

NO: R090

COUNCIL DATE: June 5, 2023

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## REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **June 1, 2023**

FROM: **General Manager, Finance**

FILE: **1850-20**

SUBJECT: **Sponsorship Request – Second Annual Run Surrey Run Event**

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## RECOMMENDATION

The Finance Department recommends that Council:

1. Receive this report for information; and
2. Approve a sponsorship of \$20,000 from the Council Initiatives Fund towards the second annual Run Surrey Run event to be held in Surrey on Sunday, September 10, 2023.

## INTENT

The City received a sponsorship request from the Balsar Community Foundation for their second annual Run Surrey Run event to be held at Holland Park on Sunday, September 10, 2023.

## BACKGROUND

The Balsar Community Foundation hosts an annual Run Surrey Run event in Surrey to promote health and fitness while supporting local communities. On September 11, 2022, the first in-person and second virtual Run Surrey Run event was launched. The first in-person event drew close to 400 participants from Surrey and other regions of the lower mainland. The annual event is open to novice and experienced walkers and runners as well as participants of all ages and athletic abilities.

## DISCUSSION

This year's Run Surrey Run event is being held at Holland Park on Sunday, September 10, 2023. The event organizers are projecting over 1000 participants to take part in this year's event. The Balsar Foundation is requesting that the City consider supporting the event by providing a sponsorship of \$25,000 to offset traffic management, marketing, and policing costs. With a Platinum sponsorship of \$20,000, the City will receive eight complimentary tickets which will be allocated to members of Council who plan to attend the event. The City's logo will be included on event materials, advertisements and on markers along the route. Full details of the sponsorship opportunities are attached in Appendix "I".

## **FUNDING**

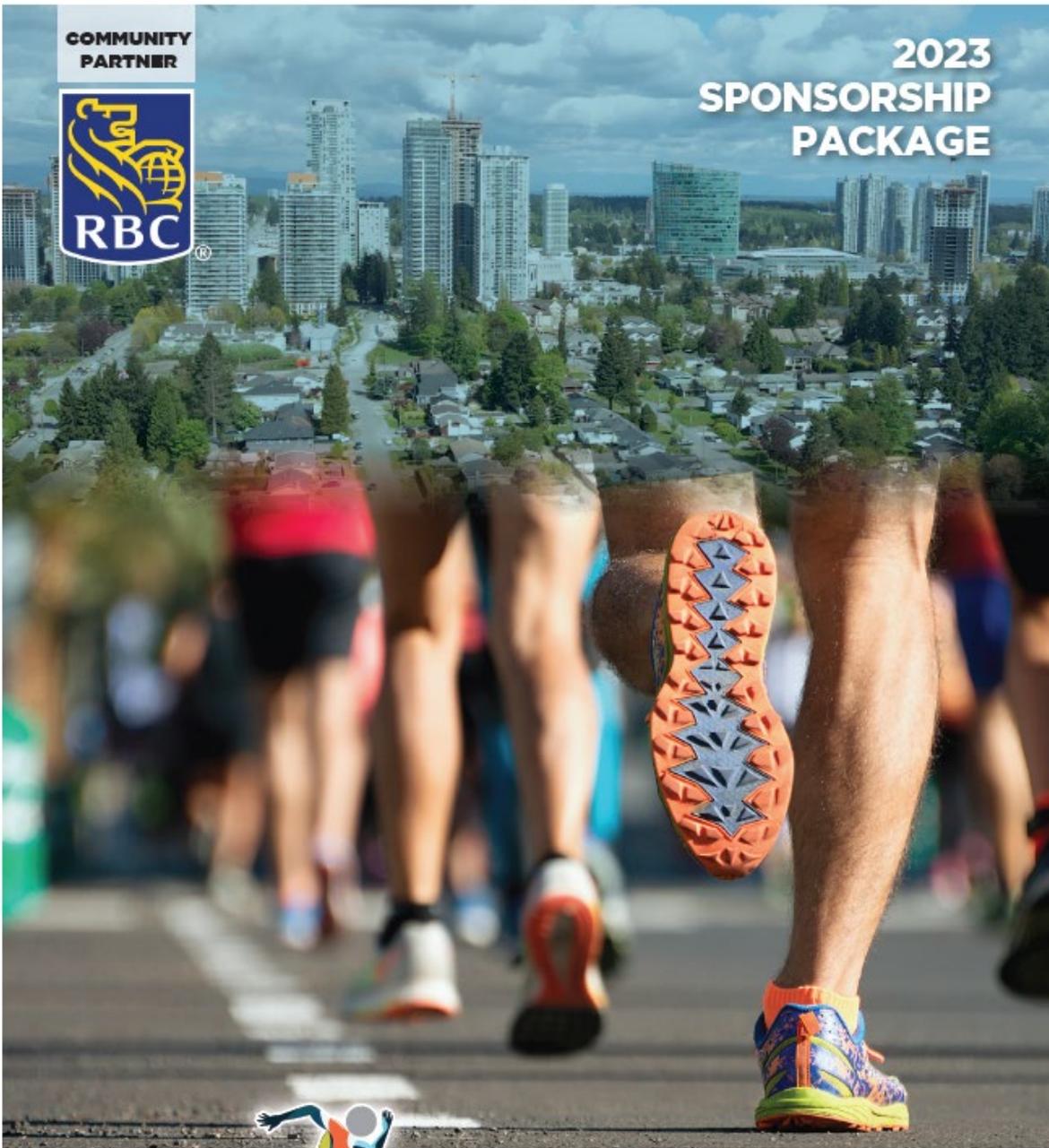
Staff have evaluated the current request to ensure it is compliant with the Council Initiatives Fund Utilization Policy. Staff recommend that Council support the second annual Run Surrey Run event by providing a sponsorship contribution of \$20,000 from the Council Initiatives Fund. Appendix "II" attached to this report documents the balance in the Council Initiatives Fund based on an assumption that Council will approve the recommendation of this report.

## **CONCLUSION**

Based on the above discussion, it is recommended that Council approve, from the Council Initiatives Fund, a sponsorship contribution of \$20,000 in support of second annual Run Surrey Run event to be held in Surrey on Sunday, September 10, 2023.

Kam Grewal, CMA, CPA  
General Manager, Finance

Appendix "I": Run Surrey Run Sponsorship Package 2023  
Appendix "II": Council Initiatives – Allocations for 2023



**COMMUNITY PARTNER**



**2023 SPONSORSHIP PACKAGE**



**RUN**  
SURREY RUN

**5K&10K WALK/RUN**  
SURREY, BC

**ROAD RACE: SEPT 10**  
**VIRTUAL: SEPT 8-10**



## RUN SURREY RUN: AMAZING EVENT, AMAZING CITY

The annual Run Surrey Run Walk/Run is back, Sunday, September 10, and I hope you will join as we continue to grow this incredible community event.

Over the past 50 years as a wife, mom, businesswoman and realtor, I have watched Surrey grow and develop as we keep pace with our city's incredible potential.

Throughout those years I was always active, but it took a serious personal illness, several operations, and too many blood transfusions to count, to remind me that nothing is more important than good health. Walking and jogging became part of my daily rehabilitation, and as part of that recovery I focused on creating a community run for every age and ability. That was the foundation in 2019 of Run Surrey Run, and while Covid and the pandemic proved a challenge for all of us, 2023 will see Run Surrey Run back like never before.

In fact, our plan is to grow this community event to more than 5,000 runners by 2025, and showcase our city centre to visitors and residents alike as they take part in our 5K and 10K walk/run. An event of this size and scope doesn't just happen on its own, and I want to thank the City of Surrey, RBC, the Province of British Columbia, and organizations like yours that are prepared to step up and help grow this important celebration of community and good health.

This sponsorship information package includes a number of potential opportunities, but we're also happy to tailor a sponsorship to meet your organization's particular needs or interests. Our runners and walkers are as diverse as our community itself. We're a city that's growing by more than 1,000 new residents every month, and we speak more than 100 languages, and you'll hear every one of them during our event. Being a part of Run Surrey Run is more than just a marketing investment, it's a commitment to our community, and that's something we'll all remember.

Thank you for your interest and support, and please feel free to contact us with any questions.

**Gurjinder K Bhurji**  
Founder and Race Director  
Run Surrey Run





**5K&10K**  
WALK/RUN  
SURREY, BC  
ROAD RACE: SEPT 10  
VIRTUAL: SEPT 8-10

## SPONSORSHIP OPPORTUNITIES

### Community Partner Sponsor

SOLD



SOLD



For more information: 604.802.6703 | [Info@runcurreyrun.com](mailto:Info@runcurreyrun.com) | [www.runcurreyrun.com](http://www.runcurreyrun.com)



## SPONSORSHIP OPPORTUNITIES

### **Platinum Sponsor - \$20,000 (Two Available)**

- Logo recognition as Platinum sponsor in event materials, including flyers, posters and social media posts.
- Logo as Platinum sponsor in pre-event and post-event print advertisements and on markers along route
- Opportunity to speak for 3 minutes at event
- Parking at event
- Eight complimentary entries and eight complimentary Swag Bags
- Opportunity for your promotional materials to be distributed to participants
- Recognition on Run Surrey Run website
- Event booth space\*

### **Gold Sponsor - \$15,000 (Three Available)**

- Logo recognition as Gold sponsor in event materials, including flyers, posters, website and social media posts.
- Logo as Gold sponsor in pre-event and post-event print advertisements.
- Verbal recognition as sponsor from the podium at start of event
- Parking at event
- Opportunity for your promotional materials to be distributed to participants
- Six complimentary entries and six complimentary Swag Bags
- Recognition on Run Surrey Run website
- Event booth space\*

\* Event space optional on request and availability. please bring your own tents/equipment, only space reserved. event booth space is for corporate promotion, free give aways , strictly no selling of product will be allowed on site, without consent.

Disclaimer: Please note sponsorship opportunities are subject to change and may or may not include other opportunities as they are presented closer to the event date.

**For more information: 604.802.6703 | [Info@runcurreyrun.com](mailto:Info@runcurreyrun.com) | [www.runcurreyrun.com](http://www.runcurreyrun.com)**



## SPONSORSHIP OPPORTUNITIES

### **Silver Sponsor - \$10,000**

- Logo recognition in event materials, including flyers, posters and social media posts.
- Logo in pre-event and post-event print advertisements
- Four complimentary entries and four complimentary Swag Bags
- Recognition on Run Surrey Run website
- Event booth space\*

### **Bronze Sponsor - \$5,000**

- Logo recognition in event materials, including flyers, posters.
- Logo in pre-event and post-event print advertisements
- Two complimentary entries and 2 complimentary Swag Bags
- Event booth space\*

### **Event Sponsors - \$2,500**

- Logo recognition in event materials, including flyers, posters and website.
- Logo in pre-event and post-event print advertisements
- Two complimentary entries and Two complimentary Swag Bags

### **Friends of Run Surrey - \$1,000**

- Listing in post-event print advertisements
- Two complimentary entries and Two complimentary Swag Bags

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**5K&10K  
WALK/RUN**  
SURREY, BC  
ROAD RACE: **SEPT 10**  
VIRTUAL: **SEPT 8-10**

## RUNSURREY RUN FACT SHEET

- This Run/Walk is a 5k and 10k event, a fun community health event for all ages and all abilities. And the opportunity for Community, Businesses support an annual health event in our own City of Surrey. At the same time giving back to our local community Charities. This is a not for profit event
- Both the In-person and Virtual events have a choice of doing either the 5km or the 10km. You can select the choice when you register.
- The Road Walk/Run in-person event will take place on September 10, 2023 with start and finish at Holland Park downtown City of Surrey.
- Registration includes a Bib, timing chip, and Medal with the Swag bag.
- The Virtual event can be done anytime, any place convenient to you between September 8-10, 2023
- All participants will receive a link to print a Virtual Bib and a RunSurreyRun Medal in a swag Bag.
- There may be an option to buy a T-shirt at a cost by the registration deadline. (TBD at a later time)



\* This route may be modified prior to the event.

We are providing links to help local Charities such as Option Community Services, Big Sisters of BC Lower Mainland, Canadian Blood Services. We would like to encourage everyone to donate to these charities through the Donations link at the top of the website [www.runsurreyrun.com](http://www.runsurreyrun.com).

**For more Information:**  
**604.802.6703 or [info@runsurreyrun.com](mailto:info@runsurreyrun.com)**  
**[www.runsurreyrun.com](http://www.runsurreyrun.com)**

## Appendix "II"



### 2023 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	240,000		
<b>2023 Proposed Budget</b>	<b>260,000</b>		<b>\$ 500,000</b>
SFU Share the Vibe Community Mixer		5,000	
The Realistic Success Society		5,000	
Rotary District 5050		10,000	
KidSport BC Surrey Chapter		3,000	
<b>Run Surrey Run (Proposed)</b>		<b>20,000</b>	
Desi-Q Cultural Gala - Sher Vancouver (Proposed)		2,500	
<b>Allocations for 2023</b>		<b>\$ 45,500</b>	<b>\$ 454,500</b>