



City of Richmond

Report to Committee

To: Parks Recreation & Cultural Services Committee
From: Dave Semple, Director, Parks
Re: 2004 World Junior Badminton Championships Street Banner Sponsorship Proposal – Badminton BC

To Parks, Rec & Culture - Aug. 31, 2004.
Date: August 13, 2004
File: 7200-20-SBAN1

Staff Recommendation

That the sponsorship of street banners for the 2004 World Badminton Championships by Badminton BC be approved for commencement in September, 2004.


 Dave Semple
 Director, Parks
 (3350)

Att.2

FOR ORIGINATING DIVISION USE ONLY					
ROUTED TO:	CONCURRENCE		CONCURRENCE OF GENERAL MANAGER		
Recreation & Cultural Services	Y	<input checked="" type="checkbox"/> N	<i>R. Spencer</i>		
REVIEWED BY TAG	YES	NO	REVIEWED BY CAO	YES	NO
<i>AS/14</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

Staff Report

Origin

At the May 26th, 2004, Parks Recreation and Cultural Services Committee Meeting regarding the 2004 World Junior Badminton Championships (WJBC) to be held October 15-31, 2004 at the Minoru Arenas the following resolution was approved:

That the City:

- (1) support the 2004 World Junior Badminton Championships to be held at Minoru Arenas from October 15 – 31, 2004; and*
- (2) City provide services in kind as outlined in the staff report not to exceed \$7,500.*

As part of the May 26th report, approval was given for the City to support the costs of the installation and removal of corporately sponsored banners for the world championship event. The purpose of this report is to present the banner design for approval as per the Street Banner – Sponsorship Policy 7703.

Analysis

The WJBC represents the largest junior international competition in the sport of badminton, and is expected to attract participation from over 35 countries and 550 competitors. The Championships, to be covered by CBC Television, will provide Richmond the opportunity to profile a growing Olympic sport and to promote active lifestyle participation among youth and the community.

Proposal

Attachment 1 provides details of the proposal from WJBC to sponsor street banners around the Minoru area. In summary the proposal from involves the following:

- WJBC sponsors the cost of creating up to 100 street banners.
- The City will approve the final design of the banner.
- The City will pay for the installation and removal of up to 100 banners. The installation and take down of the 100 street banners will commence in September 2004 with takedown in November 2004.

Banner locations

The placement of the WJBC banners will be:

- Minoru Boulevard between Westminster Hwy and Granville Avenue
- Granville Avenue between Minoru Boulevard and Gilbert Road
- Gilbert Road middle median between Westminster Hwy and Granville Avenue

Currently there are approximately 40 banner pole locations in the proposed area (Attachment 2).

Enabling Policy

As per the Street Banner – Sponsorship Policy 7703, the following policy guidelines are supported by the WJBC proposal:

“...Cost to Sponsor: Interested sponsors would be responsible for the cost of manufacturing, installing, and removing banners, and providing hardware--if not already in place--and removing and replacing hardware and banners which are damaged.”

Examples of Similar Street Banner Sponsorship Initiatives

The Badminton corporate sponsorship street banner proposal complements seven recently corporately sponsored and/or recycled street banner initiatives:

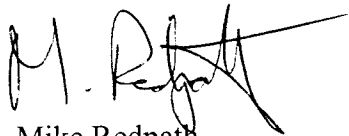
- *Fairchild Developments - Aberdeen Centre*: involved the sponsorship for 120 street banners along Cambie, Hazelbridge Way and No. 3 Road in 2003;
- *Steveston Judo Club 50th Anniversary*: involved the sponsorship for 18 street banners along Moncton Street in Steveston in 2003;
- *Onni Group of Companies*: involved the sponsorship for 80 street banners at Imperial Landing in Steveston in 2003;
- *Telos Technologies Initiative*: involved the sponsorship and provision of hardware for 38 street banners along Jacombs Road in East Richmond in 2001;
- *Progressive Construction Initiative*: involves the ongoing financial sponsorship of recycled street banners from previous years community competitions, the supply of hardware and annual financing for the installation/removal of banners outside the city centre on Barnard Drive in Terra Nova;
- *Royal Bank Initiative*: involved the sponsorship of street banners along Minoru Boulevard to recognise the 1999 United Nations International Year of Older Persons, banner tail flags were used to recognise the Royal Bank as ‘proud sponsor’;
- *Asia International Services Corporation (AIC) Initiative*: involved the sponsorship of street banners along No. 3 Road, Hazelbridge Way and Cambie Roads in 1998/1999, banner tail flags were used to recognise AIC as ‘proud sponsor’.

Financial Impact

If approved, Badminton BC will bear the full cost of the proposed street banner manufacturing and production. This is estimated at \$5,000. The City would cover the costs of the installation and removal of the banners at an estimated cost of \$2,000 from the Street Banner Operating Account.

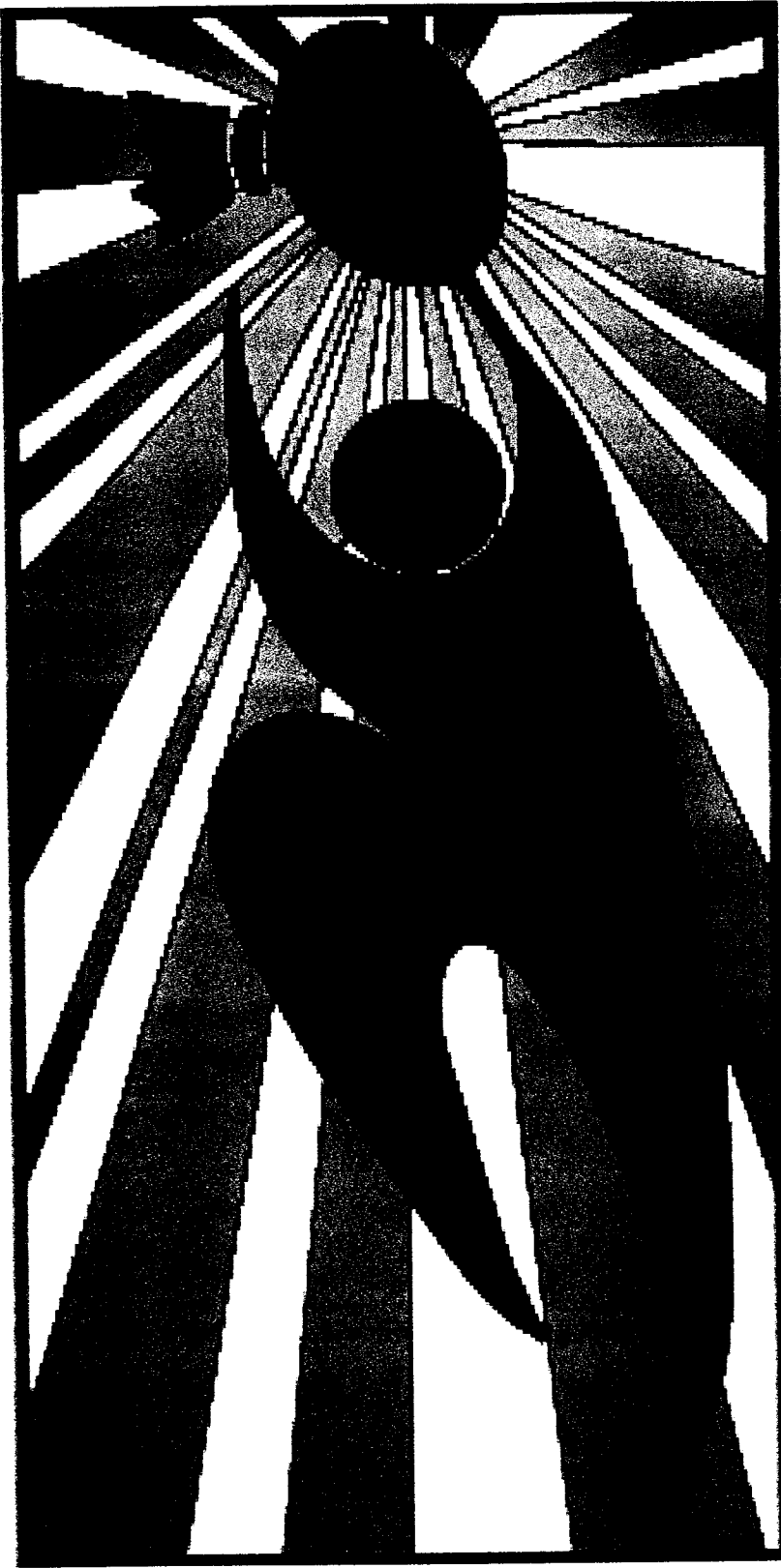
Conclusion

Staff recommend supporting the street banner sponsorship initiative as proposed by the WJBC. As presented, the WJBC proposal supports the existing street banner sponsorship Policy #7703 for the provision of street banners, and also complements Richmond's past practise of working in partnership with the community and business for neighbourhood beautification.



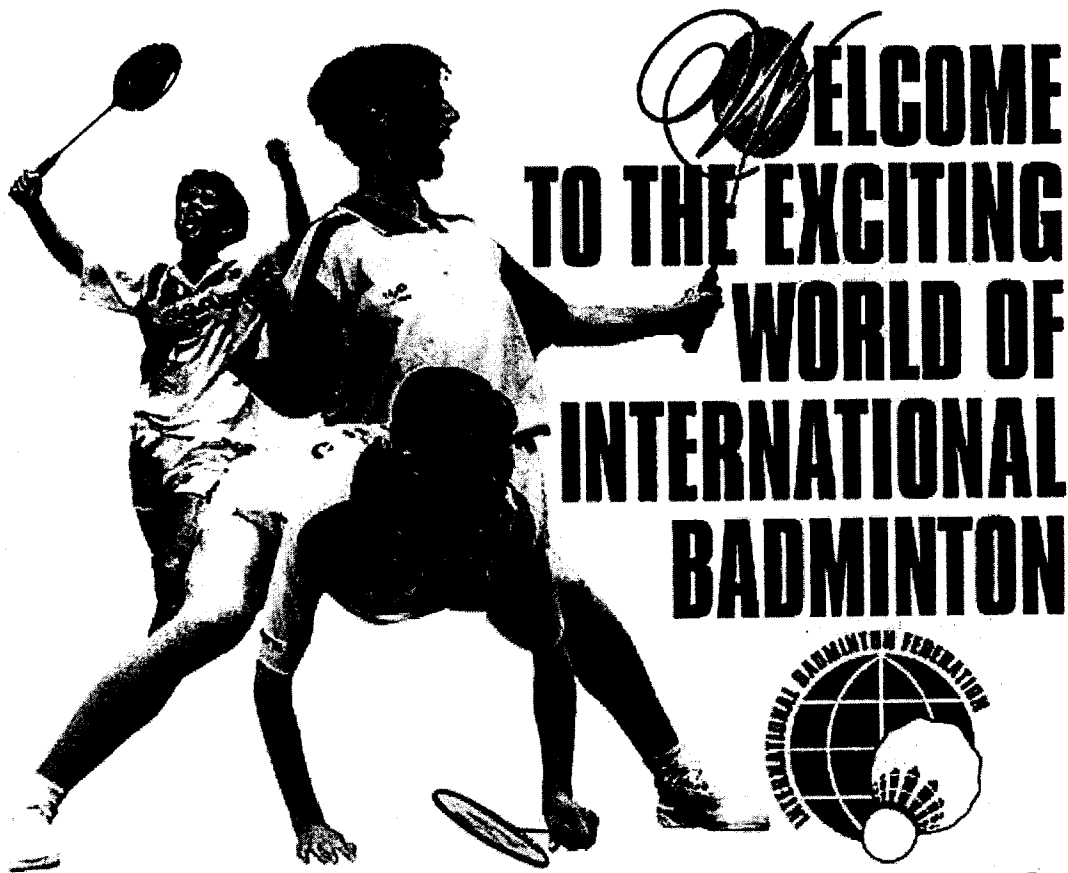
Mike Redpath
Manager, Parks - Programs, Planning & Design
(1275)

2004 World Junior Badminton Championships



Championnat mondial junior de badminton 2004

■ **Minoru Arena**
Oct. 21-30, Richmond, Canada ■



BADMINTON BC

2004 World Junior Badminton Championships

October 15-31, 2004, Minoru Arena

Richmond, British Columbia

A unique Marketing Opportunity.....

The World is Coming!

The World Junior Badminton Championships represent the largest junior international competition in the sport of badminton, attracting upwards of 35 countries and well over 550 competitors. This international competition has been awarded to Canada and will be held in Richmond, BC in October 2004 – the first time ever that the competition will be held in the Pan American zone.

The hosting of the 2004 World Junior Badminton Championships provides some promising legacy opportunities in the region. These championships represent a significant opportunity to profile this Olympic sport in the Greater Vancouver region and specifically Richmond, a region that has a large Asian population and where opportunities are being created to channel the interest in the sport to structured programs for youth.

The 2004 World Junior Badminton Championships is an opportunity to welcome the world to Richmond, to profile a growing Olympic sport and to promote active lifestyle participation among youth and the community.



Badminton – The Olympic Sport

Badminton is a lifetime sport that offers equal opportunities for males and females of all ages to participate. Badminton is a “World Sport”, with 145 nations affiliated to the International Badminton Federation.

An Olympic Sport, Badminton is a game that combines speed, endurance, power and finesse into a fast paced and exciting package that has become one of the fastest growing Olympic sports in the world. At the 2000 Olympic Games, Badminton was the most widely televised sport during the first week of the games. Well over one billion people worldwide watched badminton on television.

The 2004 World Junior Badminton Championships is an ideal event for your organization to show its support for amateur sport in British Columbia as the community looks forward to the 2010 Olympic Winter Games.

Badminton BC

Badminton BC was formed in February 1925 to organize the playing of badminton in the province of British Columbia. Since then, the association has actively worked towards providing leadership and direction for the sport, continuity in the programs and services for its members and competitive and development opportunities for players, coaches, officials and volunteers throughout the province. At the same time, the organization has developed a vision and a set of values that is consistent with those held by others within the community.

Badminton BC is a registered non-profit society incorporated under the Societies Act of British Columbia. As the provincial sport governing body, Badminton BC is managed by an elected volunteer Board of Directors and is charged with organizing the 2004 World Junior Badminton Championships.

Vision

Badminton is a rewarding lifetime activity for British Columbians.

Values

- A contributor to community life in the province
- Family-oriented
- Member-based, service-oriented, athlete-centred and volunteer driven
- Equally accessible to people of all ages, skill levels and abilities
- Males & Females competing together
- Conducted in a safe and ethical environment
- Organized effectively with collaboration and accountability
- Delivered by qualified leaders
- Structured to encourage and foster partnerships



2004 World Junior Badminton Championships REQUEST FOR EVENT ASSISTANCE TO THE CITY OF RICHMOND

Reference: File 1238456

Floor Assistance:

We would like to request for assistance in the laying down of the floor on top of the ice. Specifically we would like to request the following items.

1. Use of the forklift and operator on Saturday October 16, 2004 from 1200-1800hrs to assist with unloading of the floor from the truck into the arena.
2. Use of the forklift and operator on Sunday October 31, 2004 from 1200-1800hrs to assist with re-loading of the floor from the arena onto the truck.
3. Appointment of 8 city staff labourers to assist with the laying down of the floor on Saturday October 16, 2004 from 1200-1800hrs.
4. Appointment of 8 city staff labourers to assist with the taking the floor out Sunday October 31, 2004 from 1200-1800hrs.
5. Provide feasible options in transportation of the floor from Maple Ridge to Richmond and back.
6. Provide a feasible option of storing of the floor in a commercial storage container for the duration of the event.

Transportation Assistance (from hotel to the arena):

1. Provide ONE City of Richmond transportation bus for the entire duration of the event (22 passenger) with a driver.
2. Provide ONE additional City of Richmond transportation bus for the entire duration of the event (22 passenger) with a driver during peak periods. A preliminary schedule is provided below but maybe subject to change once the number of teams and play times are confirmed.
Everyday from Oct 18-27 from 0700-1000 and 1900-2200
October 28 - 30 from 1500-1700

Banner Program:

1. Produce 100 banners to advertise the event.
2. Mount banners up 6 weeks prior to the event at all key locations as agreed upon by the Host Committee and City.

Stage:

1. Provide access for a 16x8 foot staging area for medal presentations.



Given the limited budget for the event, we are requesting that the City of Richmond assist in presenting his event by providing the above services in kind to the event organizers.

In exchange the following benefits will be provided to the City of Richmond:

1. Acknowledge the City of Richmond as a partner in the event, along with the International Badminton Federation, Badminton Canada, Badminton BC and the Province of British Columbia.
2. An opportunity for the City of Richmond to promote itself to an international community. Logistics of event planning in consultation with City Managers would be ongoing to ensure this.
3. A rare opportunity to host a WORLD Championship. It will enable the City of Richmond to showcase its hosting abilities, facilities, amenities and community volunteerism as we proceed towards the 2010 Winter Games where other hosting opportunities will arise.
4. Presenting Sponsor Package benefits as highlighted on the next page.



EVENT SPONSOR BENEFITS

The 2004 World Junior Badminton Championships

Event Presenter Status

- This title will be used without exception in all event collateral and promotional material, including posters, official program, press releases, event web site, event banners, tournaments souvenirs, etc.)

Event Rights

- Acknowledgement in the championship ceremonies, press conferences, opening/closing ceremonies, and championship banquet
- Contractual use of the 2004 World Junior Badminton Championships for promotional use by **presenting sponsor**

Advertising, Event Signage & Media

- City of Richmond logo used in all pre-event media advertising (print, TV, radio)
- Four (4) A-Boards and Three (3) on-site banners for the duration of the tournament – visible to spectators and any TV coverage; one (1) banner for use at all social events
- Black & White, full page ad inside the official championship program
- Six (6) prescribed P.A. announcements prior to quarterfinal round for both the team and individual events (total of 36 public announcements)
- Four (4) prescribed P.A. announcements from the quarter-final round of play and onward, for both the team and individual events (total of 24 public announcements)
- Website recognition

Event/Hosting Participation

- Five (5) VIP tournament passes
- Ten (10) regular (general admission) passes
- Recognition at all social functions associated with the event – a corporate representative will be introduced along with other special guests
- Presentation Opportunities: Medal Presentations for Team Event (October 25, 2004) and Individual Event (October 30, 2004)



For additional information regarding sponsorship or other opportunities at the
2004 World Junior Badminton Championships, please contact:

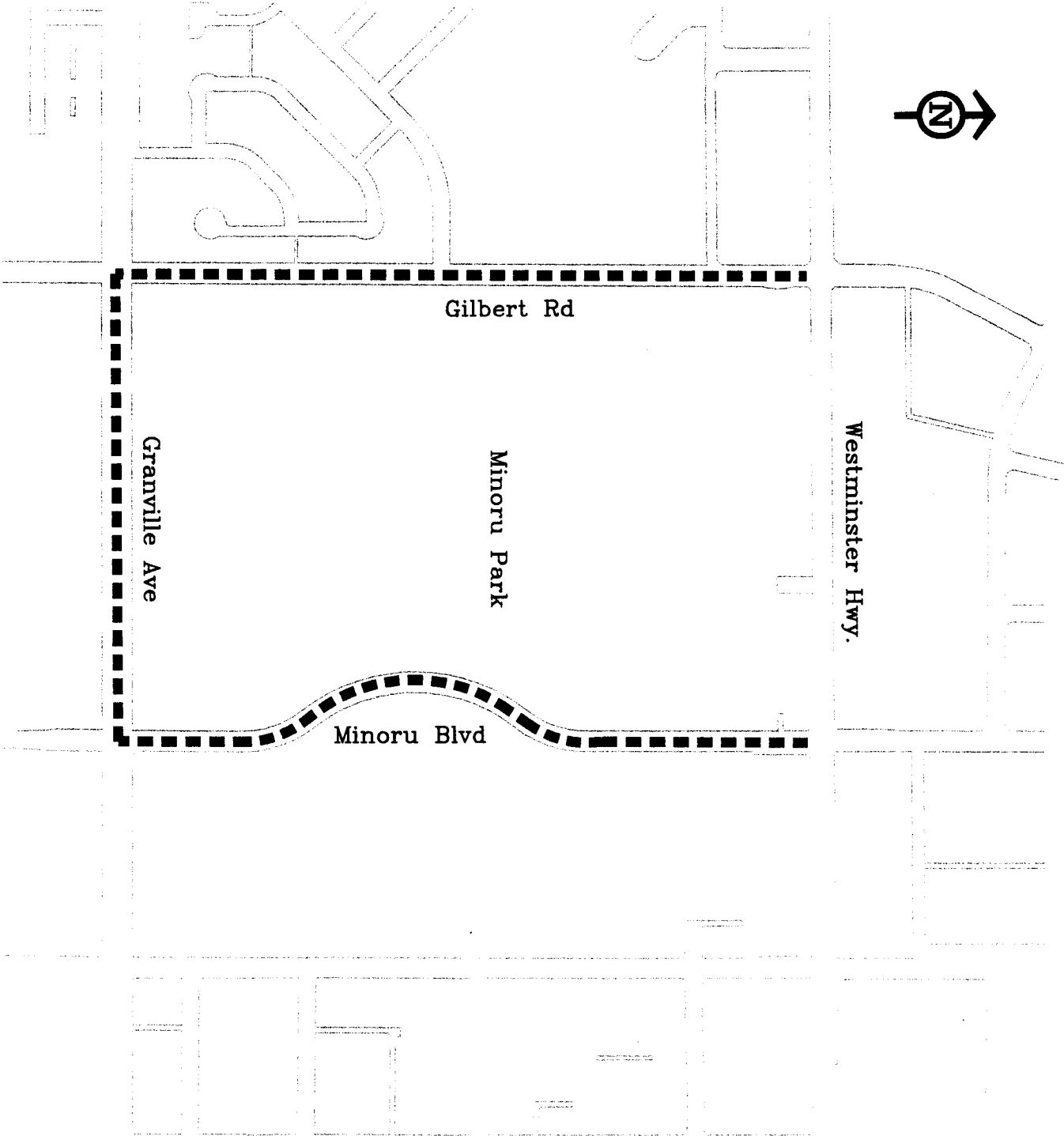
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BC Society No: S-16373

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2004 World Junior Badminton Championships





*Proposed Banner Locations for
2004 World Junior Badminton Championship*