

NO: R131

COUNCIL DATE: June 11, 2018

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **May 30, 2018**

FROM: **General Manager, Finance**

FILE: **1850-20**

SUBJECT: **Sponsorship Request – 2018 Crescent Beach Concours d’Elegance**

RECOMMENDATION

The Finance Department recommends that Council:

1. Receive this report for information; and
2. Approve a sponsorship request of \$2,000 from the Council Initiatives Fund for the 2018 Crescent Beach Concours d’Elegance automobile show being held on September 1, 2018 at Blackie Spit Park in Crescent Beach.

INTENT

The purpose of this report is to request that Mayor and Council support a sponsorship request from the Council Initiatives Fund towards the 2018 Crescent Beach Concours d’Elegance.

DISCUSSION

The Crescent Beach Concours d’Elegance is an annual ‘entry by invitation’ showcase of historically significant, unique, and often rare cars and motorcycles. The event, now in its eighth year, will be held at Blackie Spit Park in Crescent Beach on September 1, 2018. The organizing committee, comprised of volunteers, have approximately 100 entries that reflect diversity and excellence in design and elegance in historical automobiles. This year, the feature marquee will be the Pre-War Packard. In 2017, the event drew entrants from the West Coast of Canada and the United States, along with thousands of spectators, many of whom came from Surrey. Net proceeds of the event will be donated to the BC Children’s Hospital Foundation.

The Crescent Beach Concours d’Elegance has established three levels of sponsorship for this event, ranging from \$2,000 to \$10,000, along with an opportunity for a “Bespoke

Partnership”. Each level of sponsorship provides a different level of recognition at the event. Full details of each of the sponsorship levels are attached to this report as Appendix “I”.

The recommended level of sponsorship in this report will designate the City as a “Participating Partner” which includes acknowledgement of the City in event materials along with ten complimentary event day passes, five commemorative event passes, and two VIP guest passes.

FUNDING

On July 24, 2017 Council approved corporate report R164; 2017 authorizing a sponsorship of \$2,000 for the 2017 Crescent Beach Concours d’Elegance from the Council Initiatives Fund. Staff have evaluated the request and support sponsorship for the 2018 event in an amount equal to last year’s contribution.

Staff recommend that Council approve a “Participating Partners” sponsorship of \$2,000 from the Council Initiatives Fund in support of the 2018 Crescent Beach Concours d’Elegance.

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 2018 Crescent Beach Concours d’Elegance supports the overall objectives of the City’s Sustainability Charter 2.0 as related to the themes of Education and Culture and Health and Wellness. Specifically, this sponsorship will support the following desired outcomes (DO):

- Education & Culture DO9: Surrey supports and celebrates its diverse artists, cultures and community heritage through inclusive festivals, programming and events.
- Health & Wellness DO6: Residents participate in a wide range of recreation and leisure opportunities.
- 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 approve a sponsorship of \$2,000 from the Council Initiatives Fund to the 2018 Crescent Beach Concours d’Elegance automobile show.

Kam Grewal, CPA
General Manager, Finance

Appendix “I”: Sponsorship Levels for the Crescent Beach Concours d’Elegance Automobile Show

Appendix “II”: Council Initiatives Fund- Allocations for 2018

Appendix “I”

2018 Crescent Beach Concours d’Elegance AVAILABLE PARTNERSHIPS

“Presenting Partner”

This opportunity provides primary recognition in all pre-event and on-site communication and promotion activities as “Presenter” of the 2018 Crescent Beach Concours d’Elegance.

Presenting Partners will have category exclusivity.

Investment Required \$10,000.00

Sponsor Deliverables

- Two only
- Category exclusivity
- Prominent presence in all promotion activities, communications and media (print, radio, and electronic) two months prior to, day of and post event
- Recognition announcements during event
- Official event program cover and full page ad presence
- Major presence on event banners at key locations
- First choice of Class category partner identification
- 6 Complimentary guest passes to V.I.P. activities
- 20 Commemorative Event passes including BBQ Salmon lunch

Rights and Designations

- Right to event logo use in pre-approved proprietary promotions
- Right to day of event sampling
- Right to designate lead car for Concours opening road tour
- Location choice of 10’x20’ display space in event “Marketplace”
- First opportunity on future events sponsorship

“Supporting Partners”

This opportunity provides Secondary recognition with category exclusivity in all pre-event and on-site communication and activities as Supporting Partner of the 2018 Crescent Beach Concours d’Elegance.

Investment Required \$5,000.00

Sponsor Deliverables

- Category exclusivity
- Secondary presence in all promotion activities, communications and media (print, radio, and electronic) two months prior to, day of and post event
- Secondary choice of Class category partner identification
- Official event program 1/2 page ad presence
- Inclusion on event banners at key locations
- 5 Complimentary guest passes to V.I.P. activities

Rights and Designations

- Right to event logo use in pre-approved proprietary promotions
- Right to day of event sampling & mascot
- Secondary location choice of 10’x10’ display space in event “Marketplace”
- First opportunity on future events sponsorship

“Participating Partners”

This opportunity provides tertiary recognition on-site as Participating Partner of the 2018 Crescent Beach Concours d’Elegance.

Investment Required \$2,000.00

Sponsor Deliverables

- Tertiary signage presence day of event
- Tertiary location choice of 10’x10’ display space adjacent to event field
- Complimentary event apparel
- Official event program 1/8 page ad presence
- 2 Complimentary guest passes to V.I.P. activities
- 5 commemorative event passes including BBQ Salmon Lunch
- 10 Event Day passes

“Bespoke Partnership”

A tailored program that meets your goals of excellence and is mutually beneficial. We are eager to meet and discuss opportunities.

“Advertising Program”

(Detail copy to come following confirmation of costs from printer)

Appendix "II"



2018 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year			
adjusted for amounts not utilized	600		
2018 Adopted Budget	<u>260,000</u>		\$ 260,600
2018 Sponsor Appreciation Event		10,000	
All Aboard Wanderlust - JustKids Program		2,500	
Young Agrarians Land Matching		10,000	
SFU President's Surrey Gala		5,000	
Foam Free Vaisakhi Initiative		5,000	
Indo-Canadian Dental Association		2,500	
Darpan Extraordinary Achievement Awards		7,000	
Canucks Autism Network (CAN) 2018		5,000	
Youth Helping Youth Society		250	
Canada India Networking Initiative 2018		2,000	
100 Year Journey Gala		6,500	
West Coast Kings Field Hockey Society		3,500	
2018 Surrey Social Innovation Summit		70,000	
Surrey Women's Centre 25th Anniversary		1,000	
Ag Week Pie in the Plaza (Proposed)		30,000	
Crescent Beach Concours d' Elegance (Proposed)		2,000	
Fraser Region Aboriginal Friendship Centre Association (Proposed)		3,500	
Allocations for 2018		<u>\$ 165,750</u>	<u>\$ 94,850</u>