

NO: R076

COUNCIL DATE: April 23, 2018

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## REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **April 6, 2018**

FROM: **General Manager, Finance**

FILE: **1850-20**

SUBJECT: **Sponsorship Request – Indo-Canadian Dental Association**

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## RECOMMENDATION

The Finance Department recommends that Council:

1. Receive this report for information; and
2. Approve a sponsorship contribution of \$2,500 from the Council Initiatives Fund to the Indo-Canadian Dental Association (“ICDA”) in support of their 2<sup>nd</sup> Annual Gala being held on Saturday, June 16, 2018.

## INTENT

The City has received a request from the ICDA, for a sponsorship in support of their 2<sup>nd</sup> Annual Gala that will be held on Saturday, June 16, 2018 at the Sheraton Guildford Hotel in Surrey. This report addresses that request.

## DISCUSSION

The ICDA is a non-profit organization committed to promoting and raising funds for oral health care in the community. In 2017, the ICDA hosted their inaugural gala to celebrate the inception of the organization and raise funds to support the BC Oral Cancer Prevention Program. The ICDA has successfully hosted free oral cancer screening events for the City of Surrey since 2016. The screening event aims to detect early stages of cancer and educate the community in cancer prevention. Over the past two years, more than 400 patients have benefited from the cancer screening events.

The 2<sup>nd</sup> Annual Gala will include fundraising initiatives and all proceeds from the gala will be donated towards the British Columbia Oral Cancer Prevention Program. The ICDA and BC Oral Cancer Prevention Program are planning to establish their first satellite clinic in Surrey. This clinic will act as a triage for patients with high risk oral lesions so they can be diagnosed at an early stage.

Staff has evaluated the request and supports a sponsorship of \$2,500 from the Council Initiatives Fund, which will include a table for 10 at the Gala and recognition during the event. Details of the sponsorship are included in Appendix "I".

## **FUNDING**

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 a sponsorship contribution of \$2,500 from the Council Initiatives Fund to the Indo-Canadian Dental Association in support of their 2<sup>nd</sup> Annual Gala on Saturday, June 16, 2018.

Kam Grewal, CPA, CMA  
General Manager, Finance

Appendix "I": Indo-Canadian Dental Association Sponsorship Package  
Appendix "II": Council Initiatives – Allocations for 2018



# Indo-Canadian Dental Association

*"To Keep the Heritage and Culture Alive to Pass on to the Next Generation*



*To Promote and Raise Funds for Oral Health Care in Our Communities"*

## THE INDO-CANADIAN DENTAL ASSOCIATION ANNUAL GALA SPONSORSHIP OPPORTUNITIES

The Indo-Canadian Dental Association cordially invites you to the 2<sup>nd</sup> Annual ICDA Gala on Saturday, June 16<sup>th</sup> of 2018 in the Guildford Ballroom of the Sheraton Vancouver Guildford Hotel at 15269 104 Avenue Surrey, BC. We look forward to your participation in this premiere event and would like to provide you with the available sponsorship and charity fundraising opportunities.

### EVENT BACKGROUND

The Indo-Canadian Dental Association 2<sup>nd</sup> Annual GALA celebrates the inception of our non-profit organization and honors its founding membership. The Gala includes fundraising initiatives in support of oral health related charities in British Columbia. The evening activities include a Live & Silent Auction and entertainment throughout the evening. Guests enjoy a champagne reception with appetizers, cash bar and a buffet dinner. Entertainment will continue throughout dinner.

### ORAL CANCER SCREENING AND CANCER AWARENESS

The Indo-Canadian Dental Association's mission is to keep the heritage and culture alive to pass on to the next generation and to promote oral health care in our communities and raise funds to conquer oral cancer. In the past 2 years, the Indo-Canadian Dental Association has successfully hosted an annual free oral cancer screening event for the community of Surrey, in an effort to detect early stages of cancer and educate the community in cancer prevention. More than 400 patients and over 50 volunteers over the past two years from the communities signed up for the cancer screening event.

### EVENT ENTRY

We invite you to join us in this premiere event and share a wonderful evening experience. Student and member pricing is available as well. All attendees will receive a 25% discount on Kater.com service for the event night. Ticket to our event:

BEFORE APRIL 30	(ICDA MEMBERS ONLY)	REGULAR ADMISSION		STUDENTS
\$150/PER TICKET	\$1400/TABLE OF 10	\$200/PER TICKET	\$2000/TABLE OF 10	\$75/PER TICKET

## SPONSOR RECOGNITION

The Indo-Canadian Dental Association 2<sup>nd</sup> Annual Gala provides a great marketing opportunity to promote your company to BC's dentists both at the event and throughout the year. In addition to reaching your target audience, your support of the Indo-Canadian Dental Association will significantly impact and benefit the lives of low income families in need of dental care across our communities. We have four options available to suit your needs:

### ***Diamond Package – Platinum Package – Gold Package – Silver Package***

Attached you will find a list of Sponsor Packages & Benefits along with the Indo-Canadian Dental Association Sponsorship Agreement. For more information about our sponsorship package, please contact: Dr. Ruby Bhullar  
[rubysbhullar@gmail.com](mailto:rubysbhullar@gmail.com)

## OUR BENEFICIARY – BC ORAL CANCER PREVENTION PROGRAM

All net proceed from the Indo-Canadian Dental Association 2nd Annual Gala will be donated towards the British Columbia Oral Cancer Prevention Program and Oral Health Student Endowment Fund. ICDA and BC Oral Cancer Prevention Program are now planning to establish the first satellite clinic in Surrey for triaging patients with high risk oral lesions so that they can be diagnosed at an early stage in an effort to save lives of people who are at risk, but unaware of their oral mucosal conditions. To support this new clinic and for capacity building we are organizing this Gala. It will provide opportunities for us to make contributions to a worthy cause and help our community members live a healthy life.

## LIVE & SILENT AUCTION ITEM

Help support the Indo-Canadian Dental Association cancer prevention program by donating a (non-dental) silent auction item(s) or cash towards a silent auction. For more information about Live & Silent Auction Items, please contact: Jatinder

[jatriar@yahoo.ca](mailto:jatriar@yahoo.ca)

Rowena  
[drsooch@phii.ca](mailto:drsooch@phii.ca)

On behalf of the Organizing Committee of the Indo-Canadian Dental Association Gala, I thank you for your consideration of my request and I look forward to your positive response.

Yours sincerely,

Dr. Ruby Bhullar

Director ICDA

*P.S. If Sponsorship is not your area of responsibility, we kindly ask that you forward this letter to the appropriate person.*



## SPONSORSHIP PACKAGES

BENEFITS	DIAMOND SPONSOR \$25 000	PLATINUM SPONSOR \$12 000	GOLD SPONSOR \$5 000	SILVER SPONSOR \$2 500
GALA DINNER TICKETS (IN A TABLE OF 10)	10	10	10	10
RECOGNITION ON STAGE AND ON SCREEN DURING EVENT	YES	YES	YES	YES
NAME AND LOGO RECOGNITION ON TABLE WITH TWO COMPLEMENTARY BOTTLE OF WINE	YES	YES	YES	YES
COMPLEMENTARY WINE SERVICE AT THE TABLE	YES	YES	YES	NO
SPONSOR RECOGNITION & VIP GUEST CHAMPAGNE RECEPTION WITH APPETIZERS PRIOR TO GENERAL ENTRY	YES	YES	YES	NO
NAME RECOGNITION AND MARKETING ON ICDA WEBSITE FOR LIMITED TIME	YES	YES	NO	NO
NAME RECOGNITION AND MARKETING ON ICDA WEBSITE FOR ONE YEAR AS MAJOR SPONSOR	YES	NO	NO	NO



# GALA SPONSORSHIP AGREEMENT

Our organization (please print) \_\_\_\_\_  
Will sponsor the Indo-Canadian Dental Association 2<sup>nd</sup> Annual Gala taking place at the Guildford Ballroom of the Sheraton Vancouver Guildford Hotel on Saturday, June 16<sup>th</sup>, 2018. It is understood that by signing this form we are agreeing to sponsor this event. To confirm our participation, we will commit full payment upon receipt of an invoice.

## AUTHORIZED CONTACT PERSON

NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/PROVINCE/POSTAL CODE: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

***Please note that one company name and matching logo will be recognized per sponsorship agreement***

### SPONSORSHIP PACKAGE (PLEASE INDICATE)

- Diamond Sponsor      \$25 000 plus 5% GST = \$26 250
- Platinum Sponsor      \$12 000 plus 5% GST = \$12 600
- Gold Sponsor      \$5 000 plus 5% GST = \$5 250
- Silver Sponsor      \$2 500 plus 5% GST = \$2 625

SPONSORSHIP AMOUNT \$ \_\_\_\_\_

An invoice will be sent to you upon receipt of this signed agreement. Cheques should be made payable to the ***Indo-Canadian Dental Association.***

Your timely payment will ensure all opportunities for sponsorship acknowledgement can be confirmed. We will be in touch in late February to confirm your complimentary tickets.

Form Scan and Email to: [icdarsvp@gmail.com](mailto:icdarsvp@gmail.com)  
Company logo should be submitted to ICDA: [icdarsvp@gmail.com](mailto:icdarsvp@gmail.com)  
Your Logo should be sent in two file formats: JPG & EPS (Minimum 300DPI)

# Appendix "II"



## 2018 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year			
adjusted for amounts not utilized	600		
<b>2018 Adopted Budget</b>	<u>260,000</u>		<b>\$ 260,600</b>
2018 Sponsor Appreciation Event		10,000	
All Aboard Wanderlust - JustKids Program		2,500	
Young Agrarians Land Matching		10,000	
SFU President's Surrey Gala		5,000	
Foam Free Vaisakhi Initiative		5,000	
<b>Indo-Canadian Dental Association (Proposed)</b>		<b>2,500</b>	
Darpan Extraordinary Achievement Awards (Proposed)		7,000	
Canucks Autism Network (CAN) 2018 (Proposed)		5,000	
Youth Helping Youth Society (Proposed)		250	
<b>Allocations for 2018</b>		<u><b>\$ 47,250</b></u>	<u><b>\$ 213,400</b></u>