

NO: R200

COUNCIL DATE: September 17, 2018

REGULAR COUNCIL

TO: **Mayor & Council** DATE: **September 13, 2018**
FROM: **General Manager, Finance** FILE: **1850-20**
SUBJECT: **Sponsorship Request - 11th Annual Red FM Charity Walk & Run**

RECOMMENDATION

The Finance Department recommends that Council:

1. Receive this report for information; and
2. Approve a sponsorship of \$5,000 from the Council Initiatives Fund towards the 11th Annual Red FM Charity Walk & Run that was held at Bear Creek Park on Saturday, September 15th, 2018.

INTENT

The City received a sponsorship request from the South Asian Broadcasting Corp, also known as Red FM, for their 11th Annual Charity Walk & Run held at Bear Creek Park.

BACKGROUND

In August, the City received a sponsorship request from Red FM, for their 11th Annual Charity Walk & Run event at Bear Creek Park. This event has typically taken place in July and accordingly, staff receive the request for funding with adequate time to bring forward a corporate report prior to the summer break with a recommendation that Council Initiatives be utilized as a funding source. This year, due to the timing of the event and the related request for funding, this request is coming to Council after the event.

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, and Party for the Planet. Red FM hosts an annual charity run at Bear Creek Park in support of community initiatives in Surrey. The 11th Annual Red FM Charity Walk & Run took place at Bear Creek Park on September 15th, 2018.

The proceeds from this years' event will be contributed to the Centre for Child Development in Surrey.

This annual Red FM event has raised over \$185,000 for community initiatives since its inception. The proceeds of the Run in 2009, 2010, and 2011 were contributed to programs in Surrey that addressed youth at risk in relation to gangs and youth violence, in 2012 & 2013 the proceeds were contributed to the RED FM Educational Scholarship Program and the 2014, 2015, and 2016 proceeds were contributed to the RCMP's Youth Initiative.

Red FM once again requested that the City provide sponsorship funding for their 2018 event. The City has sponsored this event each year since its inception. In each of the years from 2010 to 2016, the City provided sponsorship to the event in the amount of \$5,000. Staff evaluated this request and recommended a "gold level" sponsorship of \$5,000 for 2018. Details of the sponsorship package are included in Appendix "I".

Funding

On June 27, 2016, Council approved corporate report R154; 2016 authorizing a sponsorship of \$5,000 for the 10th Annual Red FM Walk & Run from the Council Initiatives Fund. Staff have evaluated the request and support a sponsorship for the 2018 event in an amount similar to prior year contribution.

Staff is recommending that Council consider supporting the 11th Annual Red FM Charity Walk & Run through a sponsorship of \$5,000 from the Council Initiatives Fund.

Appendix "II" provides information on the current status of the Council Initiatives Fund after applying \$5,000 toward the Red FM Walk & Run event.

SUSTAINABILITY

The Annual Red FM Bear Creek Park Run supports the overall objectives of the City's Sustainability Charter 2.0 as related to the themes of Inclusion, Public Safety and Health and Wellness. Specifically, this sponsorship supports the following Desired Outcomes (DO):

- Inclusion DO23: Numerous active local clubs, groups and agencies contribute to the community's well-being.
- Public Safety DO4: Local residents and businesses are connected and engaged within their neighbourhoods and with the broader community - including police, public safety partners and social service agencies - to enhance safety.
- Health & Wellness DO6: Residents participate in a wide range of recreation and leisure opportunities.
- Health & Wellness DO7: Residents enjoy a high level of physical, social and mental wellness.

CONCLUSION

Based on the above discussion, it is recommended that Council provide sponsorship of \$5,000 to the organizers of the 11th Annual Red FM Charity Walk & Run from the Council Initiatives Fund in support of their 2018 event that took place September 15, 2018 as generally described in this report.

Kam Grewal, CMA, CPA
General Manager, Finance

Appendix "I": Red FM Sponsorship Packages
Appendix "II": Status of the Council Initiatives Fund



The 11th Annual RED FM Walk & Run is coming!

Saturday, September 15th, 2018

We are happy to announce that the RED FM Walk & Run will take place on Sunday, September 15th, 2018 at Bear Creek Park in Surrey. The RED FM Walk & Run is the perfect way to celebrate a healthy lifestyle and community spirit. This year's event will again feature a 2km walk/run around the running oval and a 10km run through the fabulous Bear Creek Park trails. Both will begin at the main stage area on the running oval @ 9:30am. As always, participants will be treated to a rejuvenation area and event t-shirts!

Cause:

All funds raised from the RED FM Walk & Run will be donated to the Centre for Child Development in Surrey. The Centre has been helping children with special needs reach their potential for over 60 years. They facilitate work with the community to solve issues facing children and families. It takes unique solutions to meet unique needs, and the unique children we serve motivate us to do better every single day.

PLATINUM SPONSORSHIP: \$8000

PRE-EVENT
<p>COMMERCIALS</p> <p>Company name/brand mentioned in run related commercials (7 sec tag)</p> <ul style="list-style-type: none"> • 6 Commercials/Daily • August 20 – September 15
<p>ANNOUNCEMENTS</p> <p>Company name/brand mentioned (7 sec tag)</p> <ul style="list-style-type: none"> • 4 Announcements/Daily • August 20 – September 15
DAY OF EVENT
<ul style="list-style-type: none"> • Company banner on site near start/finish line • Large prominent logo on RED FM Run T-shirt • Prominent area for company tent near spectator area • Acknowledgement on stage • Thank you plaque presented on stage before event
POST EVENT
<p>PROMOS</p> <p>Company name mentioned in “thank you” promos on RED FM (Name Mention)</p> <ul style="list-style-type: none"> • 3 days x 5 Daily/ Promos= 15 promos
<p>ANNOUNCEMENTS</p> <p>Company name mentioned in “thank you” announcements on RED FM (Name Mention)</p> <ul style="list-style-type: none"> • 3 days x 3 Daily/ Announcements= 9 promos

GOLD SPONSORSHIP: \$5000

PRE-EVENT
<p>Promos Company name/brand mentioned (name mention)</p> <ul style="list-style-type: none"> • 3 Promos/Daily • August 20 – September 15
<p>Announcements Company name/brand mentioned (7 sec tag)</p> <ul style="list-style-type: none"> • 2 Announcements/Daily • August 20 – September 15
<p>Website</p> <ul style="list-style-type: none"> • Company logo on www.redfm.ca with direct link to your website
DAY OF EVENT
<ul style="list-style-type: none"> • Small logo on RED FM Run T-shirt
<ul style="list-style-type: none"> • Company banner on site near start/finish line
<ul style="list-style-type: none"> • Placement for company tent near registration
<ul style="list-style-type: none"> • Acknowledgement on stage/certificate of appreciation
<ul style="list-style-type: none"> • Thank you plaque presented on stage before event

SILVER SPONSORSHIP: \$1500

DAY OF EVENT
<ul style="list-style-type: none"> • Placement for company tent
<ul style="list-style-type: none"> • Acknowledgement on stage
<ul style="list-style-type: none"> • Banner on site

BRONZE SPONSORSHIP: \$600

DAY OF EVENT
<ul style="list-style-type: none"> • Banner on site

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	
Agriculture Week - Pie in the Plaza		30,000	
Crescent Beach Concours d' Elegance		2,000	
Fraser Region Aboriginal Friendship Centre Association		3,500	
Federation of Canadian Municipalities Special Advocacy Fund		20,685	
Arts4All Festival		20,000	
Gadhri Memorial Mela		6,000	
11th Annual Red FM Charity Walk (Proposed)		5,000	
Drishti Awards Gala (Proposed)		1,200	
Surrey Vulnerable Women and Girls Working Group (Proposed)		15,000	
Surrey City Orchestra (Proposed)		10,000	
Allocations for 2018		<u>\$ 243,635</u>	<u>\$ 16,965</u>