

NO: R173

COUNCIL DATE: October 3, 2022

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **September 29, 2022**

FROM: **General Manager, Finance**

FILE: **1850-20**

SUBJECT: **Sponsorship Request – Drishti Awards Gala**

RECOMMENDATION

The Finance Department recommends that Council:

1. Receive this report for information; and
2. Approve from the Council Initiatives Fund, a sponsorship contribution of \$5,000 in support of the 8th Annual Drishti Awards Gala.

INTENT

The City has received a request from Drishti Media Group to participate in their 8th Annual Awards Gala that will be held on November 18, 2022, at the Aria Convention Centre in Surrey.

DISCUSSION

Drishti Media Group will host the 8th Annual Awards Gala on November 18, 2022, at the Aria Convention Centre. Drishti Media Group is spearheading the awards that will celebrate innovation and excellence of individuals who have done extraordinarily in their dedication and service to others. The awards will showcase the best in Lifetime Achievement, Business, Community Engagement, Young Professional, Youth Leadership, Athletics, The Arts, Science & Technology, and Health Achievement. The evening will also consist of a reception, entertainment, a premier fashion show, along with an awards presentation and dinner will be provided. There will be two special awards for organizations, the special community award, and the award for non-for-profit organization. Drishti Media Group is requesting that the City support this event. Staff are recommending that Council consider supporting this event through a sponsorship of \$5,000. This level of sponsorship includes eight VIP tickets to the event which will be allocated to members of Council who plan to attend the event. Full details of the sponsorship opportunities are attached in Appendix "I".

FUNDING

Staff have evaluated the request to ensure it is compliant with the Council Initiatives Fund Utilization Policy. Staff recommend that Council consider supporting the 8th Annual Drishti Awards Gala through a sponsorship of \$5,000 from the Council Initiative Fund.

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.

SUSTAINABILITY CONSIDERATIONS

The recommendations of this report support the objectives of the City's Sustainability Charter 2.0. In particular, the recommendation relates to Sustainability Charter themes of Inclusion and Education and Culture and the following Desired Outcomes ("DO"):

- 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;
- Inclusion DO5: New immigrants and refugees are supported to settle, integrate, and become thriving members of the community; and
- Education and Culture DO9: Surrey supports and celebrates its diverse artists, cultures and community heritage through inclusive festivals, programming, and events.

CONCLUSION

Based on the above discussion, it is recommended that Council approve from the Council Initiatives Fund, a sponsorship of \$5,000 in support of the 8th Annual Drishti Awards Gala.

Kam Grewal, CPA, CMA
General Manager, Finance

Appendix "I": Drishti Awards Sponsorship Package 2022
Appendix "II": Council Initiatives Fund – Allocations for 2022

SPONSORSHIP PACKAGE 2022



8th ANNUAL DRISHTI AWARDS *Gala*

A SPLENDID NIGHT OF RECOGNITION & CELEBRATION

FRIDAY, NOVEMBER 18, 2022
Aria Convention Centre, Surrey BC



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7th ANNUAL DRISHTI AWARDS GALA – An Inclusive and Inspirational Night of Recognition and Celebration for Building Strong Communities

Drishti Media Group celebrated its 11th year publishing the power of innovation and excellence. It hosted its seventh annual Drishti awards gala presented by BM Group on Friday, November 19, 2021, at the stunning and exquisitely decorated Aria Convention Centre, Surrey, which was attended by more than 900 guests. Drishti Awards Gala Night was a unique and remarkable moment filled with inspiration, empowerment, appreciation, and celebration. Every component of the gala night, starting from the 'Royal Crystal Palace' themed red-carpet entrance to the ballroom, captivated the guests and made it one of Canada's luxurious and impressive events. The accessible entrance embraced by Brian Jessel BMW gave a luxurious and outstanding feeling to the gala.

Diversity, Inclusion, and equity are fundamental to the success of the Drishti Awards. We are designing a multidimensional approach to ensure that the Drishti Awards gala is a place where people from every background feel like they belong and contribute.

The stunning cocktail reception sponsored by An Elegant Touch Home Staging and Design before a sumptuous dinner was great and gave the participants an enormous opportunity to network and consolidate their relationships. The exclusive Ice Sculpture, red carpet decorated with a royal look and LED screens on both sides, and Pose 360 video booth in the cocktail lounge, was an incredible attraction.

The Drishti Awards acknowledged the most successful community members: business leaders, philanthropists,

community activists, artists, health care innovators, young professionals, athletes, and organizations for bringing their extensive expertise in building a diverse and healthy civil society. The evening began with the dazzling and fusion performance by world-renowned Shiamak Dancers, who captivated the audiences' visual and auditory senses with their collaborated performances with contortionists. Our sincere thanks to the entertainment sponsor, ML Emporio Properties, for their kind support.

A massive shout out to the Dinner sponsor Teja Foods, Dessert sponsor Terra West Group and all the elite sponsors, whose generosity made it possible.

Our Emcee, Zara Durrani, kept the proceedings moving with their witty banter and interactions with guests and honorees.





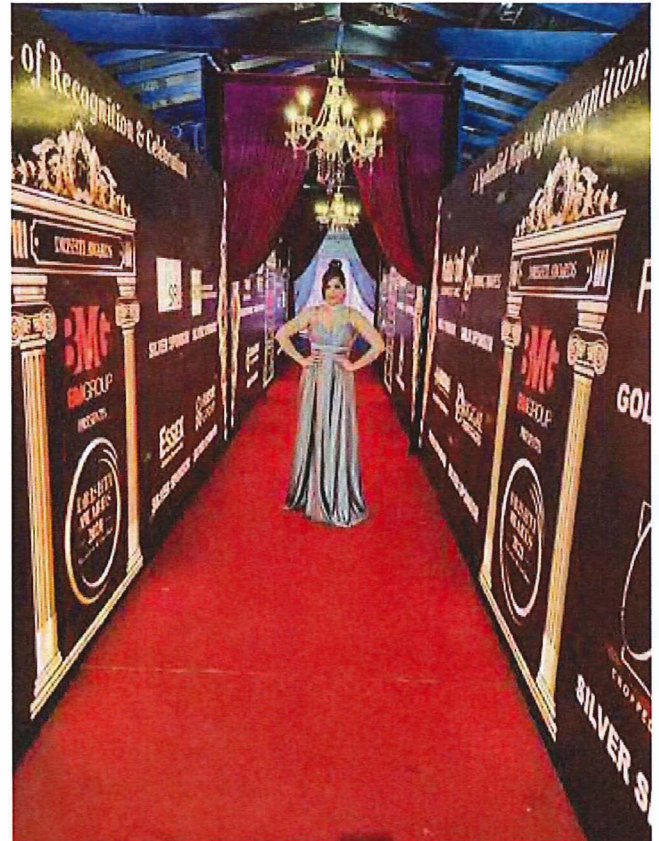
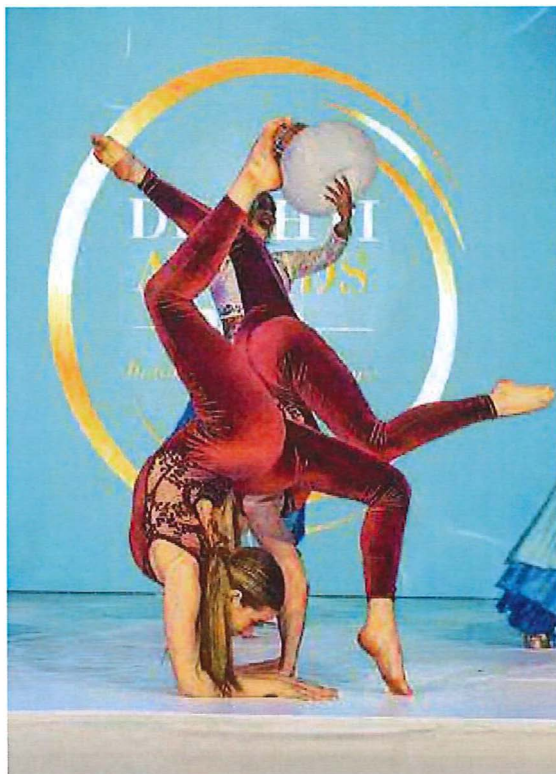
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The Gala 2022

Taking place on Friday, November 18, the 8th Annual Drishti awards gala will be the recognition event of 2022.

This elegant evening will include a cocktail reception, entertainment with mesmerizing Bollywood numbers, award presentation, premier fashion show and ample opportunities to mingle with other amiable community leaders, professionals and business leaders. A sumptuous dinner will be served.

Drishti Media Group is spearheading this award-granting recognition and celebrating the innovative and excellent work of individuals/organizations that have done extraordinarily in their dedication and service to others. We are determined to honor individuals that have devoted time and energy in making their community more dynamic, inspiring, caring, healthy, and outstanding.



Drishti awards will be promoted in print and online. Of all the entries we receive, winners will be granted a Drishti award trophy.

Recognizing innovation and excellence, the Drishti awards will showcase the best in Lifetime Achievement, Business, Community Engagement, Young Professional, Youth Leadership, Athletics, The Arts, Science & Technology and Health Achievement.

There will be two special awards for organizations, the special community award and the award for not-for-profit organization.

The Process

The campaign for the Drishti awards kicks off in February 2022.

The launch will be promoted via print and digital editions of Drishti magazine, Drishti newsletter, social media and online.



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SPONSORSHIP OPPORTUNITIES AVAILABLE FOR 2022

PRESENTING SPONSOR

\$35,000

- 24 complimentary invitations (16 VIP seats) to the gala
- Sponsor's speech (time on stage to promote your company)
- Opportunity to present trophy to the guest of honour
- Presentation of an award to winner in appropriate category
- Logo placement with Drishti Awards logo
- Company's name Tags on wine bottles
- Logo on special Ice sculpture at the gala
- Corporate video of 30 seconds will be played at the gala
- Mention from emcee during the event
- Company's give away on the guest tables (to be provided by the company)
- 2 Full page business profile in Drishti magazine
- 26 complimentary ads of 720 x 240 px in Drishti newsletter
- Premium name and logo placement on gala media wall
- Premium name and logo placement in the Drishti awards program
- Premium name and logo placement in the awards AV presentation
- Sponsorship recognition with logo visibility in all communications, online and print advertising about the awards, from June to November 2022
- Premium name, logo placement and link to your website on the awards home page at www.drishtimagazine.com
- Post event recognition in Drishti magazine, newsletter, social media and website.



EXCLUSIVE DINNER SPONSOR

\$25,000

- 16 complimentary VIP invitations to the gala
- Presentation of an award to winner in appropriate category
- Company's logo on Table number tags and on dinner tables
- Logo on special Ice sculpture at the gala
- Corporate video of 30 seconds will be played at the gala
- Dinner napkins with company's logo on buffet tables
- Display of company's logo signage near buffet tables
- Mention from emcee during the event
- 2 full-page business profile in Drishti magazine
- 13 complimentary ads of 720 x 240 px in Drishti newsletter
- Premium name and logo placement on gala media wall
- Premium name and logo placement in the Drishti awards program
- Premium name and logo placement in the awards AV presentation
- Sponsorship recognition with logo visibility in all communications, online and print advertising about the awards, from June to November 2022
- Premium name, logo placement and link to your website on the awards home page at www.drishtimagazine.com
- Post event recognition in Drishti magazine, newsletter, social media and website.



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EXCLUSIVE ENTERTAINMENT SPONSOR

\$22,000

- 16 complimentary VIP invitations to the gala
- Presentation of an award to winner in appropriate category
- Company's logo on Table number tags
- Logo on special Ice sculpture at the gala
- Display of company's logo on screen before the performance
- 2 full-page Business profile in Drishti magazine
- 8 complimentary ads of 720 x 240 px in Drishti newsletter
- Mention from emcee during the event
- Premium name and logo placement on gala media wall
- Premium name and logo placement in the Drishti awards program
- Premium name and logo placement in the awards AV presentation
- Sponsorship recognition with logo visibility in all communications, online and print advertising about the awards, from June to November 2022
- Premium name, logo placement and link to your website on the awards home page at www.drishtimagazine.com
- Post event recognition in Drishti magazine, newsletter, social media and website.



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PLATINUM LEVEL

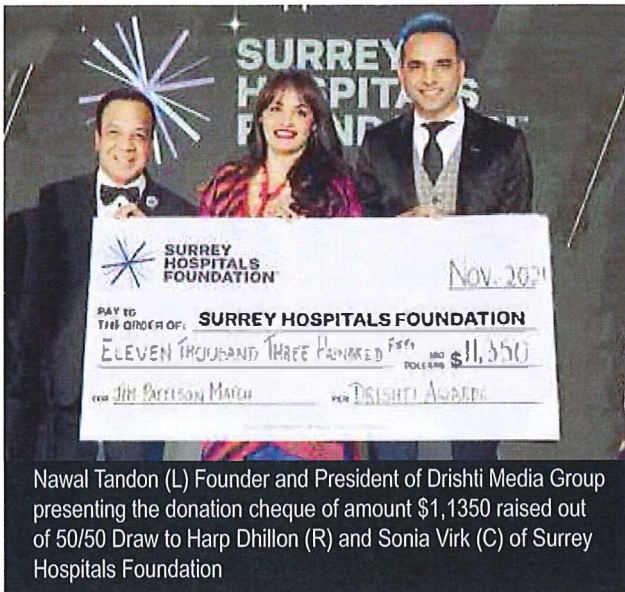
\$22,000

- 16 complimentary VIP invitations to the gala
- Presentation of an award to winner in appropriate category
- Logo on special Ice sculpture at the gala
- Complimentary 2 full page ads in Drishti magazine
- 8 complimentary ads of 720 x 240 px in Drishti newsletter
- Mention from emcee during the event
- Name and logo placement on gala media wall
- Name and logo placement in the Drishti awards program
- Name and logo placement in the awards AV presentation
- Sponsorship recognition with logo visibility in all communications, promotion, online and print advertising about the Drishti awards, from June to November 2022
- Post event recognition in Drishti magazine, newsletter, social media and website.

GOLD LEVEL

\$18,000

- 8 complimentary VIP invitations to the gala
- Presentation of an award to winner in appropriate category
- Complimentary 2 full page ads in Drishti magazine
- 8 complimentary ads of 720 x 240 px in Drishti newsletter
- Mention from emcee during the event
- Name and logo placement on gala media wall
- Name and logo placement in the Drishti awards program
- Name and logo placement in the awards AV presentation
- Sponsorship recognition with logo visibility in all communications, online and print advertising about the Drishti awards, from June to November 2022
- Post event recognition in Drishti magazine, newsletter, social media and website.



Nawal Tandon (L) Founder and President of Drishti Media Group presenting the donation cheque of amount \$1,1350 raised out of 50/50 Draw to Harp Dhillon (R) and Sonia Virk (C) of Surrey Hospitals Foundation



Jeff Norris (R) President and CEO, Royal Columbian Hospital Foundation receiving the donation cheque of amount \$7,265 raised out of Silent auction from Nawal Tandon, (L)



Rajat Sharma (second from R) receives the Award for strengthening Canada-India Bond through Co-Innovation on behalf of Mitacs Canada from Milan Mann (L) VP BM Group, Nemy Banthia (R) CEO IC-IMPACTS and Barj Dhahan (second from L) Board Chair IC-IMPACTS



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Sheila Reimer (left) and Kate Ludlam (right) receiving donation cheque on behalf of Langley Memorial Hospital Foundation from Balraj Mann (2nd from left), Chairman of BM Group and Nawal Tandon, (2nd from right) Publisher of Drishti Magazine.



Stephen Dooley (C) receives the Award for building Canada India links from Mayor Doug McCallum (R) and Dr. Arun Garg (L)

EXCLUSIVE COCKTAIL RECEPTION SPONSORSHIP

\$18,000

- 8 complimentary VIP invitations to the gala
- Company's logo on the back of bartenders
- Company's logo on napkins
- Presentation of an award to winner in appropriate category
- Mention from emcee during the event
- Name and logo placement on gala media wall
- Name and logo placement in the Drishti awards program
- Name and logo placement in the awards AV presentation
- Sponsorship recognition with logo visibility in all communications, online and print advertising about the Drishti awards, from June to November 2022
- Post event recognition in Drishti magazine, newsletter, social media and website.



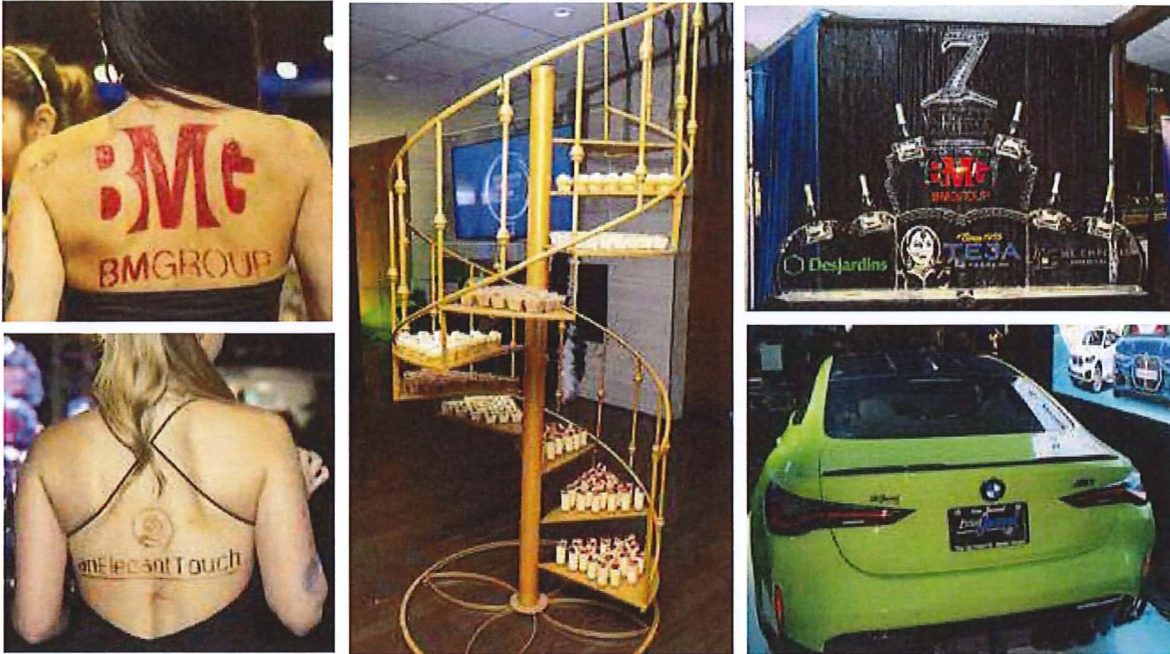
Chief Harley Chappell of Semiahmoo First Nation Surrey receives Indigenous acknowledgement from Nawal Tandon (L), President and Founder of Drishti Media Group



Balraj Mann (2nd from left), Chairman of BM Group, Nawal Tandon (extreme right), and Dr. Arun Garg (extreme left) present trophy to the Guest of Honour Dr. Victoria Lee, President and CEO of Fraser Health



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EXCLUSIVE VALET PARKING SPONSOR

\$15,000

- 8 complimentary VIP invitations to the gala
- Display stand with company's logo in the parking lot
- Cars display at the entrance and in the ball room
- Name and logo placement on gala media wall
- Name and logo placement in the Drishti awards program
- Name and logo placement in the awards AV presentation
- Sponsorship recognition with logo visibility in all communications, online and print advertising about the Drishti awards, from June to November 2022
- Post event recognition in Drishti magazine newsletter, social media and website.

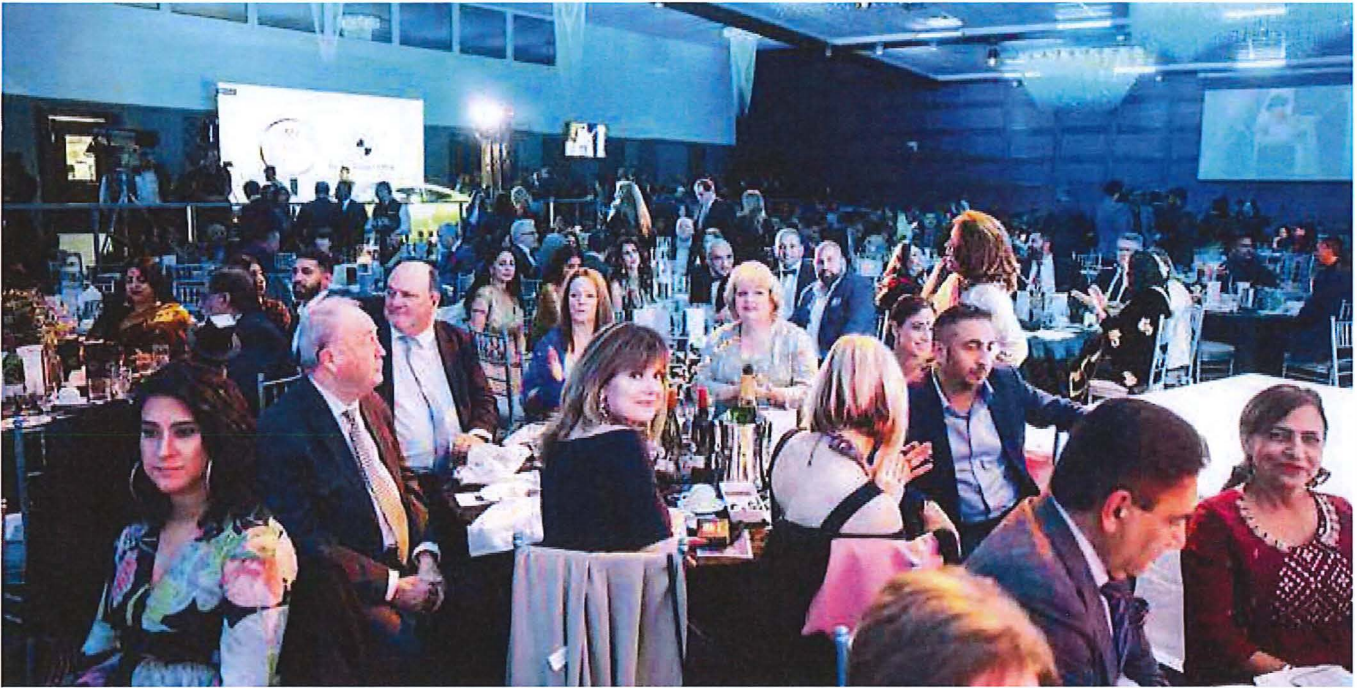
EXCLUSIVE DESSERT SPONSOR

\$12,000

- 8 complimentary VIP invitations to the gala
- Display of company's logo signage near dessert table
- Name and logo placement on gala media wall
- Name and logo placement in the Drishti awards program
- Name and logo placement in the awards AV presentation
- Mention from emcee during the event
- Sponsorship recognition with logo visibility in all communications, online and print advertising about the Drishti awards, from June to November 2022
- Post event recognition in Drishti magazine newsletter, social media and website.



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EXCLUSIVE PHOTO BOOTH SPONSOR

\$12,000

- 8 complimentary VIP invitations to the gala
- Permanent display of logo on Photo booth imagery and photographs
- Full placement of logo on all digital, printed and other material associated with the awards including publicity material on the evening itself.
- Display stand with company's logo at the event
- Sponsorship recognition with logo visibility in all communications, online and print advertising about the Drishti awards, from June to November 2022
- Mention from emcee at the gala.
- Post event recognition in Drishti magazine newsletter, social media and website.

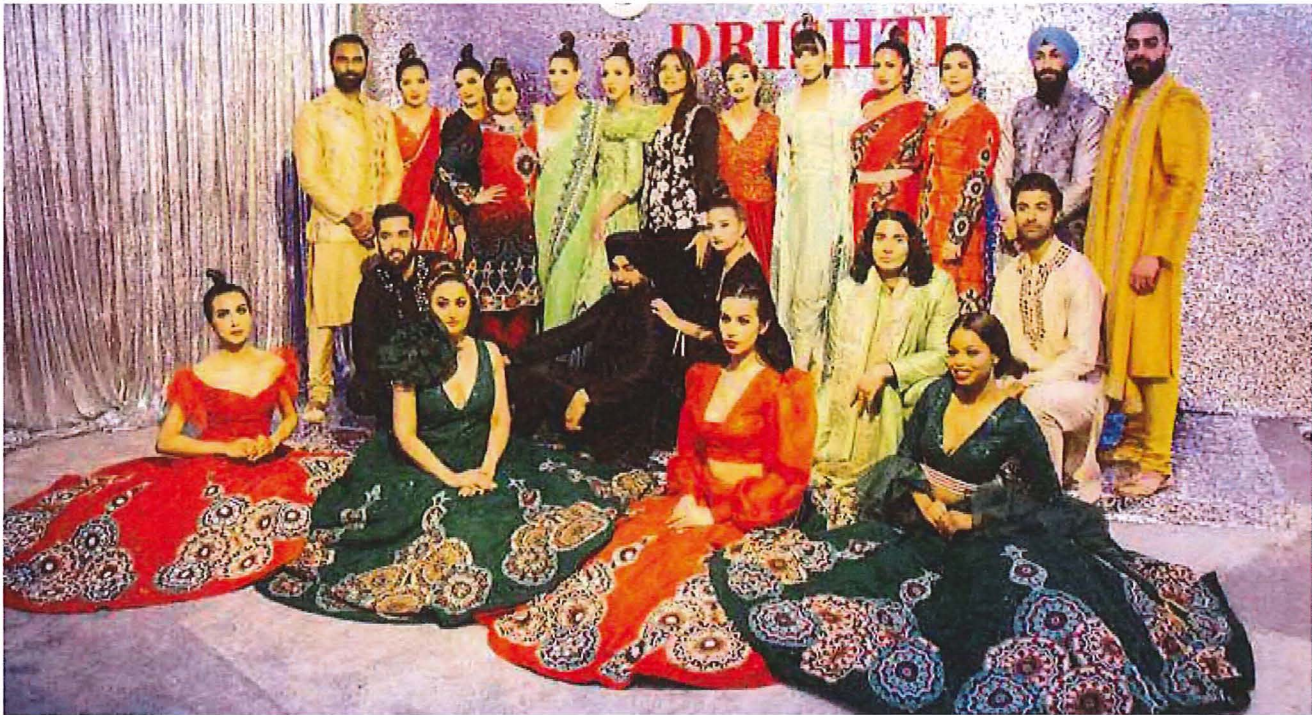
SILVER LEVEL

\$8,000

- 8 complimentary invitations to the gala
- Name and logo placement on gala media wall
- Name and logo placement in the Drishti Awards program
- Name and logo placement in the awards AV presentation
- Sponsorship recognition with logo visibility in all communications, online and print advertising about the Drishti awards, from June to November 2022
- Post event recognition in Drishti magazine newsletter, social media and website.



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VIP Table \$4800.00 + GST, table of 8 - limited availability

Regular Table \$1800.00 + tax (table of 8)

\$225.00 + tax (per person)

If you don't see a sponsorship opportunity that meets your needs, we will create a suitable sponsorship package. Thank you in advance for your generosity and we look forward to working with you.

Drishti Media Group is spearheading this award-granting endeavor to recognize and celebrate the innovative and excellent work of individuals/organizations

For more info: 604.572.9600 • info@drishtionline.ca • www.drishtimagazine.com

Sponsorship Agreement



Yes, I/we would like to sponsor Drishti Awards 2022 on Friday, November 18th

- Presenting Sponsor
- Exclusive Dinner Sponsorship
- Exclusive Entertainment Sponsorship
- Platinum Sponsorship
- Gold Sponsorship
- Exclusive Cocktail Reception Sponsorship
- Exclusive Dessert Sponsorship
- Exclusive Photo Booth Sponsorship
- Silver Sponsorship
- Exclusive Valet Parking Sponsorship
- Other

Company Name: _____
(as you wish it to appear in the event program)

Name: _____

Address: _____

City, Province _____

Telephone #: _____

Email: _____

Payment Method Cheque Credit card

Card No. _____

Exp. Date _____ CVS# _____

Name _____

Amount _____

Signature _____

Important: A 50% deposit is due at the signing of this agreement.
The balance is due no later than 30 days prior to the event.

Terms and conditions

Any cancellation of this agreement must be made within 7 days of agreement. Any cancellation within 7 days, will be subject to charge of 25% of the total price of this agreement. This agreement is also a personal guarantee for any monies owed to Drishti Media Group Ltd. by the client.

I am authorized to sign on behalf of business and have read all the terms of this agreement:

Print name

Signature

Date

Appendix "II"



2022 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	240,000		
2022 Adopted Budget	<u>260,000</u>		\$ 500,000
The Vancouver Urbanarium Society		10,000	
Car Free Days Surrey Festival		25,000	
Canada India Networking Initiative		4,000	
The Beach House Theatre Society		8,500	
Darpan Extraordinary Awards (Proposed)		5,000	
Mackie's Place (Proposed)		50,000	
Drishti Awards Gala (Proposed)		5,000	
Allocations for 2022		<u>\$ 107,500</u>	<u>\$ 392,500</u>