

NO: R200

COUNCIL DATE: October 2, 2017

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **September 27, 2017**

FROM: **General Manager, Finance**

FILE: **1850-20**

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

RECOMMENDATION

The Finance Department recommends that Council:

1. Receive this report as information; and
2. Approve a sponsorship contribution of \$7,000 to Red FM in support of their Diwali Dhamaka Celebration on Sunday, October 15, 2017 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 15, 2017 at Central City Outdoor Plaza. This report addresses the sponsorship 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 15, 2017 at Central City Outdoor Plaza.

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 “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.

SUSTAINABILITY

The Red FM Diwali Dhamaka Celebration supports the overall objectives of the City's Sustainability Charter as related to the themes of Inclusion and Education and Culture. Specifically, this grant will support the following desired outcomes:

- Inclusion DO1: Surrey welcomes, includes, embraces and values the diversity of people who live here.
- Inclusion DO2: Surrey is a caring and compassionate city that learns about and supports its residents of all backgrounds, demographics and life experiences.
- Inclusion DO3: Residents have opportunities to build social connections with people from different backgrounds.
- Education & Culture DO9: Surrey supports and celebrates its diverse artists, cultures and community heritage through inclusive festivals, programming and events.

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 Dhamaka Celebration on Sunday, October 15, 2017 at Central City Outdoor Plaza.

Kam Grewal, CPA, CMA
General Manager, Finance

Appendix "I": Diwali Celebration 2017 Sponsorship Package
Appendix "II": Council Initiatives – Allocations for 2017



2017
DIWALI CELEBRATION

Presented to:
CITY OF SURREY



DIWALI CELEBRATION 2017

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:

- **CITY OF SURREY** will receive **196 Promos**
- 7 promos/daily

ANNOUNCEMENTS:

- **CITY OF SURREY** will receive **112 Announcements**
- 4 announcements/daily

SOCIAL MEDIA:

- **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:

- **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:

- **CITY OF SURREY** will receive **25 Promos**
- 5 days x 5 Promos/daily

YOUR COST:

- \$7000 + GST

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		2,500	
100th Anniversary of Vimy Ridge Battle		2,000	
The Debaters		350	
Volunteer Cancer Drivers Society		3,500	
Fraser Region Aboriginal Friendship Centre Association		3,500	
Surrey Hospice Society		2,500	
100 Year Journey		6,000	
West Coast Centre for Learning		2,000	
Surrey Urban Aboriginal Strategy			
Pulling Together Canoe Journey		8,500	
Centre for Child Development Gala of Hope		3,000	
Darpan Extraordinary Achievement Awards		7,500	
Gadhri Memorial Mela		6,000	
Surrey Social Innovation Summit		30,000	
Surrey Poverty Reduction Coalition		25,000	
Ag Week Pie in the Plaza		30,000	
Crescent Beach Concours d' Elegance		2,000	
Cloverdale Skating Club Ice Show		5,000	
SEEDS Business Leadership Awards		3,000	
SFU Diwali Dinner (Proposed)		2,500	
Red FM Diwali (Proposed)		7,000	
Allocations for 2017		<u>\$ 221,850</u>	<u>\$ 36,200</u>