

NO: F034

COUNCIL DATE: **SEPTEMBER 23, 2013**

FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **September 16, 2013**

FROM: **General Manager, Finance & Technology**

FILE: **1850-20**

SUBJECT: **Simon Fraser University (SFU) - Surrey - Sponsorship Opportunities**

RECOMMENDATION

The Finance and Technology Department recommends that the Finance Committee recommend that Council approve from the Council Initiatives Fund:

- 1) a sponsorship contribution of \$2,500 in support of the 5th Annual SFU Surrey Diwali Dinner and authorize the purchase of tickets as necessary for members of Council who are planning to attend this event; and
- 2) a sponsorship contribution of \$5,000 in support of the 7th Annual SFU Surrey Gala Dinner and authorize the purchase of tickets as necessary for members of Council who are planning to attend this event.

BACKGROUND

SFU Surrey has forwarded an invitation to the City to become a sponsor for each of its two major annual Surrey events; these being, the SFU Surrey Diwali Celebration and Dinner scheduled on October 24, 2013 and the SFU Surrey Gala scheduled on November 7, 2013.

DISCUSSION

SFU Diwali Celebration Event:

The University Advancement Division of SFU Surrey is hosting the SFU Diwali Celebration and Dinner on October 24, 2013. This event will bring together the Indo Canadian and South Fraser business communities, SFU alumni, current SFU students and representatives of other agencies and organizations for an evening of entertainment, networking and information-sharing that will include an update by SFU on the progress that SFU and its partners have made in expanding economic and academic ties with India. SFU is requesting that the City consider providing a sponsorship contribution of \$2,500 to support this event. The net proceeds of the event will be used to provide scholarships for students interested in working and volunteering in cities and villages throughout India. The sponsorship also includes five tickets to the event which will be allocated to members of Council who plan to attend the event.

SFU Gala Dinner:

The University Advancement Division of SFU Surrey is hosting the 8th Annual SFU Surrey Gala Dinner on November 7, 2013 to celebrate the SFU Surrey Campus successes and to raise funds for the SFU Close-to-Home Entrance Awards. These Awards are used to encourage Surrey and other South of the Fraser area high school graduates to continue their education. The Awards program is targeted at students with high academic achievement who have also demonstrated leadership and community involvement. SFU is requesting that the City consider being a Silver-level Sponsor for this event with a sponsorship contribution of \$5,000. With this sponsorship the City will receive 4 complimentary tickets to the event that will be allocated to members of Council who plan to attend the event.

The City of Surrey will be recognized as a sponsor during the formalities at each event and will be acknowledged as a sponsor in the program that is published for each event as well as on the SFU website and on displays during each event.

These sponsorships do not satisfy the evaluation criteria for a City grant as stipulated in the City Grant Policy since the events are fund-raisers for another organization; however, Council has previously provided support for each of these events from the Council Initiatives Fund to demonstrate the City's continuing commitment to SFU Surrey and to Surrey students.

Funding

Appendix "A" 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 the Finance Committee recommend that Council approve from the Council Initiatives Fund:

- a sponsorship contribution of \$2,500 in support of the 5th Annual SFU Surrey Diwali Dinner and authorize the purchase of tickets as necessary for members of Council who are planning to attend this event; and
- a sponsorship contribution of \$5,000 in support of the 7th Annual SFU Surrey Gala Dinner and authorize the purchase of tickets as necessary for members of Council who are planning to attend this event.

Vivienne Wilke, CGA
General Manager,
Finance & Technology

APPENDIX "A"



2013 FINANCIAL PLAN
COUNCIL INITIATIVES

Description	Amount	Allocation	
		to date	Remaining
Carried Forward from Prior Year	253,126		
2013 Approved Budget	<u>250,000</u>		\$ 503,126
Arts Umbrella Surrey (3rd year of 3-year program)	25,000		
2013 Women's BC OPEN Water Polo Tournament	5,000		
Comedy Courage Sponsorship	5,000		
Surrey Community Summit	25,000		
Sponsorship Appreciation Event	10,000		
Clayton Heights Enhanced Programming	85,000		
Cloverdale Skating Club	5,000		
Early Childhood Development (ECD) Smarter Cities Funding	50,000		
2013 Flavours of Surrey Event	22,000		
Cities Fit for Children Summit	10,000		
Newton BIA	33,600		
Block Watch Society - RCMP Musical Ride	1,000		
Phoenix Society - Street Fair Celebrating Healthy Living	3,000		
Red FM Walk/Run	5,000		
Crescent Beach Concours d'Elegance	2,000		
Mayor's Charity Ball	3,500		
Vibrant Surrey - Let's Make THIS Happen	5,000		
SFU Surrey Diwali Dinner	2,500		
SFU Surrey Gala Dinner	5,000		
Allocations for 2013		\$ 302,600	\$ 200,526