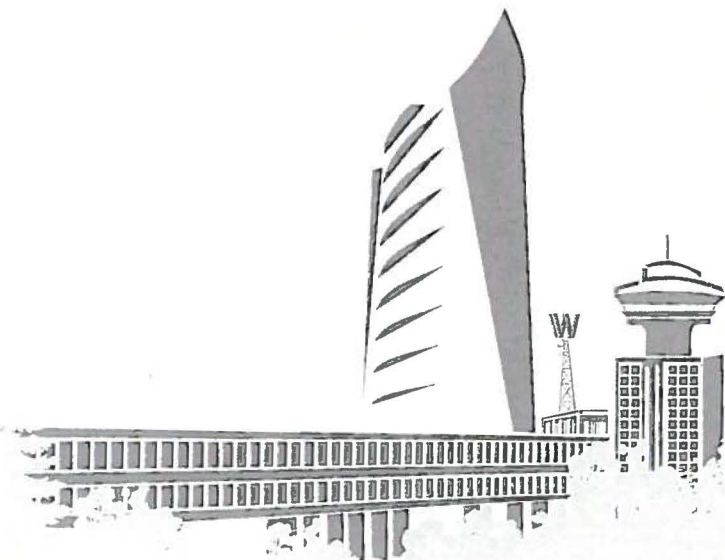
Sponsorship: \$15,000

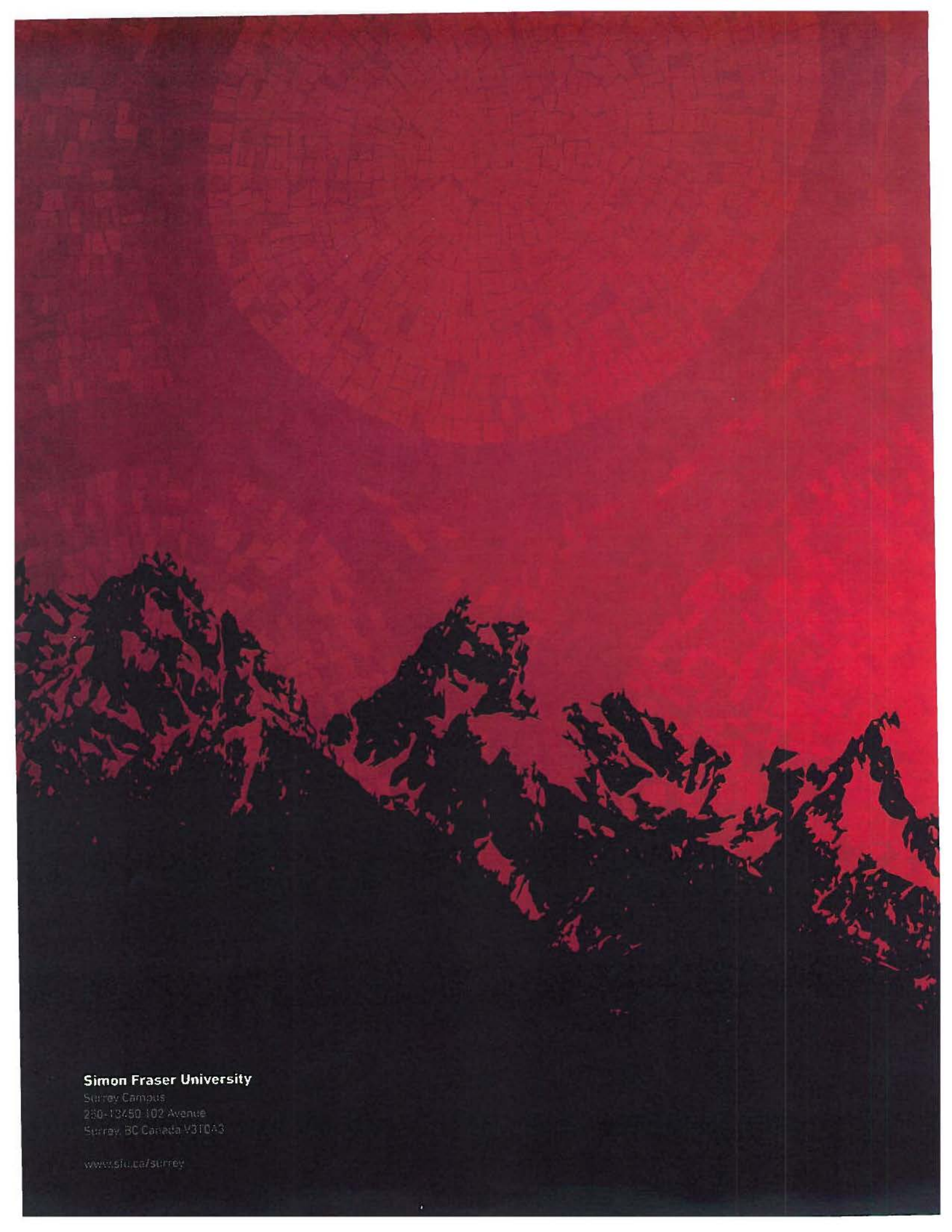
- City of Surrey's name and logo to be featured in all open house event advertising, website, electronic invitations (40,000+) and acknowledgements.
- Opportunity for the City of Surrey (Mayor or designate) to participate in the welcome address (i.e., greetings from the City), supported by a centre-stage sponsor acknowledgement and thank you by SFU's President.
- A dedicated space for the City of Surrey to showcase its plans for future city development projects (e.g., the proposed LRT in Surrey).
- A special 50th Anniversary plaque (and photo opportunity) acknowledging the City of Surrey's partnership with SFU.
- A media release featuring the City of Surrey as a partner of the open house, and an active partner with SFU in developing a socially, culturally and economically vibrant city.

CITY OF SURREY AWARD

Gift: \$10,000

- Opportunity for the City of Surrey to announce the Award at SFU's 50th Anniversary Celebration: Surrey Campus Open House (Wednesday, March 2nd, 2016), and for the award to be acknowledged as part of an open house media release (as referenced above).
- In Fall 2016, opportunity for the Mayor (or designate) to meet with the recipients of the Award and participate in a photo opportunity to featured as part of a joint media release.





Simon Fraser University

Surrey Campus
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www.sfu.ca/surrey



**2016 FINANCIAL PLAN
COUNCIL INITIATIVES**

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	2,800		
2016 Proposed Budget	<u>250,000</u>		\$ 252,800
My Neighbourhood, My futures Initiative (year 4 of 5)		40,000	
Surrey Poet Laureate (Year 2 of 3)		10,000	
SFU Surrey Campus Open House - Proposed		15,000	
City of Surrey Busary - Proposed		10,000	
Allocations for 2016		<u>\$ 75,000</u>	<u>\$ 177,800</u>