

NO: R232

COUNCIL DATE: October 24, 2016

REGULAR COUNCIL

TO: **Mayor & Council** DATE: **October 18, 2016**

FROM: **General Manager, Finance & Technology** FILE: **1850-20**

SUBJECT: **Sponsorship Request - Child Advocacy Provincial Conference**

RECOMMENDATION

The Finance and Technology Department recommend that Council approve the following:

1. Receive this report as information; and
2. Approve a sponsorship contribution of \$5,000 from the Council Initiatives Fund to Sophie's Place Child Advocacy Centre, in support of their Provincial Conference, Building Resiliency Through Collaboration, to be held on November 1st and 2nd, 2016.

INTENT

The City has received a request from Sophie's Place Child Advocacy Centre for a sponsorship in support of their Provincial Conference, Building Resiliency Through Collaboration, to be held on November 1st and 2nd, 2016 at Surrey City Hall. This report addresses that request.

BACKGROUND

In 2012, to address the needs of victims of child abuse through a child-centered model, Sophie's Place Child Advocacy Centre opened to the community, providing a seamless, coordinated and collaborative approach to addressing the needs of children who are victims of abuse or children who have witnessed a crime. The Surrey RCMP, the Ministry of Children and Family Development, the Ministry of Justice Victim Services and Crime Prevention, the Centre for Child Development and the City of Surrey are all partners, working in a collaborative manner to support child victims.

DISCUSSION

Sophie's Place Advocacy Centre will be presenting a Provincial Conference on November 1st and 2nd, 2016 at Surrey City Hall. The theme of this conference is "Building Resiliency Through Collaboration" and will focus on training and educating front line service providers who serve children who are victims of abuse and their families.

Sophie's Place is requesting support from the City at the Silver Sponsorship level, which is \$5,000 and would include placing the City's logo on all public facing print material, recognition on the event registration website, recognition at the event by the Master of Ceremonies, logo and sponsorship level outlined on all conference hand-out materials and our logo displayed on conference signage materials. The sponsorship package showing all sponsorship opportunities, is included in **Appendix "II"**.

Staff has evaluated the request and is recommending that a sponsorship of \$5,000 be granted from the Council Initiatives Fund to Sophie's Place Provincial Conference, which is in line with similar type events that Council has sponsored.

Funding

Appendix "I" 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. As this fund was almost depleted, a transfer to \$20,000 from the operating contingency has taken place to support the fund until the end of the year.

CONCLUSION

Based on the above discussion, it is recommended that Council approve a sponsorship contribution of \$5,000 from the Council Initiatives Fund to Sophie's Place Child Advocacy Centre, in support of their Provincial Conference, Building Resiliency Through Collaboration, to be held on November 1st and 2nd, 2016.

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

Appendix "I": Council Initiatives – Allocations for 2016

Appendix "II": Sophie's Place Child Advocacy Centre Provincial Conference Sponsorship Package

Appendix I



2016 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	2,800		
2016 Proposed Budget	<u>276,536</u>		\$ 279,336
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		15,000	
West Coast Centre for Learning - Brain Booster Camp		2,000	
Darpan Achievement Awards		5,000	
Phoenix Society Live Well Street Fair		2,500	
10th Annual Red FM Charity Walk		5,000	
Drishti Awards Gala		1,500	
SFU Diwali Gala		2,500	
SFU President's Gala		5,000	
Crescent Beach Concours d'Elegance 2016		2,000	
Mayor's Charity Ball		3,500	
Fraser Region Aboriginal Friendship Centre		1,000	
BC Lions Be More Than a Bystander Program (proposed)		5,000	
2016 Diwali Dhamaka Red FM (proposed)		7,000	
Sophle's Place Provincial Conference (Proposed)		5,000	
Allocations for 2016		\$ 263,538	\$ 15,800



Sponsorship Package

When and Where

Sophie's Place Second Annual Conference – Building Resiliency Through Collaboration on November 1st and 2nd, 2016 at Surrey City Hall 13450 104th Ave, Surrey, BC. This conference will be presented in conjunction with the Sophie's Place Child Advocacy Centre partners: City of Surrey, Ministry of Public Safety and Solicitor General, Surrey RCMP, Ministry of Children and Family Development and The Centre for Child Development.

What

The conference will be open to front-line service providers who work with child victims of abuse and their families. The outcomes for the proposed conference are to increase participants' knowledge in each of the three focus areas:

1. Various victim assistance programs and the new Victim's Bill of Rights
2. Recent evidence-based best practices for their work
3. Sustaining collaboration between multiple disciplines that serve women and children who are victims of abuse.

Goal

To provide training and education to front line service providers who serve children who are victims of abuse and their families not only in Surrey but throughout the province of British Columbia and beyond.

Sponsorship

There are a variety of sponsorship levels with many benefits for you and your business which are provided in the table on the next page.

Attending the Event

This event will have a capacity of 200, with a \$125 non-profit and \$175 regular registration fee for the two day conference in order to support our speaker fees.



Presenting Sponsor

\$25,000

**Presenting Sponsor – Ministry of Public Safety and Solicitor General
(Civil Forfeiture Grant)**

- Logo on all public-facing print materials
- Recognition on the event registration website
- Recognition at the conference by the Master of Ceremonies
- Logo and sponsorship level outlined within conference handout materials
- Logo displayed on conference signage materials
- Recognition in press release forwarded to media following the conference

Gold Sponsor

\$10,000 +

- Logo on all public-facing print materials
- Recognition on the event registration website
- Recognition at the conference by the Master of Ceremonies
- Logo and sponsorship level outlined within conference handout materials
- Logo displayed on conference signage materials

Silver Sponsor

\$5,000 +

- Logo on all public-facing print materials
- Recognition at the conference by the Master of Ceremonies
- Logo and sponsorship level outlined within conference handout materials
- Logo displayed on conference signage materials

Bronze Sponsor

\$2,500 +

TELUS- Live Stream Sponsor

- Logo and sponsorship level outlined within attendee handout materials
- Logo displayed on conference signage materials