

NO: R023

COUNCIL DATE: February 12, 2024

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **February 7, 2024**

FROM: **General Manager, Finance**

FILE: **1850-20**

SUBJECT: **Sponsorship Request – Surrey Hospitals Foundation**

RECOMMENDATION

The Finance Department recommends that Council:

1. Receive this report for information; and
2. Approve from the Council Initiatives Fund, a sponsorship contribution of \$12,500 to Surrey Hospitals Foundation (the “Foundation”) in support of their 7th Annual Celebration of Care Gala.

INTENT

The City has received a request from the Surrey Hospitals Foundation to support their 7th Annual Celebration of Care Gala that will be held on Saturday, February 24th, 2024, at the Aria Convention Centre in Surrey.

DISCUSSION

The Foundation is a registered charity and the largest non-government funder of health care for families in Surrey. The Foundation supports the ongoing priorities identified by major health care facilities including, Czorny Alzheimer Centre, Jim Pattison Outpatient Care and Surgery Centre and Surrey Memorial Hospital. The Celebration of Care is an annual fundraising event that attracts hundreds of Surrey’s business, community, and medical luminaries. The Celebration of Care Gala is all about providing life-changing health care for Surrey and its surrounding communities. On February 24, 2024, the Foundation will be hosting their 7th Annual Celebration of Care Gala in Surrey. All funds raised at the Gala will directly support specialized medical equipment for the first-ever catheterization labs being built at Surrey Memorial Hospital, as well as ongoing and future cardiac care needs.

The Foundation is requesting that the City consider supporting the Celebration of Care Gala this year by becoming a Gold Sponsor and providing a contribution of \$12,500. With this sponsorship, the City will receive a table with ten complimentary tickets to the event. The tickets will be allocated to the members of Council who plan to attend the event. The City will be recognized as a sponsor and supporter of the event and the City logo will be included in the event’s program, on the Foundation’s website, social media platforms, and on the venue’s digital screens. Full details of the sponsorship opportunities are attached in Appendix “I”.

FUNDING

Staff have evaluated the request to ensure it is compliant with the Council Initiatives Fund Utilization Policy. Staff recommend that Council support the Foundation's 7th Annual Celebration of Care Gala through a sponsorship of \$12,500 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 aforementioned discussion, it is recommended that Council approve from the Council Initiatives Fund, a sponsorship contribution of \$12,500 to Surrey Hospitals Foundation in support of their 7th Annual Celebration of Care Gala.

Kam Grewal, CPA, CMA
General Manager, Finance

Appendix "I": Surrey Hospitals Foundation's Celebration of Care Gala – Sponsorship package 2024
Appendix "II": Council Initiatives Fund – 2024 Allocations



Gala Theme: Midnight at the Ballet

Enter a world shrouded in mystery. Midnight whispers into your ear and the evening unfolds, dimly lit by soft candlelight and melted wax. What will we discover when we pull back the curtains? Senses fail. Time slips away. Alluring, ethereal music fills the air, drawing us in...past bouquets of twilight-touched roses and soft-lit mirrors from ages past. Deeper and deeper we go. Drawn forward by voices calling to us, beckoning us closer. A hand reaches out, an elegant specter of a dancer gestures to you to take your seat.

The show is about to begin.

Sponsors will receive:

- Recognition before, during, and after the event (see following charts for details)
- Unique recognition opportunities based on sponsorship levels
- Post-event report outlining sponsorship fulfillment details

This year, all funds raised at our gala will support exceptional cardiac care at Surrey Memorial Hospital.

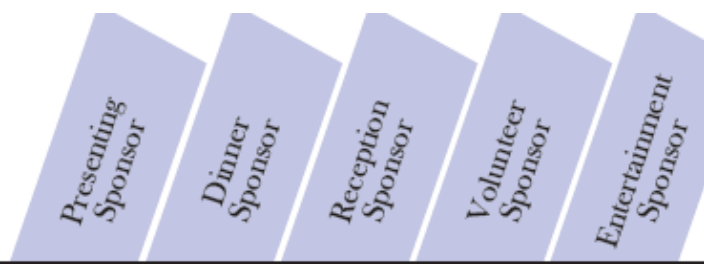
Surrey Memorial Hospital is the regional hub of health for the city of Surrey and its surrounding communities south of the Fraser River. It is also the vital health care centre that will serve the future growth of our province. It is home to some of the world's best doctors, radiologists, surgeons and nurses who provide life-saving care day-in and day-out for residents in our community from all walks of life and across all age and cultural demographics.

As the city grows and its demands for specialized health care services grow alongside it, now more than ever is our time to stand by our health care professionals.

Your support of the Celebration of Care Gala will fund much-needed cardiac care at Surrey Memorial Hospital, now and into the future. Your generosity will provide our health care professionals with the resources, technology and specialized equipment to help them do what they do best for the people that we care about most.

Funds will directly support specialized medical equipment for the first-ever catheterization labs south of the Fraser River, being built at Surrey Memorial Hospital; as well as ongoing and future cardiac care needs.

Premiere Sponsorship Opportunities



	SOLD	SOLD	SOLD	SOLD	\$35K
Number of Sponsorships Available	1	1	1	1	1
First Right of Refusal for 2025	●	●	●	●	●
Complimentary Tickets (10 tickets per table)	2 tables	1 table	1 table	1 table	1 table
Pre-Event Recognition					
SHF Website	●	●	●	●	●
Event Emails	●	●	●	●	●
SMH Lobby Digital Signage	●	●	●	●	●
Gala Newspaper Ads	●	●	●	●	●
SHF Social Media Post	●	●	●	●	●
SHF E-newsletter	●	●	●	●	●
Recognition at the Event					
Print Program	●	●	●	●	●
Ad in Print Program	●	●	●	●	●
Verbal Recognition by MCs	●	●	●	●	●
Recognition at your table	●	●	●	●	●
On stage for opening toast	●	●	●	●	●
On stage for final cheque presentation	●	●	●	●	●
Bar top vinyl signage	●	●	●	●	●
Dinner menu recognition	●	●	●	●	●
Featured during dinner introduction	●	●	●	●	●
Signature cocktail at reception	●	●	●	●	●
Provide volunteer team for event	●	●	●	●	●
Dance floor signage	●	●	●	●	●
Digital and/or print signage at event	●	●	●	●	●
Post-Event Recognition					
Thank you Newspaper Ads	●	●	●	●	●
SHF Social Media Post	●	●	●	●	●
SHF E-newsletter and Blog	●	●	●	●	●

Diamond & Gold Sponsorship Opportunities

	Diamond Sponsors	Gold Sponsors
	\$20K	\$12.5K
Number of Sponsorships Available	3	20
First Right of Refusal for 2025	●	●
Complimentary Tickets (10 tickets per table)	1 table	1 table
Pre-Event Recognition		
SHF Website	●	●
Event Emails	●	●
SMH Lobby Digital Signage	●	●
Gala Newspaper Ads	●	●
SHF Social Media Post	●	●
SHF E-newsletter	●	●
Recognition at the Event		
Print Program	●	●
Ad in Print Program	●	●
Verbal Recognition by MCs	●	●
Recognition at your table	●	●
Digital and/or print signage at event	●	●
Unique Diamond Sponsor recognition	See below	
Post-Event Recognition		
Thank you Newspaper Ads	●	●
SHF Social Media Post	●	●
SHF E-newsletter and Blog	●	●



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 (Proposed)		12,500	
Allocations for 2024		<u>\$ 12,500</u>	<u>\$ 487,500</u>