

NO: R060

COUNCIL DATE: April 8, 2024

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **April 4, 2024**

FROM: **General Manager, Finance**

FILE: **1850-20**

SUBJECT: **Council Initiatives Funding Request – Run Surrey Run**

RECOMMENDATION

The Finance Department recommends that Council:

1. Receive this report for information; and
2. Approve a sponsorship of \$20,000 from the Council Initiatives Fund towards the annual Run Surrey Run event to be held on Sunday, September 8, 2024.

INTENT

The City received a sponsorship request from Balsar Community Foundation for their annual Run Surrey Run event to be held at Holland Park on Sunday, September 8, 2024.

BACKGROUND

The Balsar Community Foundation hosts an annual Run Surrey Run event in September to promote health and fitness while supporting local communities. On September 10, 2023, the second in-person and third virtual Run Surrey Run event was held. In 2023 the in-person event drew 500 participants from Surrey and other parts of the lower mainland, along with more than 100 volunteers and around 500 spectators. The annual event is open to walkers and runners of all ages and abilities.

DISCUSSION

This year's Run Surrey Run event will be held at Holland Park on Sunday, September 8, 2024. The event organizers are projecting that over 1,000 participants will take part in this year's event. The Balsar Community Foundation is requesting that the City consider supporting the event by providing a funding contribution to offset traffic management, marketing, and policing costs. With a Platinum sponsorship of \$20,000, the City will receive eight complimentary tickets which will be allocated to members of Council who plan to attend the event. The City's logo will be included on event materials, advertisements and on markers along the route. Full details of the sponsorship opportunity are attached in Appendix "I".

FUNDING

Staff have evaluated the current request to ensure it is compliant with the Council Initiatives Fund Utilization Policy. Staff recommend that Council support the annual Run Surrey Run event by providing a sponsorship contribution of \$20,000 from the Council Initiatives Fund. Appendix "II" attached to this report documents the balance in the Council Initiatives Fund based on an assumption that Council will approve the recommendation of this report.

CONCLUSION

Based on the above discussion, it is recommended that Council approve, from the Council Initiatives Fund, a sponsorship contribution of \$20,000 in support of the annual Run Surrey Run event to be held on Sunday, September 8, 2024.

Kam Grewal, CMA, CPA
General Manager, Finance

Appendix "I": Run Surrey Run Sponsorship Package 2024
Appendix "II": Council Initiatives – Allocations for 2024

COMMUNITY
PARTNER



Appendix "I"

2024
SPONSORSHIP
PACKAGE

4TH ANNUAL



RUN

SURREY RUN



5K & 10K
WALK/RUN
SURREY, BC

ROAD RACE: SEPT 8
VIRTUAL: SEPT 4-8





RUN SURREY RUN: AMAZING EVENT, AMAZING CITY

The fourth Annual Run Surrey Run Walk/Run is returning on Sunday, September 8, and we invite you to join us as we continue to elevate this extraordinary community gathering.

Over my 50 years as a wife, mother, businesswoman, and Realtor, I've observed Surrey's dynamic growth and development, keeping up with the amazing potential of our city.

Always leading an active life, it was my own battle with illness, multiple surgeries, and numerous blood transfusions that underscored the critical importance of health. Incorporating walking and jogging into my rehabilitation, I was inspired to create a run/walk accessible to individuals of every age and ability in our City of Surrey. With many major urban Cities all over the world having a large road race City of Surrey needed it's own road race to support its runners and walkers of our community.

This led to the inception of Run Surrey Run in 2019. Despite the challenges of Covid-19 and the after effects of the pandemic, we are thrilled to bring back Run Surrey Run in 2024, bigger and better than ever. We aim to expand participation in this event year after year as already the event has doubled in participation level, showcasing our vibrant city centre through our 5K and 10K walk/run locally, provincially and nationally. Eventually taking this road race to a competitive race to draw more national and international participants.

Events of this scale are not possible without support, and we extend my gratitude to the City of Surrey, RBC, the Province of British Columbia, and organizations like yours for helping to grow this important celebration of community and health.

This sponsorship package outlines various opportunities, and we're happy to customize a sponsorship to align with your organization's specific needs or interests.

Our event reflects the diversity of our ever-growing city, home to over 1,000 new residents monthly and over 100 spoken languages, which you'll experience at our event. Joining Run Surrey Run represents a commitment to our community, beyond a marketing investment, and it's a gesture that will be remembered. Thank you for your interest and support. Please feel free to reach out with any queries.

Gurjinder K Bhurji

Founder and Race Director
Run Surrey Run





RUN SURREY RUN: ABOUT THE EVENT

Run Surrey Run's vision is to create a sustainable and inclusive annual run/walk event that promotes a healthy lifestyle for the vibrant and diverse community of Surrey. In addition, the event, with generous support of Community Partners such as RBC, and the City of Surrey, also supports local businesses and community charities while showcasing the beautiful neighborhoods emerging in Surrey's downtown sector.

Homegrown 5k/10k walk/run through Surrey City Centre set to go September 8th, 2024 Building on its successful inaugural 5K/10K run/walk in 2022, the fourth annual "Run Surrey Run" is set to go on the morning of Sunday, September 8th, open to walkers, novice joggers and elite runners going through the streets and neighborhoods of Surrey City Centre.

Registration and full details are now available at RunSurreyRun.com

The run starts at 9:00 A.M. in Holland Park with the main stretches of the course running north on 132 Street and south on University Drive The 5km is one loop and the 10km is two loops of this fast and scenic course through downtown Surrey and Holland Park. The route straddles Old Yale Road twice in the middle and is capped at either end by 104 Avenue at the north end, and 97 Avenue in the south.

The run emphasizes fun and exercise over competition and is open to novice and experienced walkers and runners of all ages and levels of endurance. A three-day virtual version of the run, first launched in 2021 due to the pandemic, will also be held online again for a fourth year from September 4th to 8th.

"Our vision was, and still is, to create a signature event to attract people to Surrey and promote health and fitness while supporting local communities,"

RunSurreyRun, in collaboration with the Balsar Community Foundation, is dedicated to setting a new benchmark in the city, focusing on sustainability and environmental responsibility. Key initiatives include encouraging the use of public transit and carpooling, reusing t-shirts from previous races, and promoting participants to bring their own water bottles. This effort aims to eliminate the use of plastic bottles for water, ensure zero waste, and implement comprehensive recycling and waste management programs. Additionally, water stations will be set up to avoid the use of plastic jugs, and signage and materials from last year's event will be reused to emphasize recycling and reusing. Participants will also receive reusable swag bags, furthering our commitment to environmental sustainability.



RUN SURREY RUN: CAMPAIGN METRICS 2023

Success of the event and value to our sponsors is based on the visibility of the Run in the media and public forum. To help visualize that we've broken the metrics of the number of 'hits' or the reach of the diverse radio/print and digital platform.

75,000+

ENGAGEMENTS ON
RSR SOCIAL MEDIA
ACCOUNTS

300,000+

ACCOUNTS
ADVERTISEMENT ON
GLOBAL BC MEDIA
TV/SOCIAL MEDIA

1,600,000+

ADVERTISEMENT ON
BLACK PRESS PRINT
MEDIA OUTLETS

2,000,000+

ADVERTISEMENT ON
ETHNIC RADIO MEDIA

600,000+

ADVERTISEMENT ON
ETHNIC PRINT
OUTLETS

500,000+

PROMOTIONAL
EXPOSURE ON ETHNIC
RADIO MEDIA

6,000,000+

ADVERTISEMENT
DIGITAL AD BOARDS

3,600,000+

ADVERTISEMENT
BUSES/TRANSIT
ADVERTISING

100,000+

ADVERTISEMENT
PRINT ADMAIL AND
EMAIL BLAST
ADVERTISING

DEMOGRAPHICS

SOCIAL MEDIA



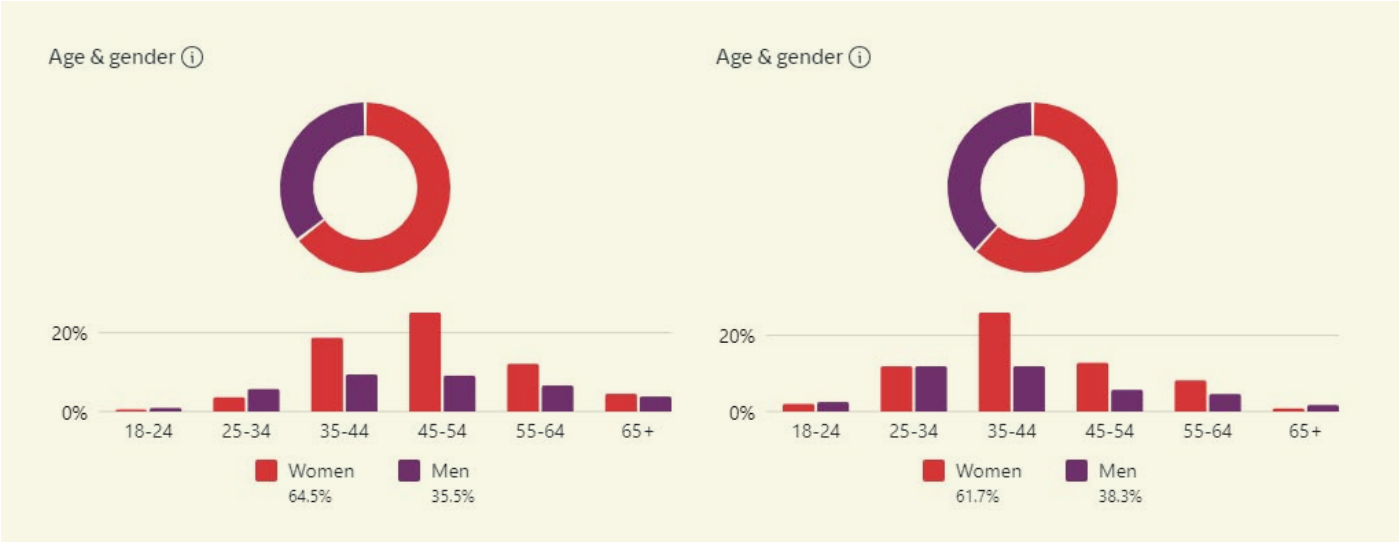
Facebook followers ⓘ

690

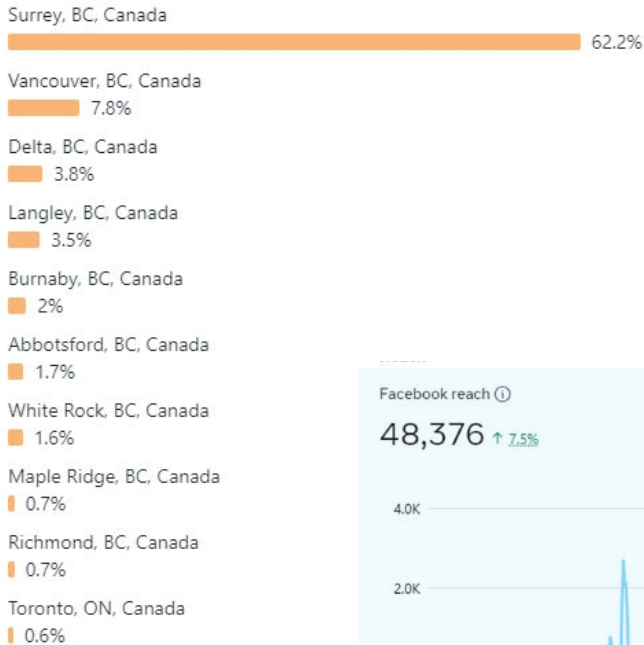


Instagram followers ⓘ

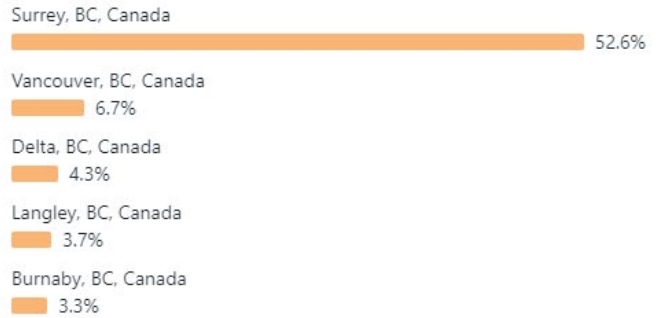
460



Top cities

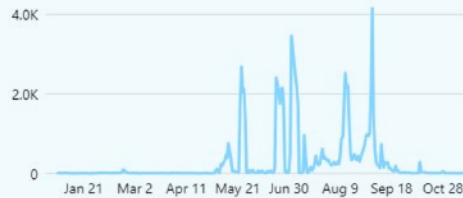


Top cities



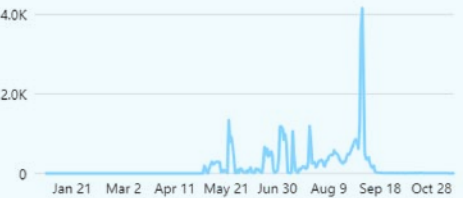
Facebook reach ⓘ

48,376 ↑ 7.5%



Instagram reach ⓘ

27,487 ↑ 96.8%



2024 MARKETING

ESTIMATED REACH



**5K&10K
WALK/RUN**
SURREY, BC

ROAD RACE: SEPT 8
VIRTUAL: SEPT 4-8

MEDIA PARTNERS:



Global BC as one our main media partners will:

- highlight RunSurreyRun with a link to the website and thus our sponsors
- air a message on an average of 80 times per day/ 560 airings per week. promote the event between August 25th to September 8th
- highlighted on our Global BC Community Events Calendar webpage – <https://globalnews.ca/bc/events/tag/ourbccalendar/>. We will promote Run for 3 weeks ugust 20th to September 10th.
- will highlight the RunSurreyRun event through our Global BC Community Central Facebook page and twitter link (with over 55000 followers)

Surrey Now Leader Newspaper (through Black media press) also as one our main media partners will provide print and online representation through ads and articles for a total of over 1.5 million views for the duration of the coverage:

- Surrey Now Leader - readership 118,800 weekly
- North Delta Reporter - readership 23,220 weekly
- Peace Arch News - readership 54,000 weekly
- Cloverdale Reporter - readership 23,400 weekly
- Combined Readership = 219,422 weekly

TRANSIT/BUSES ADS - 8+ week duration total views 3.6 million impressions

- 10 local Surrey Supertail Buses

DIGITAL BOARDS:

- 8 Jim Pattison Road Digital Ads
- 800,000 foot traffic Promotional Video and digital Ad for 2 months prior to event date on XL screen (1)
- YouRHere wayfinding screens (8) at Central City Shopping Center

ETHNIC MEDIA REACH (tv and radio interviews, magazine ads):

- Darpan Magazine, Drishti Magazine, South Asian Entertainment magazine - 600,000 readership reach
- RedFM, SherPunjab, Spice Radio, each with a reach of approximately 200000 listeners aged 18-54. Partnered ads for multiple weeks reach is 2million+ and with mutiple guest interviews we estimate the reach to be 500K+

PRINT - 2 mailer runs @ 5000 households - 30000 reach

SOCIAL MEDIA BLASTS - Run Surrey Run blasts with increasing frequency as event date nears. expected paid /sponsored 2500 reach / ad/ day for duration of 5 weeks prior to Run.

City of Surrey and School Board of Surrey Social media blass

Additional reach provided via our charity partners, Business and community group partners (SBOT/BEA/South Surrey Business/Cloverdale Rodeo). - Estimated around a reach of nearly 1million



SPONSORSHIP BENEFITS AT GLANCE



Amount	Platinum Sponsor	Community Partner	Arch	Tshirt	Bib Title	Race Bag	Lanyard/ Medal	Photo Wall	Sustainable	Registration/ Race Pkge	Volunteer	Gear Check	Course KM Marker	Water Stops
number of opportunities	1	1	2	1	3	3	1	1	3	1	1	1	4	5
Event booth	Y*	Y*	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Print Newspaper/ Magazine	Y	Y	Y	Y	Y	Y	Y							
Print posters and mailouts	Y	Y	Y	Y	Y	Y	Y							
E- newsletters	Y	Y	Y	Y	Y	Y	Y							
Digital Ads	Y	Y	Y	Y	Y	Y	Y							
Website Ads	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Social Media Ads	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Arch	Y	Y	Y											
Bibs	Y	Y	Y		Y									
Race Bags	Y	Y	Y			Y								
T shirt	Y	Y	Y	Y*	Y	Y	Y	Y	Y	Y	Y	Y		
Lanyards/medals	Y	Y	Y				Y							
Banner on Fence	Y	Y												
RSR Logo fence signage	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
VIP Parking	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
PA Announcement @ race	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		
Medal presentation	Y	Y	Y				Y							
Registration Booth signage	Y	Y	Y							Y				
Water Booths	Y	Y	Y											Y
Km markers	Y	Y	Y									Y		
Gear Check	Y	Y									Y	Y		
15% employees discount	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
5 Min Speaking time	Y	Y												
Bus Signage	Y	Y	Y	Y	Y	Y	Y							

* PREMIER LOCATION **PLEASE CONTACT US FOR MORE INFORMATION



SPONSORSHIP OPPORTUNITIES



Platinum Sponsor

- Premier logo recognition as Platinum sponsor in ALL event materials, including flyers, posters and social media posts.
- Logo as Platinum sponsor in pre-event and post-event print advertisements and on markers along route
- Opportunity to speak for 3-5 minutes at event
- VIP Parking at event
- Eight complimentary entries and eight complimentary Swag Bags
- Opportunity for your promotional materials to be distributed to participants
- Exclusive Recognition at event and on Run Surrey Run website as Platinum Sponsor
- Event booth space - Premier Location

Community Partner

SOLD

- Premier logos as Community Partner in ALL event materials, including flyers, posters and social media posts.
- Logo as Community Partner in pre-event and post-event print advertisements and on markers along route
- Opportunity to speak for 3-5 minutes at event
- VIP Parking at event
- Eight complimentary entries and eight complimentary Swag Bags
- Opportunity for your promotional materials to be distributed to participants
- Exclusive Recognition at event and on Run Surrey Run website as Community Partner
- Event booth space - Premier Location





SPONSORSHIP OPPORTUNITIES



Arch Title Sponsor \$10,000 (2 Available)

- Exclusive logo on Start/Finish arch recognizing them as exclusive Arch sponsor
- Logo recognition as a sponsor in majority of event materials, including flyers, posters and social media posts.
- VIP Parking at event
- 5 complimentary entries and 5 complimentary Swag Bags
- 15% employee discount entry fee
- Opportunity for your promotional materials to be distributed to participants
- Recognition on Run Surrey Run website
- Event booth space

T-shirt Title Sponsor \$10,000 (1 Available)

- Exclusive logo on Run T-shirt recognizing them as exclusive T-shirt sponsor
- Logo recognition as a sponsor in majority of event materials, including flyers, posters and social media posts.
- VIP Parking at event
- 5 complimentary entries and 5 complimentary Swag Bags
- 15% employee discount entry fee
- Opportunity for your promotional materials to be distributed to participants
- Recognition on Run Surrey Run website
- Event booth space

BIB Title Sponsor \$5,000 (3 Available)

- Exclusive logo on BIB recognizing them as exclusive BIB sponsor
- Logo recognition as a sponsor in select event marketing.
- VIP Parking at event
- 3 complimentary entries and 3 complimentary Swag Bags
- 15% employee discount entry fee
- Opportunity for your promotional materials to be distributed to participants
- Recognition on Run Surrey Run website
- Event booth space

Race Bag Title Sponsor \$5,000 (3 Available)

- Exclusive logo on Race Bag recognizing them as exclusive Race Bag sponsor
- Logo recognition as a sponsor in select event marketing.
- VIP Parking at event
- 3 complimentary entries and 3 complimentary Swag Bags
- 15% employee discount entry fee
- Opportunity for your promotional materials to be distributed to participants
- Recognition on Run Surrey Run website
- Event booth space

* Event space optional on request and availability. please bring your own tents/equipment, only space reserved. event booth space is for corporate promotion, free give aways , strictly no selling of product will be allowed on site, without consent.

Disclaimer: Please note sponsorship opportunities are subject to change and may or may not include other opportunities as they are presented closer to the event date.



SPONSORSHIP OPPORTUNITIES



Medal/Lanyard Title Sponsor \$5,000 (1 Available)

- Exclusive logo on Lanyard/medal recognizing them as exclusive Lanyard/meda sponsor
- Logo recognition as a sponsor in select event marketing.
- VIP Parking at event
- 3 complimentary entries and 3 complimentary Swag Bags
- 15% employee discount entry fee
- Opportunity for your promotional materials to be distributed to participants
- Recognition on Run Surrey Run website
- Event booth space

Photo Wall Title Sponsor \$3,000 (1 Available)

- Exclusive logo on Photo Wall recognizing them as exclusive Photo Wall sponsor
- Logo recognition as a sponsor in select event marketing.
- VIP Parking at event
- 2 complimentary entries and 2 complimentary Swag Bags
- 15% employee discount entry fee
- Opportunity for your promotional materials to be distributed to participants
- Recognition on Run Surrey Run website
- Event booth space

Sustainability Title Sponsor \$3,000 (3 Available)

- Exclusive Recognition as a Sustainability sponsor
- Logo recognition as a sponsor in select event marketing.
- VIP Parking at event
- 2 complimentary entries and 2 complimentary Swag Bags
- 15% employee discount entry fee
- Opportunity for your promotional materials to be distributed to participants
- Recognition on Run Surrey Run website
- Event booth space

Registration/Race package Title Sponsor \$3,000 (1 Available)

- Exclusive logo on Registration table recognizing them as exclusive Registration/Race package sponsor
- Logo recognition as a sponsor in select event marketing.
- VIP Parking at event
- 2 complimentary entries and 25 complimentary Swag Bags
- 15% employee discount entry fee
- Opportunity for your promotional materials to be distributed to participants
- Recognition on Run Surrey Run website
- Event booth space

* Event space optional on request and availability. please bring your own tents/equipment, only space reserved. event booth space is for corporate promotion, free give aways , strictly no selling of product will be allowed on site, without consent.

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SPONSORSHIP OPPORTUNITIES



Volunteer Title Sponsor \$2,000 (1 Available)

- Exclusive logo on Volunteer Booth recognizing them as Volunteer Title sponsor
- Logo recognition as a sponsor in select event marketing.
- VIP Parking at event
- 2 complimentary entries and 2 complimentary Swag Bags
- 15% employee discount entry fee
- Opportunity for your promotional materials to be distributed to participants
- Recognition on Run Surrey Run website
- Event booth space

Gear Check Title Sponsor \$2,000 (1 Available)

- Exclusive logo at Gear Check Station recognizing them as exclusive Gear Check title sponsor
- Logo recognition as a sponsor in select event marketing.
- VIP Parking at event
- 2 complimentary entries and 2 complimentary Swag Bags
- 15% employee discount entry fee
- Opportunity for your promotional materials to be distributed to participants
- Recognition on Run Surrey Run website
- Event booth space

Course KM Marker Title Sponsor \$1,500 (4 Available)

- Exclusive logo on Course Markers recognizing them as that markers Exclusive Course Title sponsor
- Logo recognition as a sponsor in select event marketing.
- VIP Parking at event
- 2 complimentary entries and 2 complimentary Swag Bags
- 15% employee discount entry fee
- Opportunity for your promotional materials to be distributed to participants
- Recognition on Run Surrey Run website
- Event booth space

Water Station Title Sponsor \$1,500 (5 Available)

- Exclusive logo at designated water station recognizing them as the Water station title sponsor
- Logo recognition as a sponsor in select event marketing.
- VIP Parking at event
- 2 complimentary entries and 25 complimentary Swag Bags
- 15% employee discount entry fee
- Opportunity for your promotional materials to be distributed to participants
- Recognition on Run Surrey Run website
- Event booth space

* Event space optional on request and availability. please bring your own tents/equipment, only space reserved. event booth space is for corporate promotion, free give aways , strictly no selling of product will be allowed on site, without consent.

Disclaimer: Please note sponsorship opportunities are subject to change and may or may not include other opportunities as they are presented closer to the event date.



SPONSORSHIP COMMITMENT



Level of Sponsorship (please ✓ check appropriate box)

- | | |
|---|--|
| <input type="checkbox"/> Platinum Sponsor | <input type="checkbox"/> Photo Wall Title - \$3,000 |
| SOLD <input checked="" type="checkbox"/> Community Partner | <input type="checkbox"/> Sustainable Title - \$3,000 |
| <input type="checkbox"/> Arch Title - \$10,000 | <input type="checkbox"/> Registration /Race Pckg Title - \$3,000 |
| <input type="checkbox"/> Tshirt Title - \$10,000 | <input type="checkbox"/> Volunteer Title - \$2,000 |
| <input type="checkbox"/> Bib Title - \$5,000 | <input type="checkbox"/> Gear Check Title - \$2,000 |
| <input type="checkbox"/> Race Bag Title - \$5,000 | <input type="checkbox"/> Course KM Marker Title - \$1,500 |
| <input type="checkbox"/> Laynard /Medal Title - \$5,000 | <input type="checkbox"/> Water Stops Title - \$1,500 |

SPONSOR NAME: _____

ADDRESS: _____

IN THE CITY OF : _____ POSTAL CODE _____

TELEPHONE: _____ EMAIL: _____

CONTACT PERSON: _____ JOB TITLE: _____

WEBSITE: _____

I hereby confirm our agreement to sponsor the 2024 Run Surrey Run race/event as outlined above and in the Sponsorship Opportunities Package subject to the following considerations:

I understand the amount of the Sponsorship will be \$ plus any applicable taxes and payment of said amount will be made in by Cheque/e-transfer:

Please make checks payable to:
Bhurji Life Style Management Inc.

Please email this document to:
Run Surrey Run – Sponsorships committee
Phone: 604-802-6703
E-mail: info@runsurreyrun.com

Signature of Authorized Official for Sponsor

Date

COMMUNITY
PARTNER



RUNSURREY RUN FACT SHEET

- This Run/Walk is a 5k and 10k event, a fun community health event for all ages and all abilities. And the opportunity for Community, Businesses support an annual health event in our own City of Surrey. At the same time giving back to our local community Charities. This is a not for profit event
- Both the In-person and Virtual events have a choice of doing either the 5km or the 10km. You can select the choice when you register.
- The Road Walk/Run in-person event will take place on September 8, 2024 with start and finish at Holland Park downtown City of Surrey.
- Registration includes a Bib, timing chip, and Medal with the Swag bag.
- The Virtual event can be done anytime, any place convenient to you between September 4-8, 2024
- All participants will receive a link to print a Virtual Bib and a RunSurreyRun Medal in a swag Bag.
- There may be an option to buy a T-shirt at a cost by the registration deadline. (TBD at a later time)

* This route may be modified prior to the event.

We are providing links to help local Charities such as Option Community Services, Big Sisters of BC Lower Mainland, Canadian Blood Services. We would like to encourage everyone to donate to these charities through the Donations link at the top of the website www.runsurreyrun.com.

www.runsurreyrun.com

ROUTE MAP



ROUTE MAP



ROUTE MAP



COMMUNITY
PARTNER



4TH ANNUAL



RUN

SURREY RUN

The word 'RUN' is written in large, bold, blue capital letters. A stylized, colorful runner figure is superimposed over the letter 'U'. The runner is in a dynamic, forward-leaning pose, with arms and legs extended. The runner's body is composed of various colors: blue, orange, yellow, and green. Below 'RUN', the words 'SURREY RUN' are written in a smaller, bold, green and grey font.

5K&10K
WALK/RUN
SURREY, BC

ROAD RACE:

SEPT 8

VIRTUAL:

SEPT 4-8





RUN
SURREY RUN

5K&10K
WALK/RUN
SURREY, BC

ROAD RACE: SEPT 8
VIRTUAL: SEPT 4-8

Appendix “II”



2024 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	240,000		
2024 Proposed Budget	<u>260,000</u>		\$ 500,000
Surrey Hospitals Foundation - Celebration of Care Gala		12,500	
SFU President's Surrey Community Mixer		5,000	
Immigrant Link Centre Society		5,000	
Princess Margaret Secondary School - LeoCraft Design Team		15,000	
Balsar Community Foundation - Run Surrey Run (Proposed)		20,000	
Allocations for 2024		<u>\$ 57,500</u>	<u>\$ 442,500</u>