

NO: R039

COUNCIL DATE: February 22, 2016

REGULAR COUNCIL

TO: Mayor & Council

DATE: February 10, 2016

FROM: General Manager, Finance & Technology

FILE: 1850-20

SUBJECT: Sponsorship Request – SEEDS Business Leadership Awards

RECOMMENDATION

The Finance and Technology Department recommends that Council, approve from the Council Initiatives Fund, a sponsorship contribution of \$4,000 in support of the 4th Annual SEEDS Business Leadership Awards which will be held on Thursday, October 13, 2016 at Surrey City Hall.

INTENT

The City has received a request from the Self Employment & Entrepreneur Development Society (SEEDS) for a sponsorship in support of their 4th Annual Business Leadership Awards that will be held on Thursday, October 13, 2016, at the Centre Stage at City Hall. This report addresses that request.

DISCUSSION

The Self Employment & Entrepreneur Development Society (SEEDS) is a not-for-profit organization that supports small business and aspiring entrepreneurs. Through their specialized courses and business resources, they have been helping people start businesses since 1997. In an effort to limit barriers to self-employment, they focus their efforts to seven specific groups of people: Women, Youth, Seniors, Under-employed, Differently-Abled, First Nations, and Immigrants.

The Business Leadership Awards will be held on Thursday, October 13, 2016, at the Centre Stage at City Hall and will be presenting awards in 7 different categories, recognizing exceptional entrepreneurs from each of the focus groups. This event will raise funds for scholarships into their Self Employment Program.

SEEDS 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 incubator level sponsorship of \$4,000. This level of sponsorship will include recognition on the SEEDS website and in their program, as well as on all printed material; the sponsorship will also sponsor 6 students. With this sponsorship, the City will receive four complimentary tickets to the event that will be allocated to members of Council who plan to attend the event. Additional tickets may

be purchased as necessary. 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 \$4,000 in support of 4th Annual SEEDS Business Leadership Awards, which will include four tickets for members of Council 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

2016



**Business Leadership Awards
Strategic Partner Package**

About SEEDS

The Self Employment and Entrepreneur Development Society (SEEDS) is a not-for-profit organization dedicated to supporting small business and aspiring entrepreneurs. Through our specialized courses and business resources we have helped over 2000 people start businesses since 1997.

Some of the things we are most proud about include:

- Providing over 600 people business lessons free of charge since 2011
- Teaching business plan development to Surrey area high school students
- Being 100% self-sustained through fundraising and revenue generating projects.

With 19 years' experience of improving small businesses and developing entrepreneurs we've seen many barriers to self-employment. To limit these barriers for the community we have identified and focused our efforts on seven specific groups which are:

Women, Youth, Seniors, Disabled, First Nations, Underemployed and Immigrants.

There are three ways by which people can participate in the SEEDS programs. They can pay for themselves, be sponsored or volunteer their time in exchange for classes. These are all ways we continue to try to break down the barriers to business ownership.

We would love to have you join us in helping to develop more entrepreneurs in our community. Please review this Strategic Partner Package and decide how you may wish to participate.

Respectfully,

Scantone Jones,
VP Board of Directors/Interim ED
Self-Employment & Entrepreneur Development Society
604.800.9010
seedsbdc.com

SEEDS Business Leadership Awards 2016

Purpose

The SEEDS Business Leadership Awards aim to recognize successful entrepreneurs in the Surrey area, while raising funds to sponsor more individuals into our programs.

- 13 October, 2016
- 200 Surrey Entrepreneurs & Leaders
- 7 Focuses (Youth, Seniors, Women, Immigrants, Underemployed, First Nations, Differently Abled)

Sponsorship Opportunities

We are pleased to provide the opportunity for community and corporate partnerships. The SEEDS Business Leadership Awards offer opportunities for your organization to reach aspiring entrepreneurs, developing and developed businesses, and other community leaders. By supporting the SEEDS Business Leadership Awards your organization will be contributing to the betterment of our business community.

Marketing and Promotion

Promotional opportunities for your business include:

- Print material inclusion
- SEEDS website exposure
- Social media exposure including email blasts to all of SEEDS registered alumni
- Program advertisement
- Verbal recognition
- Table and/or venue displays
- And more!

Sponsorship Benefits

Community and Goodwill

Members of the business community will look fondly upon your organization's contribution to the SEEDS Business Leadership Awards.

Heightened Brand Awareness

Your organization logo and promotional material can be included on promotional material and media for the SEEDS Business Leadership Awards.

Target Audience

The SEEDS Business Leadership Awards will allow your organization to directly reach businesses that may be in need of your goods and/or services.

Sponsorship Opportunities

Sponsor an Award

Your organization will be recognized for kindly donating an award in front of the audience. This sponsorship opportunity may be purchased independent of the packages listed below. (\$300/Award)

Sponsor a Seat

Sponsor seats for attendees and receive "this seat was kindly sponsored by [your business]". (\$50/seat)

Sponsor a Table/Row of seats

Your organization can sponsor a table/row of seats for attendees and your signage can be placed in front of each seat/table as "this table was kindly sponsored by [your business]". (\$450/row)

In Kind Donations

Your organization can donate items or services to be used by the planning committee of for draw prizes.

SEEDS Business Leadership Awards 2016 Strategic Partnership Overview				
Partnership Categories	Corporate	Incubator	Co-op	Start-up
Investment	\$5,000	\$4,000	\$2000	\$900
Students Sponsored	8	6	3	1
Recognized as Specific Level Partner on SEEDS Website	✓	✓	✓	✓
Link to Company Website on SEEDS Website	✓	✓	✓	✓
Company Logo on Event Program	✓	✓	✓	✓
Four Tickets to the event	✓	✓	✓	✓
Promotional Take Away* (to be supplied by sponsor)	✓	✓	✓	
Company Logo on all Print Media	✓	✓		
Company logo in SEEDS Email Blasts	✓	✓		
Verbal Recognition at Event	✓	✓		
Social Media Exposure	✓	✓		
Company Logo Displayed on Screens at Event	✓			
Company Signage at Venue	✓			
Company Booth at Venue	✓			
Award purchased by your company	✓			

SEEDS Business Plan Workshop Course (BPW)

The Business Plan Workshop (BPW) course prepares entrepreneurs to grow their ideas into businesses. Spread over eight weeks, which includes one weekly four hour lesson (in class), as well as online assignments. All students receive one hour of 1-on-1 advisor time plus one hour of consulting time upon completion of their business plans. Advisors help students with the completion of their business plans whereas Consultants help the students to implement their business plans.

Course Includes:

- Introduction to Business
- Market Research
- Marketing
- Introduction to Financials
- Digital Media
- Mobile Operations
- Operations
- Sales
- Legal, Contracts, and Structure
- Business Financials
- Business Presentations
- Motivational Speakers
- Practicum

Classes take place every 9 weeks at the City Centre Library. Classes run Saturdays from 12:30-4:30 PM and/or weekday evenings from 6:00- 8:30 PM.

Sponsor Recognition

When you sponsor a student your organization will receive:

- Logo displayed on www.seedsbdc.com
- Logo included in all BPW email blasts
- Handouts provided to students supplied by your organization
- A letter of thanks written by the student(s) you sponsor

Join us today in helping create more entrepreneurs in our community by sponsoring a student in the SEEDS BPW.

Contact us

Email: admin@seedsbdc.com

Phone: 604.800.9010



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 - Proposed		4,000	
Allocations for 2016		<u>\$ 79,000</u>	<u>\$ 173,800</u>