

NO: R110

COUNCIL DATE: July 10, 2023

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **July 6, 2023**

FROM: **General Manager, Finance**

FILE: **1850-20**

SUBJECT: **Council Initiatives Funding Request – Surrey Fiesta Extravaganza**

RECOMMENDATION

The Finance Department recommends that Council:

1. Receive this report for information; and
2. Approve a sponsorship contribution of \$10,000 from the Council Initiatives Fund in support of Surrey Fiesta Extravaganza to be held at Surrey Civic Plaza from July 22 to 23, 2023.

INTENT

The City received a sponsorship request from the Filipino Canadian Cultural Heritage Society (the “Society”) for the Surrey Fiesta Extravaganza to be held at Surrey Civic Plaza from July 22 to 23, 2023.

BACKGROUND

The Society has been hosting cultural events for the last three years in six Canadian provinces. The Fiesta Extravaganza celebrates the contributions of all Filipinos who have made a mark in Canadian history and culture. It is a family-friendly festival that promotes multicultural awareness and appreciation of the Philippine heritage.

DISCUSSION

The Surrey Fiesta Extravaganza will be taking place at the Surrey Civic Plaza on July 22 and 23, 2023. The two-day celebration is free for public to attend and will include – live music, food, games and local amenities and crafts. The Society is requesting that the City consider supporting the event by providing a sponsorship of \$10,000 to offset costs of plaza decorations, refreshments for the volunteers, and performers. With this level of sponsorship, the City will be recognized as a title sponsor in media releases. The City’s logo will be included on event website and materials. Full details of the sponsorship opportunities 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 Surrey Fiesta Extravaganza by providing a sponsorship contribution of \$10,000 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 recommendations of this report.

CONCLUSION

Based on the above discussion, it is recommended that Council approve, from the Council Initiatives Fund, a sponsorship contribution of \$10,000 in support of Surrey Fiesta Extravaganza to be held at Surrey Civic Plaza from July 22 to 23, 2023.

Kam Grewal, CMA, CPA
General Manager, Finance

Appendix "I": Surrey Fiesta Extravaganza Sponsorship Package

Appendix "II": Council Initiatives – Allocations for 2023



TITLE SPONSOR

Presenting sponsor (above the title) in all digital media placements leading up to the event. Your company's right to use the Canada Fiesta Extravaganza logo for promotional purposes.

Show Segment

- 90 minutes of show time during the live event (Stage time) and can be split into 2 days
- Opening Production number presented by Title Sponsor. Sponsor to provide host and materials for the show
- Unlimited Credit Mention during the 2-day event.

Marketing and Promotions

- Logo on all posters, invitations, and flyers.
- Logo with link on Canada Fiesta Extravaganza website homepage.
- Logo with link on all electronic communications.
- Recognition on social media channels.
- Recognition in media releases.
- THREE Months of Media Ad Placement (materials provided by sponsor)
- LIVE interview opportunity to showcase products/services on-air.

Radio Material 30's

- 10 Radio spots daily at PinoyRadio.com
- 10 Radio spots daily at KrosswaveRadio.com
- 10 Radio spots daily at MCBNradio.com

TVC Material 30's

- 10 TVC Spots during the live streaming of Fiesta Extravaganza
- Live Credit mentions and rotating banner ad on video streaming
- Stage time - 1.5 Hours (2 days)
- Digital Marketing, Blogs and Article

\$10,000.00

per city

MAJOR SPONSOR

Major sponsor in all paid print media placements leading up to the event. Your company's right to use Canada Fiesta Extravaganza logo for promotional purposes.

Show Segment

- 50 minutes show time during the live event (Stage time)
- Sponsor to provide host and materials for the show

Marketing and Promotions

- Logo on all posters, invitations, and flyers.
- Logo with link on Canada Fiesta Extravaganza website homepage.
- Recognition on social media channels + Digital Marketing
- Recognition in media releases.
- ONE Month Media Ad Placement (materials provided by sponsor)
- LIVE interview opportunity to showcase products/services on-air.

Radio Material 30's

- 10 Radio spots daily at PinoyRadio.com
- 10 Radio spots daily at KrosswaveRadio.com
- 10 Radio spots daily at MCBNradio.com

TVC Material 30's

- 5 TVC Spots during the live streaming of Fiesta Extravaganza
- Live Credit mentions and rotating banner ad on video streaming

\$3,300.00

per city



SPONSORSHIP OPTIONS	
TITLE SPONSOR - \$10,000	
<ul style="list-style-type: none"> ✓ Above the event title billing ✓ Preferred Branding & Visibility ✓ Radio/TV ad placements (3 months) Pinoy Radio & MCBN TV ✓ Four (4) 10' x 10' tents on Prime Locations 	<ul style="list-style-type: none"> ✓ Marketing & Promotions <ul style="list-style-type: none"> - Logo in all print ads - Logo in website & electronic communications - Stage time - 1.5 Hours (2 days) - Digital Marketing, Blogs and Article
MAJOR SPONSOR - \$3,300	
<ul style="list-style-type: none"> ✓ Branding & Visibility ✓ Radio/TV ad placements (3 months) Pinoy Radio & MCBN TV ✓ Two (2) 10' x 10' tents 	<ul style="list-style-type: none"> ✓ Marketing & Promotions <ul style="list-style-type: none"> - Logo in all print ads + Digital Marketing - Logo on website & electronic communications - Recognition in media releases
DONOR - \$500	

AGREEMENT

Business Name _____
 Contact Person _____ Phone Number _____
 Business Address _____
 Email Address _____
 Products _____

	Toronto	Vaughan	Niagara Falls	Hamilton	Montreal	Metro Vancouver	Atlantic Canada
Event Title Sponsor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Major Sponsor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Donor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10% discount if 2 or more cities are selected

Conforme _____

 Sponsor's Name & Signature

 (Event Organizer)

Date Signed: _____

Date Signed: _____

Appendix “II”



2023 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	240,000		
2023 Proposed Budget	<u>260,000</u>		\$ 500,000
SFU Share the Vibe Community Mixer		5,000	
The Realistic Success Society		5,000	
Rotary District 5050		10,000	
KidSport BC Surrey Chapter		3,000	
Run Surrey Run		20,000	
Desi-Q Cultural Gala - Sher Vancouver		2,500	
U19 Ukranian Women's Junior Softball Team		3,000	
RCMP Musical Ride		6,000	
Gone Country, Here for the Cure (Proposed)		10,000	
Surrey Fiesta Extravaganza (Proposed)		10,000	
Allocations for 2023		<u>\$ 74,500</u>	<u>\$ 425,500</u>