

NO: R213

COUNCIL DATE: October 1, 2018

REGULAR COUNCIL

TO: **Mayor & Council** DATE: **September 24, 2018**

FROM: **General Manager, Finance** FILE: **1850-20**

SUBJECT: **Sponsorship Request - Simon Fraser University (SFU) Surrey Diwali Gala 2018**

RECOMMENDATION

The Finance Department recommends that Council:

1. Receive this report for information;
2. Approve a sponsorship contribution of \$2,500 in support of the 11th Annual SFU Surrey Diwali Gala; and
3. Authorize the purchase of additional tickets at a cost of \$75 per ticket, as necessary for members of Council who are planning to attend this event.

INTENT

SFU Surrey has forwarded an invitation to the City to become a sponsor for its 11th annual Diwali Gala that will be held on Thursday, November 1, 2018.

DISCUSSION

The University Advancement Division of SFU Surrey is hosting the 11th Annual SFU Diwali Gala on Thursday, November 1, 2018 at the Aria Banquet Hall in Surrey. This event will bring together the South Fraser business communities, SFU alumni, current SFU students and senior representatives of other agencies and organizations for an evening of entertainment, networking and information-sharing. SFU is requesting that the City consider providing a Gold level 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 eight tickets to the event which will be allocated to members of Council who plan to attend the event. Additional tickets may be purchased as necessary.

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

FUNDING

On October 2, 2017, Council approved corporate report R199; 2017 authorizing a grant of \$2,500 for the 10th Annual SFU Surrey Diwali Gala from the Council Initiatives Fund for a table for eight guests at the event. Staff have evaluated the request and support a sponsorship for the 2018 event in an amount similar to prior year contribution.

Staff recommends that Council consider supporting the 11th Annual SFU Surrey Diwali Gala through a sponsorship of \$2,500 from the Council Initiatives Fund, which will provide the City with a table for eight guests at the event. Additional tickets may be purchased as necessary at a cost of \$75 per ticket using Council Initiatives Fund.

Appendix “I” 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.

SUSTAINABILITY

The SFU Diwali Celebration supports the overall objectives of the City’s Sustainability Charter 2.0 as related to the themes of Inclusion and Education and Culture. Specifically, this sponsorship will support the following Desired Outcomes:

- Inclusion DO1: Surrey welcomes, includes, embraces and values the diversity of people who live here.
- Inclusion DO2: Surrey is a caring and compassionate city that learns about and supports its residents of all backgrounds, demographics and life experiences.
- Inclusion DO3: Residents have opportunities to build social connections with people from different backgrounds.
- Education & Culture DO1: Surrey has a culture of learning, with a broad range of diverse learning opportunities available and accessible to meet the needs of all residents.
- Education & Culture DO2: Surrey children and youth have access to a high quality comprehensive and inclusive educational system, and opportunities that include experience in and out of school.
- Education & Culture DO6: Surrey is a provider of advanced education, producing cutting-edge research and cultivating leaders in innovative practices.
- Education & Culture DO9: Surrey supports and celebrates its diverse artists, cultures and community heritage through inclusive festivals, programing and events.

CONCLUSION

Based on the above discussion, it is recommended that Council approve from the Council Initiatives Fund, a sponsorship contribution of \$2,500 in support of the 11th Annual SFU Surrey Diwali Gala, and authorize the purchase of additional tickets as necessary for members of Council who are planning to attend this event.

Kam Grewal, CPA, CMA
General Manager, Finance

Appendix “I”: Council Initiatives – Allocations for 2018

APPENDIX "I"



2018 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year			
adjusted for amounts not utilized	600		
2018 Adopted Budget	<u>260,000</u>		\$ 260,600
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	
Indo-Canadian Dental Association		2,500	
Darpan Extraordinary Achievement Awards		7,000	
Canucks Autism Network (CAN) 2018		5,000	
Youth Helping Youth Society		250	
Canada India Networking Initiative 2018		2,000	
100 Year Journey Gala		6,500	
West Coast Kings Field Hockey Society		3,500	
2018 Surrey Social Innovation Summit		70,000	
Surrey Women's Centre 25th Anniversary		1,000	
Agriculture Week - Pie in the Plaza		30,000	
Crescent Beach Concours d' Elegance		2,000	
Fraser Region Aboriginal Friendship Centre Association		3,500	
Federation of Canadian Municipalities Special Advocacy Fund		20,685	
Arts4All Festival		20,000	
Gadhri Memorial Mela		6,000	
11th Annual Red FM Charity Walk		5,000	
Drishti Awards Gala		1,200	
Surrey Vulnerable Women and Girls Working Group		15,000	
Surrey City Orchestra		10,000	
SFU Surrey Diwali Gala (Proposed)		2,500	
Flamingo Events Centre (Proposed)		2,000	
Mackie's Place (Proposed)		6,000	
Allocations for 2018		<u>\$ 254,135</u>	<u>\$ 6,465</u>