

NO: R201

COUNCIL DATE: September 17, 2018

---

## REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **September 11, 2018**

FROM: **General Manager, Finance**

FILE: **1850-01**

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

---

## RECOMMENDATION

The Finance Department recommends that Council:

1. Receive this report for information;
2. Authorize the purchase of a table for eight, from the Council Initiatives Fund, for the 4<sup>th</sup> Annual Drishti Awards Gala; and
3. Authorize the purchase of additional tickets at a cost of \$150 per ticket, as necessary for members of Council who are planning to attend this event.

## INTENT

The City has received a request from Drishti Magazine, to participate in their 4<sup>th</sup> Annual Awards Gala that will be held on Friday, October 26, 2018, at the Aria Banquet Hall & Convention Centre in Surrey.

## DISCUSSION

Drishti Magazine will host the 4<sup>th</sup> Annual Awards Gala on October 26, 2018, at the Aria Banquet Hall & Convention Center. 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, Health Achievement, and Women Entrepreneur of the year. The evening will also consist of a reception, entertainment, a premier fashion show, and meal, along with an awards presentation. Drishti Magazine is requesting that the City support this event. Staff is recommending that Council consider supporting this event through the purchase of a table for eight at \$1,200. The seating will be allocated to members of Council who plan to attend the event. Additional tickets may be purchased as necessary. Full details of the sponsorship opportunities are attached in Appendix "I".

## **Funding**

On July 11, 2016, Council approved corporate report R163; 2016 authorizing a grant of \$1,500 for the 2<sup>nd</sup> Annual Drishti Awards from the Council Initiatives Fund for a VIP 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 is recommending that Council consider supporting the 4<sup>th</sup> Annual Drishti Awards Gala through a sponsorship of \$1,200 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 \$150 per ticket using 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 recommendations of this report.

## **SUSTAINABILITY**

The Drishti Awards Gala 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 grant will support 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 & 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 authorize from the Council Initiatives Fund, the purchase of a table at a cost of \$1,200 for the 4<sup>th</sup> Annual Drishti Awards Gala.

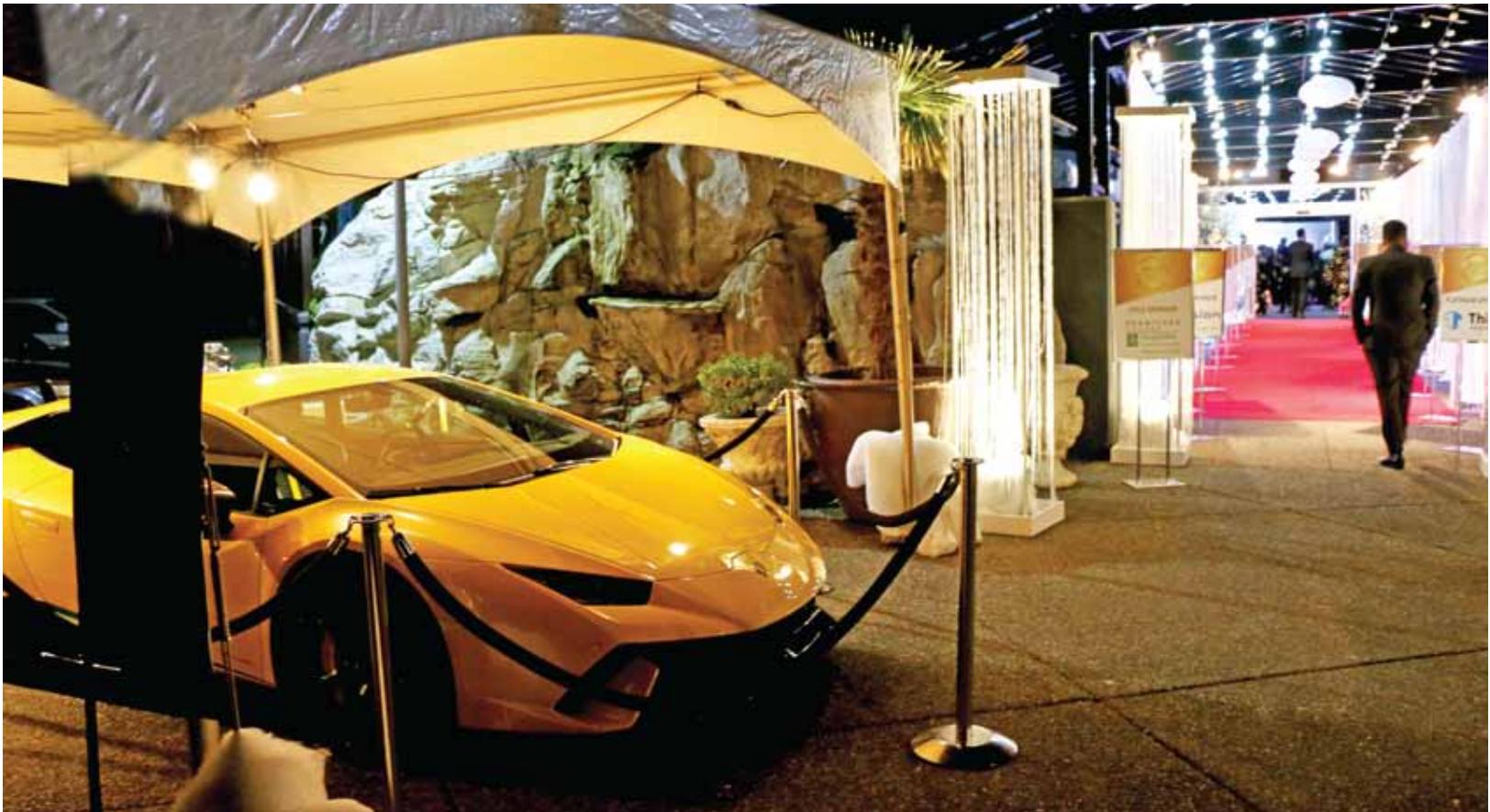
Kam Grewal CPA, CMA  
General Manager, Finance

Attachment:

Appendix "I": Drishti Awards Sponsorship Package 2018

Appendix "II": Status of Council Initiatives Fund

The 4th Annual Drishti Awards Gala



Friday, October 26, 2018, 6pm at  
Aria Banquet Hall & Convention Centre, Surrey BC

Title sponsor



Recognizing Innovation & Excellence



## *Drishti Awards 2017 - A Prestigious & Spectacular night builds a strong diverse community*

DRISHTI Media Group celebrated magazine's seventh anniversary, the power of Innovation and Excellence and hosted its third annual DRISHTI awards gala on Friday, November 17, 2017, at the stunning and tastefully decorated Aria Convention Centre, Surrey, attended by more than 700 guests.

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 strong and diverse community.

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 aerialists, fire dancers and Violinist. The audience also had the opportunity to witness one of the most talented fashion designers in the world—Parvesh Jai. Our Emcees, Bell Media's Nira Arora and Joy TV's Dean Atwal, kept the proceedings moving with their witty banter and interactions with guests and honorees.

The Guest of Honor for the evening was the Honorable Premier of British Columbia John Horgan. The keynote speaker was Andrew Petter, President of Simon Fraser

University. There was a special recognition of SFU as Canada's most engaged university.

Drishti's prestigious 2017 Spirit of Generosity of the Year was awarded to Perminder Chohan Managing Director of DFSIN—Richmond South. The packed audience featured such dignitaries as Members of Parliament Sukh Dhaliwal, Ministers Bruce Ralston, Harry Bains, Jinny Sims, Members of the Legislative Assembly Jagrup Brar, Raj Chouhan, Rachna Singh, and Consul General of India Abhilasha Joshi, and Consul Amar Jit Singh.

Such an event would not have been possible without the support of many wonderful sponsors and the enthusiastic support of our ever-growing readership that has made the magazine such a success over its six years.



Title sponsor



Recognizing Innovation & Excellence

## The Gala 2018

Taking place on Friday, October 26, 6 pm at the stunning Aria Banquet Hall Surrey, the 4th Annual DRISHTI AWARDS Gala will be the recognition event of 2018.

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 innovation and excellence of individuals who have done extraordinarily in their dedication and service to others. We are determined to honor individuals that 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, ten 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, Health Achievement, & Women Entrepreneur of the Year.*

### The Process

**The campaign for the DRISHTI AWARDS kicks off in June 2018.**

The launch will be promoted via print and digital editions of Drishti Magazine, social media and on website.



## NEW SPONSORSHIP OPPORTUNITIES AVAILABLE FOR 2018

*The Drishti awards reward individuals for their innovative work, excellence and entrepreneurship across a number of categories with an opportunity to be recognized by their the wider community*

---

### TITLE SPONSOR

**\$25,000**

---

- 24 complimentary invitations (16 VIP seats) to the gala
- Logo placement with Drishti Awards logo
- Company's name Tags on wine bottles
- Logo on special Ice Sculpture at the gala
- Opportunity to do the opening ceremony with the guest of honour
- Opportunity to present trophy to the guest of honour
- Opportunity to introduce the award during the Gala Ceremony
- Sponsor Speech (time on stage to promote your company)
- Presentation of two awards to winners in appropriate categories
- Premium name and logo placement on gala media wall
- 2 Full page Business profile in Drishti Magazine
- Complimentary online advertising on drishtimagazine.com
- 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 communication, promotion, online and print advertising about the awards, from August to October 2018
- Premium name, logo placement and link to your website on the awards home page at [www.drishtimagazine.com/awards](http://www.drishtimagazine.com/awards)

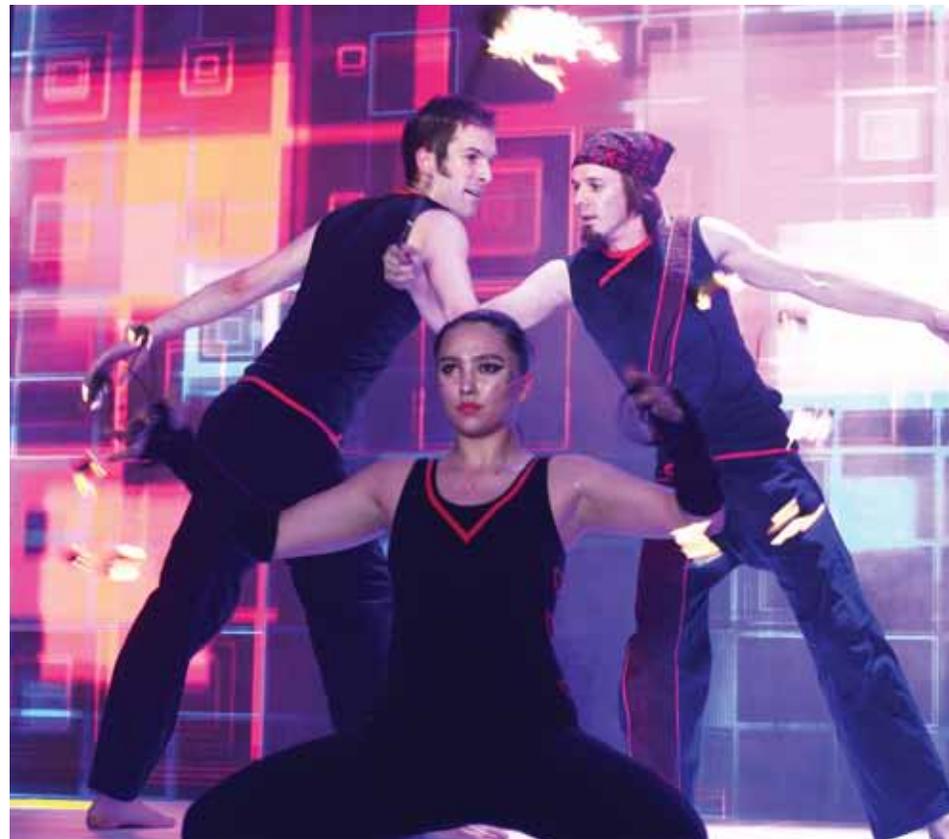
Title sponsor



BMGROUP



Recognizing Innovation & Excellence



## EMERALD LEVEL

\$18,000

- 16 complimentary invitations (8 VIP seats) to the gala
- Company's logo on Table Number Tags
- Logo on special Ice Sculpture at the gala
- Mention from emcee during the event
- Presentation of an award to winner in appropriate category
- Premium name and logo placement on gala media wall
- 1 full-page Business profile in Drishti Magazine
- Premium name and logo placement in the Drishti Awards program
- Premium name and logo placement in the awards AV presentation
- Complimentary online advertising on drishtimagazine.com
- Sponsorship recognition with logo visibility in all communication, promotion, online and print advertising about the awards, from August to October 2018
- Premium name, logo placement and link to your website on the awards home page at [www.drishtimagazine.com/awards](http://www.drishtimagazine.com/awards)



Tanya Linau and Rita Thodos receiving donation cheque on behalf of BC Children's Foundation from Nawal Tandon, Publisher of Drishti Magazine.



Andrew Petter, President Simon Fraser University and Joanne Curry Vice-President receiving the trophy from Wally Oppal and Dr Arun Garg

---

## DIAMOND LEVEL

\$15,000

---

- 8 VIP complimentary invitations to the gala
- Logo on special Ice Sculpture at the gala
- Company's logo on Table Number Tags
- Mention from emcee during the event
- Presentation of an award to winner in appropriate category
- One full-page ad in Drishti Magazine
- 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 communication, promotion, online and print advertising about the DRISHTI AWARDS, from August to October 2018
- Name, logo placement and link to your website on the awards home page at [www.drishtimagazine.com/awards](http://www.drishtimagazine.com/awards)

---

## PLATINUM LEVEL

\$12,000

---

- 8 VIP complimentary invitations to the gala
- Mention from emcee during the event
- Logo on special Ice Sculpture at the gala
- Presentation of an award to winner in appropriate category
- 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 communication, promotion, online and print advertising about the DRISHTI AWARDS, from August to October 2018

Title sponsor



Recognizing Innovation & Excellence



---

**EXCLUSIVE CHAMPAGNE/COCKTAIL RECEPTION SPONSORSHIP \$12,000**

---

- 8 VIP complimentary invitations to the gala
- Company's logo on the back of bartenders
- Signature cocktail names after Sponsor
- Company's logo on napkins
- 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 communication, promotion, online and print advertising about the DRISHTI AWARDS, from August to October 2018

---

**GOLD LEVEL \$10,000**

---

- 8 VIP complimentary invitations to the gala
- Mention from emcee during the event
- Presentation of an award to winner in appropriate category
- 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 communication, promotion, online and print advertising about the DRISHTI AWARDS, from August to October 2018

Title sponsor



Recognizing Innovation & Excellence



---

## EXCLUSIVE DESSERT SPONSOR

**\$8,500**

- 8 VIP seats to the gala
- Mention from emcee during the event
- Company's name and logo on 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
- Sponsorship recognition with logo visibility in all communication, promotion, online and print advertising about the DRISHTI AWARDS, from August to October 2018

---

## EXCLUSIVE ENTERTAINMENT SPONSOR

**\$10,000**

- 8 VIP complimentary invitations to the gala
- 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 during entertainment
- Sponsorship recognition with logo visibility in all communication, promotion, online and print advertising about the DRISHTI AWARDS, from August to October 2018

Title sponsor



Recognizing Innovation & Excellence



---

## EXCLUSIVE PHOTO BOOTH SPONSOR

\$5,000

- Full placement of logo on all digital, printed and other material associated with the awards – including publicity material on the evening itself.
- Permanent display of logo on Photo Booth imagery and photographs
- Display stand at the event
- Business promotion through the Award's social media channels (via Twitter, Facebook, Instagram as at August 2018) – 3 months
- Acknowledgement as a 2018 sponsor at the gala.

---

## SILVER LEVEL

\$5,000

- 4 VIP seats 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 communication, promotion, online and print advertising about the DRISHTI AWARDS, from August to October 2018

Title sponsor



Recognizing Innovation & Excellence



VIP Table \$2500.00 + GST, table of 8 - limited availability

Regular Table \$1200.00 + GST, table of 8

\$150.00 + GST, 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 innovation and excellent work of individuals

For more info: 604.572.9600 • [info@drishtionline.ca](mailto:info@drishtionline.ca) • [www.drishtimagazine.com](http://www.drishtimagazine.com)

Title sponsor



Recognizing Innovation & Excellence

## Sponsorship Form

Yes, we would like to sponsor Drishti Awards 2018 at the Aria Banquet Hall on Friday, October 26, 2018

- Title Sponsorship
- Emerald Level Sponsorship
- Diamond Level Sponsorship
- Platinum Level Sponsorship
- Gold Level Sponsorship
- Silver Level Sponsorship
- Exclusive Cocktail Reception Sponsor
- Exclusive Dessert Sponsor
- Exclusive Photo Booth Sponsor
- Other

### *Sponsorship contact information*

Please fill in the following section:

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

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, Province \_\_\_\_\_

Telephone #: \_\_\_\_\_

Email: \_\_\_\_\_

Web: \_\_\_\_\_

Please make cheque payable to:

Drishti Media Group Ltd.

\_\_\_\_\_  
Signatures

# 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	
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 (Proposed)		5,000	
<b>Drishti Awards Gala (Proposed)</b>		<b>1,200</b>	
Surrey Vulnerable Women and Girls Working Group (Proposed)		15,000	
Surrey City Orchestra (Proposed)		10,000	
<b>Allocations for 2018</b>		<u><b>\$ 243,635</b></u>	<u><b>\$ 16,965</b></u>