

NO: R154

COUNCIL DATE: **June 27, 2016**

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **June 21, 2016**

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

FILE: **1850-20**

SUBJECT: **Sponsorship Request - 10th Annual Red FM Charity Walk**

RECOMMENDATION

The Finance & Technology Department recommends that Council approve the following:

1. Receive this report as information; and
2. A sponsorship grant of \$5,000 from the Council Initiatives Fund to the organizers of the 10th Annual Red FM Walk & Run that will be held at Bear Creek Park on Sunday July 17, 2016.

BACKGROUND

The City has received a sponsorship request from the South Asian Broadcasting Corp, also known as Red FM, for their 10th Annual Walk/Run at Bear Creek Park. This report addresses that request and recommends a course of action.

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 and Party for the Planet. Red FM hosts an annual charity run at Bear Creek Park in support of community initiatives in Surrey. It is holding its 10th Annual Charity Walk and Run at Bear Creek Park on July 17, 2016. The proceeds from this year's event will be contributed to the RCMP's Youth Initiative, which focuses on youth in Surrey.

This annual Red FM event has raised over \$165,000 for community initiatives since its inception. The proceeds of the Run in 2009, 2010 and 2011 were contributed to programs in Surrey that addressed youth at risk in relation to gangs and youth violence, in 2012 & 2013 the proceeds were contributed to the RED FM Educational Scholarship Program and the 2014 and 2015 proceeds were contributed to the RCMP's Youth Initiative.

Red FM has once again requested that the City provide sponsorship funding for their 2016 event. The City has sponsored this event each year since its inception. In each of the years from 2010 to 2016, the City provided sponsorship to the event in the amount of \$5,000. Staff is satisfied that a "gold level" sponsorship of \$5,000 is again reasonable for 2016. Details of the sponsorship package are included in Appendix "I". This level of sponsorship will result in the City receiving recognition

during pre-event promotions and the display of the City's corporate logo as part of the event's communications, including a website link on the Red FM website and on the Red FM Run t-shirts.

The Grants Evaluation Committee is recommending that funding for this sponsorship be provided from the Council Initiatives Fund as it does not meet the City's One-time Grants Policy in that it is a fund-raising event for a third party.

Status of the Council Initiatives Fund

Appendix "II" provides information on the status of the Council Initiatives Fund on the assumption that Council will adopt the recommendation of this report.

SUSTAINABILITY

The Annual Red FM Bear Creek Park Run supports the overall objectives of the City's Sustainability Charter as related to the themes of Inclusion, Public Safety and Health and Wellness. Specifically, this grant will support the following desired outcomes:

- Inclusion DO23: Numerous active local clubs, groups and agencies contribute to the community's well-being.
- Public Safety DO4: Local residents and businesses are connected and engaged within their neighbourhoods and with the broader community - including police, public safety partners and social service agencies - to enhance safety.
- Health & Wellness DO6: Residents participate in a wide range of recreation and leisure opportunities.
- Health & Wellness DO7: Residents enjoy a high level of physical, social and mental wellness.
- Health & Wellness DO8: Residents feel a sense of belonging and connectedness, and have opportunities for social interaction in their neighbourhoods and community.

CONCLUSION

Based on the above discussion, it is recommended that Council provide sponsorship of \$5,000 to the organizers of the Red FM Annual Bear Creek Park Run from the Council Initiatives Fund in support of their 2016 event that is planned for Sunday, July 17, 2016, as generally described in this report.

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

Appendix "I": Red FM Sponsorship Packages
Appendix "II": Status of the Council Initiatives Fund



The 10th Annual RED FM Walk & Run is coming!

Sunday, July 17th, 2016

We are happy to announce that the RED FM Walk & Run will take place on Sunday, July 17th, 2016 at Bear Creek Park in Surrey. The RED FM Walk & Run is the perfect way to celebrate a healthy lifestyle and community spirit. This year's event will again feature a 2km walk/run around the running oval and a 10km run through the fabulous Bear Creek Park trails. Both will begin at the main stage area on the running oval @ 9:30am. As always, participants will be treated to a rejuvenation area and event t-shirts!

PLATINUM SPONSORSHIP: \$8000

PRE-EVENT
<p>COMMERCIALS Company name/brand mentioned in run related commercials (7 sec tag)</p> <ul style="list-style-type: none"> • 6 Commercials/Daily • June 22 – July 17
<p>ANNOUNCEMENTS Company name/brand mentioned (7 sec tag)</p> <ul style="list-style-type: none"> • 4 Announcements/Daily • June 22 – July 17
DAY OF EVENT
<ul style="list-style-type: none"> • Company banner on site near start/finish line
<ul style="list-style-type: none"> • Large prominent logo on RED FM Run T-shirt
<ul style="list-style-type: none"> • Prominent area for company tent near spectator area
<ul style="list-style-type: none"> • Acknowledgement on stage
<ul style="list-style-type: none"> • Thank you plaque presented on stage before event
POST EVENT
<p>PROMOS Company name mentioned in “thank you” promos on RED FM (Name Mention)</p> <ul style="list-style-type: none"> • 3 days x 5 Daily/ Promos= 15 promos
<p>ANNOUNCEMENTS Company name mentioned in “thank you” announcements on RED FM (Name Mention)</p> <ul style="list-style-type: none"> • 3 days x 3 Daily/ Announcements= 9 promos

GOLD SPONSORSHIP: \$5000

PRE-EVENT
<p>Promos Company name/brand mentioned (name mention)</p> <ul style="list-style-type: none"> • 3 Promos/Daily • June 22 – July 17
<p>Announcements Company name/brand mentioned (7 sec tag)</p> <ul style="list-style-type: none"> • 2 Announcements/Daily • June 22 – July 17
<p>Website</p> <ul style="list-style-type: none"> • Company logo on www.redfm.ca with direct link to your website
DAY OF EVENT
<ul style="list-style-type: none"> • Small logo on RED FM Run T-shirt
<ul style="list-style-type: none"> • Company banner on site near start/finish line
<ul style="list-style-type: none"> • Placement for company tent near registration
<ul style="list-style-type: none"> • Acknowledgement on stage/certificate of appreciation
<ul style="list-style-type: none"> • Thank you plaque presented on stage before event

SILVER SPONSORSHIP: \$1500

DAY OF EVENT
<ul style="list-style-type: none"> • Placement for company tent
<ul style="list-style-type: none"> • Acknowledgement on stage
<ul style="list-style-type: none"> • Banner on site

BRONZE SPONSORSHIP: \$600

DAY OF EVENT
<ul style="list-style-type: none"> • Banner on site

Appendix "II"



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		5,000	
Bridal Week Vancouver		5,000	
100 Year Journey Gala Sponsorship		6,000	
Pride Festival		5,000	
Seniors Volunteer Project		75,000	
Ethar Trip to Cloverdale Rodeo		2,688	
Whalley Little League		2,000	
Refugee Welcome Event		6,850	
Sarah McLachlan School of Music		30,000	
Sarah McLachlan School of Music		-15,000	
Surrey Hospital & Outpatient Centre Foundation - CAPSU (proposed)		15,000	
West Coast Centre for Learning - Brain Booster Camp (proposed)		2,000	
Darpan Achievement Awards (proposed)		5,000	
Phoenix Society Live Well Street Fair (proposed)		2,500	
10th Annual Red FM Charity Walk (Proposed)		5,000	
Allocatlons for 2016		<u>\$ 231,038</u>	<u>\$ 21,800</u>