

NO: R038

COUNCIL DATE: February 22, 2016

REGULAR COUNCIL

TO: Mayor & Council

DATE: February 16, 2016

FROM: General Manager, Finance & Technology

FILE: 1850-20

SUBJECT: Sponsorship Request – Black Tie Affair; PICS Diversity Village

RECOMMENDATION

The Finance and Technology Department recommends that Council, approve from the Council Initiatives Fund, a sponsorship contribution of \$5,000 in support of PICS Diversity Village, which will be held on Saturday, February 27, 2016 at the Aria Banquet in Surrey.

INTENT

The City has received a request from the Progressive Intercultural Community Services (PICS) for a sponsorship in support of the fundraiser and auction that will support PICS Diversity Village, which will be held on Saturday, February 27, 2016, at the Aria Banquet Centre in Surrey. This report addresses that request.

DISCUSSION

PICS is a not-for-profit organization with a mission to promote harmony and intercultural understanding for the purpose of building a more inclusive and mutually respectful society. PICS Diversity Village will be a revolutionary senior's care home, open to seniors from all walks of life. Based on state-of-the-art care models, PICS will deliver services that are designed to meet the social, cultural and dietary needs of the members of the multicultural community. The fundraiser and auction for PICS Diversity Village will be held on Saturday, February 27, 2016, at the Aria Banquet Centre in Surrey.

PICS is requesting that the City consider providing a sponsorship contribution to support this event. Staff is recommending that Council consider supporting this event through an silver level sponsorship of \$5,000. This level of sponsorship will include the City's logo to be placed in the program and on the screen during the event, as well as on all printed advertising material. With this sponsorship, the City will receive VIP prime seating with a named table for 10. Attached in Appendix "I" are the full details of the sponsorship package.

This sponsorship does not satisfy the evaluation criteria for a City grant as stipulated in the City Grant Policy since the event is a fund-raiser; however, Council has previously provided funding to similar events through the Council Initiatives Fund.

Funding

Appendix "II" attached to this report documents the balance in the Council Initiatives Fund based on an assumption that Council will approve the recommendation contained within this report.

CONCLUSION

Based on the above discussion, it is recommended that Council approve, from the Council Initiatives Fund, a sponsorship contribution of \$5,000 in support of PICS Diversity Village, which will include a table for ten members of Council and their guests who are planning to attend this event.

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

Appendix "I": 2016 Business Leadership Awards Strategic Partner Package
Appendix "II": Council Initiatives – Allocations for 2016

The Black Tie Affair



PICS DIVERSITY VILLAGE
LIVE WHERE THE WORLD LIVES

Fundraiser and Auction in support of
PICS Diversity Village

**Aria Banquet & Conference Centre,
12350 Pattullo Place, Surrey, BC**

Saturday, February 27 2016, 5:30 PM – 10:30 PM

Join us for a night of elegance at PICS' annual fundraiser. Enjoy a cocktail reception, fine dining and dancing, live entertainment, unique silent and live auctions, and an opportunity to learn more about how you can support PICS Diversity Village. Additional speakers to be announced.

VIP Seating: \$500
(\$5000 per table)

Preferred Seating: \$300
(\$3000 per table)

Standard Seating: \$200



Keynote Speaker:

The Honourable Harjit Singh Sajjan, P.C., M.P.
Minister of National Defence

This revolutionary senior care community will provide urgently needed long-term care for seniors from all walks of life. Based on the latest state-of-the-art model of care, PICS Diversity Village will deliver customized services for each patient, respecting their culture and lifestyle and giving them a home away from home.

Help us make a difference in the lives of those we love.

www.picsdiversityvillage.com

We will be hosting more than 1000 elite and influential members of the community, including government representatives and a variety of business and industry professionals.

Our goal is to raise \$1 million to complete the purchase of the land for PICS Diversity Village.

CORPORATE SPONSORSHIP PACKAGES

<p>Diamond Sponsor</p>	<ul style="list-style-type: none"> -Title sponsor: billed as a "Presenting Sponsor" of the evening (four available) -Company name and logo on a recognition plaque in lobby of Diversity Village -Formal introduction and thank-you by Master of Ceremonies -Opportunity to introduce a performance and/or present a large cheque on stage -Prominent logo placement at least 50% larger than next tier (full screen) -One full-page ad in program, prominent logo placement on program front cover -20 recurring logo impressions throughout the program -Booth to display your company's products/services -VIP prime seating with named table (table for 10), centre/front -Your logo printed on all advertising material (tickets, posters, brochures) -Hyperlinks to your website/social media on PICS' website -Recognition on radio and television, logo recognition in future marketing -Special thank-you package 	<p>\$25,000</p>
<p>Platinum Sponsor</p>	<ul style="list-style-type: none"> -Opportunity to introduce a performance and/or present a large cheque on stage -Company name and logo on a recognition plaque in lobby of Diversity Village -Prominent logo placement at least 50% larger than next tier (half screen size, half page in program) -10 recurring logo impressions throughout the program -VIP prime seating with named table (table for 10) -Your logo printed on all advertising material (tickets, posters, brochures) -Hyperlinks to your website/social media on PICS' website -Recognition on radio and television, logo recognition in future marketing 	<p>\$15,000</p>
<p>Gold Sponsor</p>	<ul style="list-style-type: none"> -Logo placement (1/4 screen size, 1/4 page in program) -10 recurring logo impressions throughout the program -VIP prime seating with named table (table for 10) -Your logo printed on all advertising material (tickets, posters, brochures) -Hyperlinks to your website/social media on PICS' website 	<p>\$10,000</p>
<p>Silver Sponsor</p>	<ul style="list-style-type: none"> -Logo placement on screen and in program -Logo printed on all advertising material (tickets, posters, brochures) -VIP prime seating with named table (table for 10) 	<p>\$5,000</p>



PICS DIVERSITY VILLAGE

LIVE WHERE THE WORLD LIVES

To support The Black Tie Affair and PICS Diversity Village, please phone 604.596.7722 or email charan.gill@pics.bc.ca



Join these previous sponsors in support of PICS Diversity Village:





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		15,000	
City of Surrey Busary		10,000	
Seeds Business Awards		4,000	
PICS Diversity City Sponsorship - Proposed		5,000	
Allocations for 2016		<u>\$ 84,000</u>	<u>\$ 168,800</u>