

NO: **F046**

COUNCIL DATE: **NOVEMBER 3, 2014**

FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **October 22, 2014**

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

FILE: **1850-20**

SUBJECT: **Surrey Crime Prevention Society Volunteer Symposium – Sponsorship Request**

RECOMMENDATION

The Finance and Technology Department recommends that the Finance Committee recommend that Council approve a sponsorship contribution of \$3,000 from the Council Initiatives Fund to the Surrey Crime Prevention Society's Annual Volunteer Symposium is being held on Saturday, November 22, 2014 at the Aria Banquet Hall in Bridgeview.

INTENT

The City has received a request from the Surrey Crime Prevention Society (SCPS) for a sponsorship in support of their Annual Volunteer Symposium that will be held on Saturday, November 22, 2014 at the Aria Banquet Hall in Bridgeview. This report addresses that request.

BACKGROUND

SCPS provides an annual educational opportunity for volunteers to participate in hands on training related to community safety. This event focuses on developing skills benefitting the enhancements of community safety in the City of Surrey. Volunteers will participate in lectures and interactive exercises to gain valuable skills and ensure they are provided the important tools to be effective in their role in the community. The Volunteer Symposium will be held at Aria Banquet Hall in Bridgeview on Saturday, November 22nd and it is expected that over 400 guests will attend.

DISCUSSION

SCPS has established four levels of sponsorship for this event, ranging from \$3,000 to \$7,500. Each level of sponsorship provides a different level of recognition at the event. Full details of each of the sponsorship levels are attached to this report as *Appendix I*. Proceeds from the event will be used to enable SCPS to continue to deliver the unique programs that they offer and to purchase equipment for their volunteers, to ensure their safety.

Staff has evaluated this request and is recommending that Council support the Annual Volunteer Symposium at the Community Education Sponsor level of \$3,000, from Council Initiatives. This

level of sponsorship will allow the City to be invited to introduce the speaker line-up, be recognized on the SCPS website and to be recognized in the program as the educational sponsor.

Funding

Appendix "II" attached to this report provides information on the balance in the Council Initiatives Fund on the assumption that Council will approve the recommendation of this report.

CONCLUSION

Based on the above discussion, it is recommended that the Finance Committee recommend that Council approve a sponsorship contribution of \$3,000 from the Council Initiatives Fund to the Surrey Crime Prevention Society for their Annual Volunteer Symposium which is being held on Saturday, November 22, 2014 at the Aria Banquet Hall in Bridgeview.

Vivienne Wilke, CGA
General Manager,
Finance & Technology

Appendix I: Sponsorship Levels for the SCPS Annual Volunteer Symposium
Appendix II: Status of the Council Initiatives Fund

Sponsorship Levels for Surrey Crime Prevention Society Annual Volunteer Symposium

Presenting Sponsor: \$7,500

- Receive recognition prior to the event through social media, on our website and on all collateral.
- Be offered an opportunity to attend the event and address the volunteers and guests – this is an exciting opportunity to engage our dedicated volunteers on the exciting services your business offers in the community.
- Have an opportunity to include information relating to your services to our volunteers and guests in their parting gifts.
- Receive access to a complimentary booth at the event to promote your services.
- Receive a one year membership with Surrey Crime Prevention Society with a profile on your business on our website.
- Recognition in our program slideshow as presenting sponsor that will be displayed during the networking event, breaks and intermission.

Luncheon Sponsor: \$4,500

- Receive recognition prior to the event through social media, on our website and on all collateral.
- Have an opportunity to include information relating to your services to our volunteers and guests in their parting gifts.
- Be invited to address the volunteers and guests related to your business and support of our event.
- Receive a one year membership with Surrey Crime Prevention Society with a profile on your business on our website.
- Recognition in our program slideshow as luncheon sponsor that will be displayed during the networking event, breaks and intermission.

Community Education Sponsor \$3,000

- Receive recognition prior to the event through social media, on our website and on all collateral.
- Be invited to introduce the speaker line-up to our volunteers and provide information on your business to our volunteers and guests.
- Have an opportunity to include information relating to your services to our volunteers and guests in their parting gifts.
- Surrey Crime Prevention Society will profile your support on our website.
- Be recognized in our program slideshow as educational sponsor that will be displayed during the networking event, breaks and intermission.

Networking Sponsor

\$3,000

- Receive recognition prior to the event through social media, on our website and on all collateral.
- Be invited to introduce the speaker line-up to our volunteers and provide information on your business to our volunteers and guests.
- Have an opportunity to include information relating to your services to our volunteers and guests in their parting gifts.
- Surrey Crime Prevention Society will profile your support on our website. Receive a one year membership with Surrey Crime Prevention Society with a profile on your business on our website.
- Be recognized in our program slideshow as educational sponsor that will be displayed during the networking event, breaks and intermission.

The generous support through your sponsorship will enable us to continue to deliver the unique programs we offer and purchase equipment for our volunteers to ensure their safety.

APPENDIX II



2014 FINANCIAL PLAN
COUNCIL INITIATIVES

Description	Amount	Allocation	
		to date	Remaining
Carried Forward from Prior Year	103,026		
2014 Approved Budget	<u>250,000</u>		\$ 353,026
City of Bhangra Festival (Year 3 of 3)		15,000	
Break the Silence on Violence against Women (year 2 of 2)		5,000	
My Neighbourhood, My futures Initiative (year 2 of 5)		40,000	
Surrey Steps Up: Youth Engagement Guest Speaker		5,000	
BC Championship Female Hockey Association		3,250	
Surrey Fire Fighters' Historical Society		12,500	
Optimist Junior International Curling U-18 Championships		4,500	
Surrey Fire Fighters Charitable Society Walk, Run & Roll Event		5,000	
SASSY Awards		7,500	
Doors Open Expansion		15,000	
Flavours of Surrey		22,000	
Canada Cup Field Hockey Event		2,500	
Francophone Games		1,500	
Innovation Boulevard		46,500	
Culture Days		10,000	
RED FM Sponsorship Request		5,000	
Surrey Pride Society		1,000	
Crescent Beach Concours d'Elegance 2014		2,000	
Youth Strengths Conference		5,000	
Streetrich Hiphop Society - Bridge: An Old School Party in Surrey		1,000	
Mayor's Charity Ball		3,500	
Party on the Pier Event		2,000	
Surrey Crime Prevention Society		600.00	
Cloverdale Skating Club - Ice Show 2015		5,000	
Darpan Extraordinary Achievement Awards		2,500	
Heritage BC Annual Conference & Awards Ceremony		2,500	
Water Polo National		14,500	
2015 Surrey Community Summit		30,000	
SFU Diwali Celebration		2,500	
SFU Gala		5,000	
2014 Diwali Dhamaka Red FM		7,000	
Cloverdale BIA - Lighted Santa Parade		6,000	
Downtown Surrey BIA - Lighted Santa Parade		6,000	
Surrey Crime Prevention Society - Volunteer Symposium - Proposed		3,000	
Allocations for 2014		<u>\$ 299,350</u>	<u>\$ 53,676</u>