

NO: R233

COUNCIL DATE: October 24, 2016

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **October 19, 2016**

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

FILE: **1850-20**

SUBJECT: **Sponsorship Request – Diwali Dhamaka – Red FM**

RECOMMENDATION

The Finance and Technology Department recommends that Council approve a sponsorship contribution of \$7,000 from the Council Initiatives Fund to Red FM in support of their Diwali celebration on Sunday, October 30, 2016 at Central City Outdoor Plaza.

INTENT

The City has received a request from Red FM for a sponsorship in support of their Annual Diwali Dhamaka celebration that will be held on Sunday, October 30, 2016 at Central City Outdoor Plaza. This report addresses that request.

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, Tree Lighting Event and Party for the Planet. Red FM will be presenting Diwali Dhamaka on Sunday October 30, 2016 at Central City Outdoor Plaza. The celebration will include a free concert by a famous International singer. This community event is considered to be the premiere Diwali Celebration and will be full of entertainment.

Staff has evaluated the request and supports a sponsorship of \$7,000 from the Council Initiatives Fund, which is the same level of funding that has been provided in past years. Details of the sponsorship are included in Appendix “I”.

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.

CONCLUSION

Based on the above discussion, it is recommended that Council approve a sponsorship contribution of \$7,000 from the Council Initiatives Fund to Red FM in support of their Diwali celebration on Sunday, October 30, 2016 at Central City Outdoor Plaza.

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

Appendix "I": Diwali Celebration 2016 Sponsorship Package

Appendix "II": Council Initiatives – Allocations for 2016



2016
DIWALI CELEBRATION

Presented to:
CITY OF SURREY



DIWALI CELEBRATION 2016

RED FM is proud to present “Diwali Dhamaka”@ Central City Outdoor Plaza, Surrey B.C.

Come experience the ultimate Diwali celebration with a free concert by a famous International singer (to be announced). This fun-filled community event is the premiere Diwali Celebration and promises to be full of entertainment.

Along with the Diwali Celebration, RED FM will also be giving away prizes at the event. There will also be performances by local talent (RED FM Idol winners).

EXPOSURE
*CITY OF SURREY to be mentioned in Diwali Celebration related promos and announcements
PROMOS: <ul style="list-style-type: none">• CITY OF SURREY will receive 196 Promos• 7 promos/daily
ANNOUNCEMENTS: <ul style="list-style-type: none">• CITY OF SURREY will receive 112 Announcements• 4 announcements/daily
SOCIAL MEDIA: <ul style="list-style-type: none">• CITY OF SURREY on facebook posts, twitter feeds, posters, etc• CITY OF SURREY logo and website link on www.redfm.ca
DIWALI CELEBRATION @ Central City Centre: <ul style="list-style-type: none">• CITY OF SURREY logo will be on the official banner at the event• CITY OF SURREY will be publicly acknowledged from the Red FM Stage.• CITY OF SURREY will have the opportunity to address the crowd• CITY OF SURREY will have a spot to setup a tent
POST – PROMOS: <ul style="list-style-type: none">• CITY OF SURREY will receive 25 Promos• 5 days x 5 Promos/daily

YOUR COST:

- \$7000 + GST



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	
Sophie's Place Provincial Conference (Proposed)		5,000	
Allocations for 2016		\$ 263,538	\$ 15,800