

NO: R054

COUNCIL DATE: March 6, 2017

REGULAR COUNCIL

TO: **Mayor & Council** DATE: **March 1, 2017**
FROM: **General Manager, Finance & Technology** FILE: **1850-20**
SUBJECT: **Sponsorship Request – Indo-Canadian Dental Association**

RECOMMENDATION

The Finance and Technology Department recommends that Council approve a sponsorship contribution of \$2,500 from the Council Initiatives Fund to the Indo-Canadian Dental Association in support of their inaugural Gala on Saturday, March 11, 2017.

INTENT

The City has received a request from the Indo-Canadian Dental Association for a sponsorship to their inaugural Gala, which will support Oral Cancer Screening and Cancer Awareness. The Gala will be held on Saturday, March 11, 2017 at the Pan Pacific Hotel. This report addresses that request.

DISCUSSION

The Indo-Canadian Dental Association (ICDA) is a non-profit organization committed to promoting and raising funds for oral health care in the community. In 2016, ICDA hosted free oral cancer screening events in Surrey and was able to deliver this screening to more than 300 patients.

The ICDA inaugural Gala will celebrate the inception of this organization and will include fundraising initiatives to support the BC Oral Cancer Prevention Program, which is planning to establish their first satellite clinic in Surrey. This clinic will act as a triage for patients with high risk oral lesions so they can be diagnosed at an early stage.

Staff has evaluated the request and supports a sponsorship of \$2,500 from the Council Initiatives Fund, which will include a table for 10 at the Gala and recognition during the event. Details of the sponsorship are included in Appendix "I".

Funding

Appendix "II" 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 \$2,500 from the Council Initiatives Fund to the Indo-Canadian Dental Association in support of their inaugural Gala on Saturday, March 11, 2017.

Suzanne Fillion, CPA, CGA
Acting General Manager,
Finance & Technology

Appendix "I": Indo-Canadian Dental Association Sponsorship Package
Appendix "II": Council Initiatives – Allocations for 2017



Indo-Canadian Dental Association

"To Keep the Heritage and Culture Alive to Pass on to the Next Generation

&

To Promote and Raise Funds for Oral Health Care in Our Communities"

THE INDO-CANADIAN DENTAL ASSOCIATION INAUGURAL GALA SPONSORSHIP OPPORTUNITIES

The Indo-Canadian Dental Association cordially invites you to the Inaugural ICDA Gala on Saturday, March 11th of 2017 in the Crystal Pavilion Ball Room of the Pan Pacific Hotel. We look forward to your participation in this premiere event and would like to provide you with the available sponsorship and charity fundraising opportunities.

EVENT BACKGROUND

The Indo-Canadian Dental Association Inaugural GALA celebrates the inception of our non-profit organization and honors its founding membership. The GALA includes fundraising initiatives in support of the oral health related charities in British Columbia. The evening activities include a Silent Auction and entertainment throughout the evening. Guests enjoy a champagne reception with appetizers, cash bar and a buffet dinner. Entertainment will continue throughout dinner.

ORAL CANCER SCREENING AND CANCER AWARENESS

The Indo-Canadian Dental Association's mission is to keep the heritage and culture alive to pass on to the next generation and to promote oral health care in our communities and raise funds to conquer oral cancer. In Year 2016, the Indo-Canadian Dental Association has successfully hosted the free oral cancer screening event for the community of Surrey, in effort to detect early stages of cancer and educate the community in cancer prevention. More than 300 patients from the communities signed up and received a free oral cancer screening session in this event.

EVENT ENTRY

We invite you to join us in this premiere event and share a wonderful evening experience. Student and member pricing is available as well. Ticket to our event:

BEFORE FEB 28, 2017 (ICDA MEMBERS ONLY)		REGULAR ADMISSION		STUDENTS
\$150/PER TICKET	\$1400/TABLE OF 10	\$200/PER TICKET	\$2000/TABLE OF 10	\$75/PER TICKET

SPONSOR RECOGNITION

The Indo-Canadian Dental Association Inaugural Gala provides a great marketing opportunity to promote your company to BC's dentist both at the event and throughout the year. In addition to reaching your target audience, your support of the Indo-Canadian Dental Association will significantly impact and benefit the lives of low income families in need of dental care across our communities. We have four options available to suit your needs:

Diamond Package – Platinum Package – Gold Package – Silver Package

Attached you will find a list of Sponsor Packages & Benefits along with the Indo-Canadian Dental Association Sponsorship Agreement. For more information about our sponsorship package, please contact: Dr. Ruby Bhullar

rubysbhullar@gmail.com

OUR BENEFICIARY – BC ORAL CANCER PREVENTION PROGRAM

All net proceed from the Indo-Canadian Dental Association Inaugural Gala will be donated towards the British Columbia Oral Cancer Prevention Program and Oral Health Student Endowment Fund. ICDA and BC Oral Cancer Prevention Program are now planning to establish a first satellite clinic in Surrey for developing a triage for patients with high risk oral lesions so that they can be diagnosed at an early stage and save lives of people who are at risk but unaware of their oral mucosal conditions. To support this new clinic and for capacity building, we are organizing this gala which would provide opportunity to us to make contribution to a worthy cause and help our community members live a healthy life.

SILENT AUCTION ITEM

Help support the Indo-Canadian Dental Association cancer prevention program by donating a (non-dental) silent auction item(s) or cash towards a silent auction. For more information about Silent Action Items, please contact: Jatinder

jatriar@yahoo.ca

On behalf of the Organizing Committee of the Indo-Canadian Dental Association Gala, I thank you for your consideration of my request and I look forward to your positive response.

Yours sincerely,

Dr. Ruby Bhullar

Director ICDA

P.S. If Sponsorship is not your area of responsibility, we kindly ask that you forward this letter to the appropriate person.



SPONSORSHIP PACKAGES

BENEFITS	DIAMOND SPONSOR \$25 000	PLATINUM SPONSOR \$12 000	GOLD SPONSOR \$5 000	SILVER SPONSOR \$2 500
GALA DINNER TICKETS (IN A TABLE OF 10)	10	10	10	10
RECOGNITION ON STAGE AND ON SCREEN DURING EVENT	YES	YES	YES	YES
NAME AND LOGO RECOGNITION ON TABLE WITH TWO COMPLEMENTARY BOTTLE OF WINE	YES	YES	YES	YES
COMPLEMENTARY WINE SERVICE AT THE TABLE	YES	YES	YES	NO
SPONSOR RECOGNITION & VIP GUEST CHAMPAGNE RECEPTION WITH APPETIZERS PRIOR TO GENERAL ENTRY	YES	YES	YES	NO
NAME RECOGNITION AND MARKETING ON ICDA WEBSITE FOR LIMITED TIME	INCLUDED	YES	NO	NO
NAME RECOGNITION AND MARKETING ON ICDA WEBSITE FOR ONE YEAR AS MAJOR SPONSOR	YES	NO	NO	NO



GALA SPONSORSHIP AGREEMENT

Our organization (please print) _____
Will sponsor the Indo-Canadian Dental Association Inaugural Gala taking place at the Crystal Pavilion Ballroom of Pan Pacific Hotel on Saturday, March 11th 2017. It is understood that by signing this form we are agreeing to sponsor this event. To confirm our participation, we will commit full payment upon receipt of an invoice.

AUTHORIZED CONTACT PERSON

NAME: _____

TITLE: _____

ADDRESS: _____

CITY/PROVINCE/POSTAL CODE: _____

TELEPHONE: _____

FAX: _____

EMAIL: _____

SIGNATURE: _____

DATE: _____

Please note that one company name and matching logo will be recognized per sponsorship agreement

SPONSORSHIP PACKAGE (PLEASE INDICATE)

- Diamond Sponsor \$25 000 plus 5% GST = \$26 250
- Platinum Sponsor \$12 000 plus 5% GST = \$12 600
- Gold Sponsor \$5 000 plus 5% GST = \$5 250
- Silver Sponsor \$2 500 plus 5% GST = \$2 625

SPONSORSHIP AMOUNT \$ _____

An invoice will be sent to you upon receipt of this signed agreement. Cheques should be made out to the ***Indo-Canadian Dental Association.***

Your timely payment will ensure all opportunities for sponsorship acknowledgement can be confirmed. We will be in touch in late February to confirm your complimentary tickets.

Form Scan and Email to: icdarsvp@gmail.com

Company logo should be submitted to ICDA: icdarsvp@gmail.com

Your Logo should be sent in two file formats: JPG & EPS (Minimum 300DPI)

Appendix "II"



2017 FINANCIAL PLAN
COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	8,000		
2017 Adopted Budget	<u>250,000</u>		\$ 258,000
My Neighbourhood, My futures Initiative (year 5 of 5)		40,000	
Surrey Poet Laureate (Year 3 of 3)		10,000	
C ₂ U Expo		20,000	
Indo-Canadian Dental Association Gala - Proposed		2,500	
Allocations for 2017		<u>\$ 72,500</u>	<u>\$ 185,500</u>