

NO: R174

COUNCIL DATE: October 3, 2022

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **September 29, 2022**

FROM: **General Manager, Finance**

FILE: **1850-20**

SUBJECT: **Sponsorship Request - Darpan Extraordinary Achievement Awards**

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 12th Annual Darpan Extraordinary Achievement Awards.

INTENT

The City received a request from Darpan Magazine for a sponsorship in support of their 12th Annual Extraordinary Achievement Awards that will be held on October 7, 2022 at the Aria Convention Centre in Surrey.

DISCUSSION

Darpan Magazine will host the 12th Annual Darpan Extraordinary Achievement Awards on October 7, 2022 at Aria Convention Centre in Surrey. This event will bring together key stakeholders, influential community and business leaders, and dignitaries for an evening of networking and philanthropy while recognizing individuals or groups who have reflected their South Asian heritage in a remarkable way. The awards are community driven and presented to ten recipients in the categories of Artistic Visionary, Industry Marvel, Community Crusader, Corporate Engagement, Breaking Barriers, Advancing Philanthropy, Heritage Defender, Spirit of Sport, Young Wonder, and International Sensation. The evening will also consist of a keynote speaker, entertainment, an awards presentation, and dinner. Darpan Magazine is requesting that the City consider supporting this event through a bronze level sponsorship contribution of \$7,500. With this level of sponsorship, the City will receive four complimentary tickets to the event. 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 Utilization Fund Policy. On October 18, 2021, Council approved Corporate Report R192; 2021 authorizing a

sponsorship of \$5,000 to Darpan Magazine for the 11th Annual Darpan Extraordinary Achievement Awards from the Council Initiatives Fund.

Staff is recommending that Council consider supporting the 12th Annual Darpan Extraordinary Achievement Awards through a sponsorship of \$5,000 from the Council Initiatives Fund. Council has previously provided similar funding to other awards events through the Council Initiatives Fund.

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 12th Annual Darpan Extraordinary Achievement Awards.

Kam Grewal, CPA, CMA
General Manager, Finance

Appendix "I": Darpan Awards Sponsorship Package 2022
Appendix "II": Council Initiatives Fund- Allocation for 2022

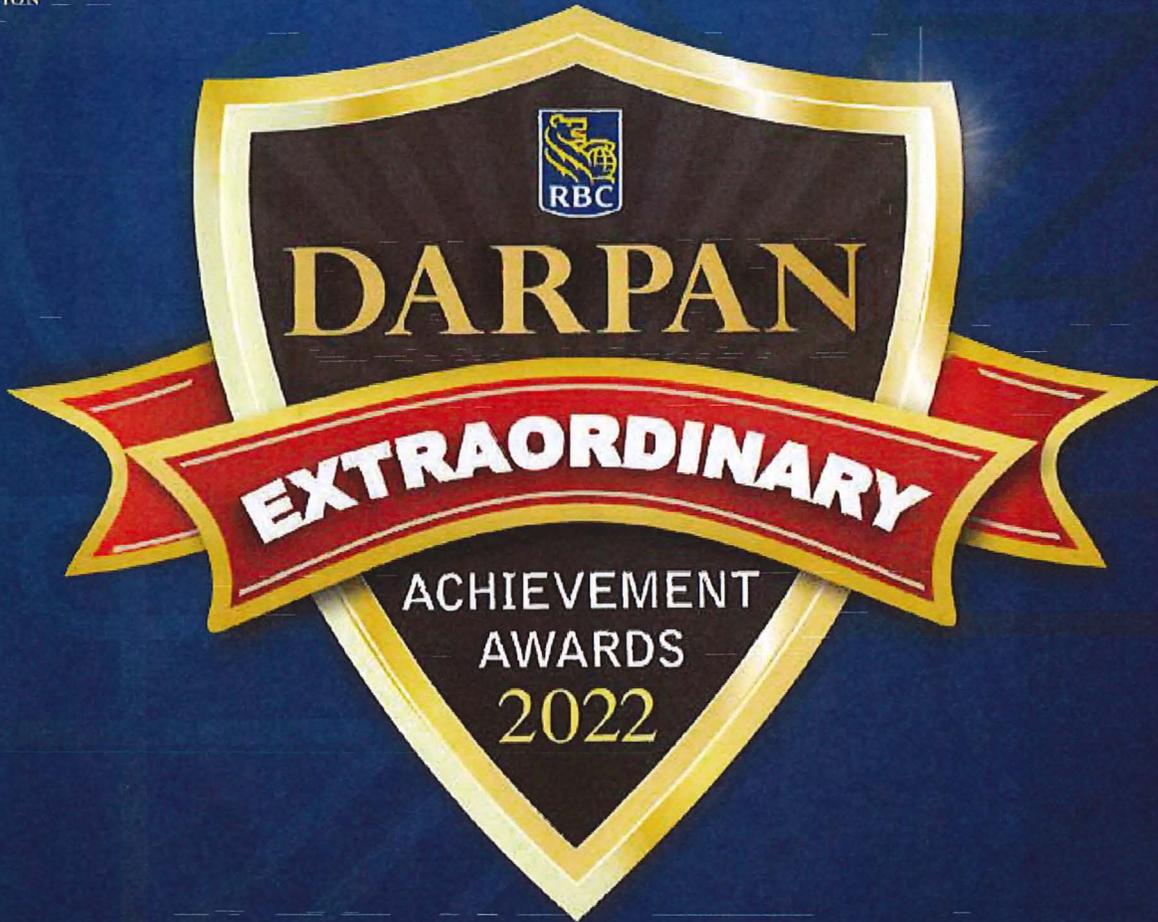
12
YEARS

ANNIVERSARY
CELEBRATION



2022

*Celebrating the
Extraordinary*



SPONSORSHIP PROPOSAL



#DARPANAWARDS



DARPAN™

EXTRAORDINARY ACHIEVEMENT AWARDS

*Presenting an Extraordinary Sponsorship Proposal for Your
Organization Within BC's Strong South Asian Community*

To

Councillor Mandeep Nagra
City Of Surrey

The 12th annual DARPAN Extraordinary Achievement Awards is a platform where DARPAN Magazine celebrates the stars of the South Asian Community. With a motive to bring the incredible achievements of the members of the South Asian Community to the forefront, we host the DARPAN Extraordinary Achievement Awards every year in Surrey, B.C. Through the awards, we wish to motivate not just the individuals but the entire South Asian Community as well as Canadian society at large. We are all set to host it again this October in Surrey

DARPAN Magazine and Awards features dynamic South Asian role models and extraordinary achievers who have made significant accomplishments in their respective fields and in the societies in which they reside. Now presenting the 12th Annual Awards, and celebrating 18 years of publishing DARPAN Magazine, our brand and market presence is stronger than ever.

In the past, team DARPAN along with the distinguished attendees had the privilege of experiencing the awards night with the Surrey City Council members. The presence of the Surrey City Council not only added charm to the event but also brought in a sense of comradeship and support towards the South Asian community. Hosting the event in Surrey, the awards also encourages its attendees- comprising of renowned personalities from within the community and all over the world - to experience the plethora of opportunities that this dynamic city has to offer.

We, at DARPAN Magazine, once again extend our warm invitation to the Mayor of Surrey - Doug McCallum and his council to grace us with their presence and celebrate the achievements of our community with us.

Your generous sponsorship dollars will not only aid us in producing an event of this magnitude, but with the support and presence of Surrey Council, our readership gets an opportunity to proudly claim that they are an integral part of the vibrant landscape of this beautiful province which we call home.

How the Surrey City Council can be involved

Engaging the diaspora at a community event, creating a feeling of oneness, exposing challenges and thoughts on ethnicity and commonalities, celebrating the achievements of successful crusaders who have paved the way, and inspiring the rest of us to think in unconventional ways to achieve a more fulfilling life are the foundations of what this event represents. Networking and business opportunities through exposure to forward thinkers and decision-makers are secondary.

BRONZE - \$7,500

- 4 Complimentary tickets to the event
- Logo in Program Booklet
- Coverage in DARPAN Magazine and Online
- Logo in event slideshow
- Logo on table cards, invites, & tickets
- Logo included in mailouts and email blasts for the event
- Logo on website for the event
- Mention by the MC at the event



We humbly request the Surrey Council's support for the DARPAN Extraordinary Achievement Awards. Your generosity and patronage will aid us immensely in creating the platform that encourages confidence in being a proud South Asian Canadian for every community member.

Thank you for your consideration in supporting the 12th DARPAN's Extraordinary Achievement Awards.

Sincerely,

GURVINDER HUNDAL
PUBLISHER

The Story of

DARPAN™ MAGAZINE

Providing a platform which fosters individual dignity, provides a sense of community, and celebrates our strong cultural roots and values.

DARPAN Magazine is the premier South Asian magazine providing definitive coverage in a provocative approach that leads to creating a reflection that resonates to the fastest-growing ethnic segment in Canada.

Since 2004, it has been a leader in the Canadian ethnic magazine market by encouraging full participation of its readers in addressing issues of economic, social, cultural, and political life. DARPAN Magazine provides a platform which fosters individual dignity, provides a sense of community, and celebrates our strong cultural roots and values. Over the past 18 years, DARPAN readers have been compelled and engaged with

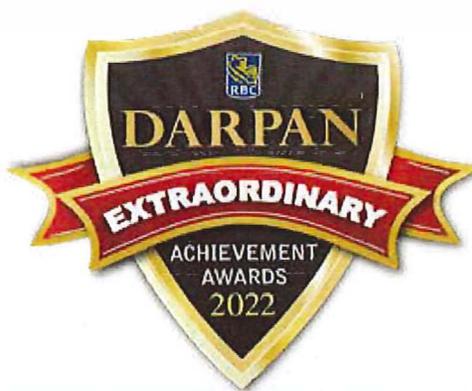
diverse lifestyle-based features and in-depth, thought-provoking editorial pieces within a high-end glossy publication.

DARPAN builds an inspiring and educational platform which promotes the development of an individual's Canadian identity. It's mandate is to encourage diversity and inclusion by touching on topics that challenge the stereotypes and definitions of cultural identity and multiculturalism.

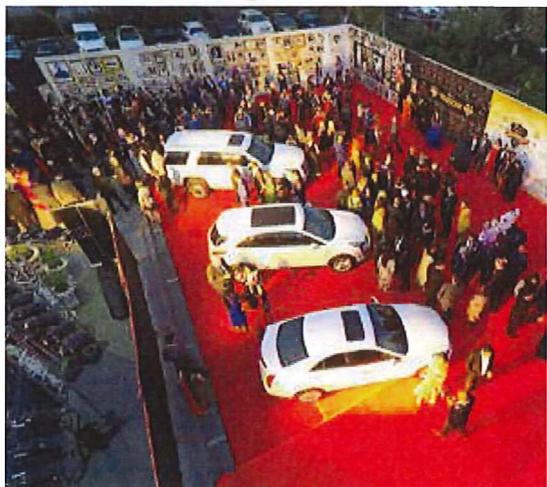
We feature dynamic South Asian role models and extraordinary achievers who have made significant accomplishments in their respective fields and to the societies in which they reside. By doing so, we hope to encourage community members to take ownership of these achievements through the exchange of good ideas and successful practices, inspiring individuals to reach for greater heights.

With this thought, we created the DARPAN Extraordinary Achievement Awards in 2010 to motivate South Asians to do the extraordinary things that inspire the lives of not just one or two people, but the entire community and the Canadian society at large. We believe that when individuals are empowered to succeed and their efforts are showcased within their own community, we all prosper.





DARPAN™ EXTRAORDINARY ACHIEVEMENT AWARDS



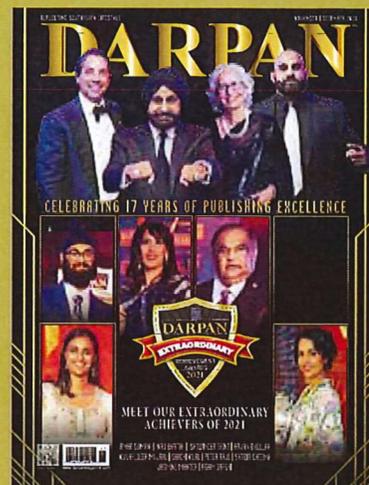
DARPAN magazine honours ten South Asians in a variety of categories. These notable individuals are active participants in the community and through their hard work and dedication have made their prominent mark in the world and have placed BC's South Asian community on the world map. By bringing the stories of these 10 notable individuals to the forefront, we intend to motivate others with their transformative journey.

The awards have been split into ten categories celebrating individual or organizational achievements in individual fields. These categories are - International Sensation, Community

Crusader, Young Wonder, Industry Marvel, Corporate Engagement, Advancing Philanthropy, Heritage Defender, Artistic Visionary, Spirit of Sport and Breaking Barriers.

Members from the community are invited to submit nominations in all categories excluding International Sensation. A panel scrutinizes the nominations and finalizes recipient names in each category. International Sensation recipient who is also the Guest of Honour for the evening is selected independently by the panel after conducting thorough research and analyzing the work of a South Asian international personality. The fact that award nominations pour in not only from Canada but also abroad, it builds up on the value of the overall event and its mission of reflecting the South Asian lifestyle.

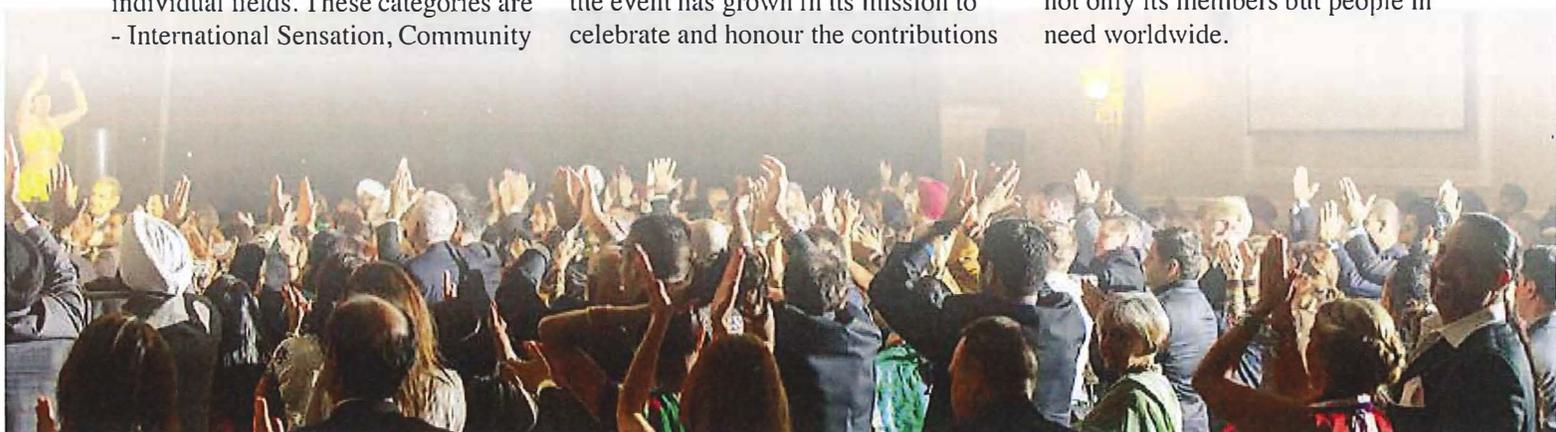
Each year, DARPAN Awards grows in size and merit and gracefully highlights the positive works of the South Asian community in BC. Since the last few years, DARPAN Awards has had a wider representation of South Asians in Canada, with an award winner from Victoria, Calgary & Toronto. This is a clear indication on how much the event has grown in its mission to celebrate and honour the contributions



"This is a very big event, it is important for our community to honour our own. Our community has accomplished so much that I think it's really good that we take the time to celebrate our people."

**WALLY OPPAL, 2015 DARPAN
AWARD RECIPIENT**

of South Asians. In 2017, the Awards night also experienced the generosity and support of BC's South Asian community through the money raised for Khalsa Aid, an organization run by Guest of Honour and International Sensation Award winner Ravi Singh. Many prominent members of the business community declared their donation to Khalsa Aid throughout the event; over \$140,000 was raised by the end of the evening. This kind gesture showcased the power and willingness of the South Asian community to help not only its members but people in need worldwide.

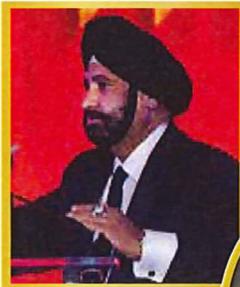




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PUTTING BC & CANADA ON THE MAP



Nav Bhatia

Canadian businessman and superfan of the Toronto Raptors basketball team. Nav Bhatia's story showcases how he overcame discrimination to receiving honors such as being Inducted into the Naismith Memorial Hall of Fame.



Anuradha Koirala

Social activist and the founder and director of Maiti Nepal – a non-profit organization in Nepal, dedicated to helping victims of sex trafficking.



Dr. Narinder Singh Kapany

Indian-born American physicist known for his work in fibre optics and considered by many as the "Father of Fibre Optics."



Dr Sakena Yacoobi

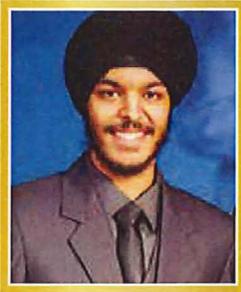
Founder and executive director of the Afghan Institute of Learning (AIL). Under Dr. Yacoobi's leadership, AIL has established itself as a groundbreaking, visionary organization which works at the grassroots level.

Since its inception, DARPAN Extraordinary Achievement Awards has welcomed South Asian achievers who have made a positive impact in society on a global scale. Every year, the Keynote speaker and International Sensation Award winner is a person who is working towards creating a better world for everyone. The hard work and dedication of these inspiring individuals had led to the enhancement of lives universally; their journey is closely followed and supported by millions worldwide. The presence and achievement of these keynote speakers is revered by the guests at DARPAN Awards, so much so that they are inspired to make a positive change in their own lives. By recognizing these world leaders at the Awards, DARPAN Magazine is playing a crucial role in putting the spotlight on British Columbia and the success of the South Asian community. Through this platform, the hundreds and thousands of followers of these international heroes learn more about the growth and advancement of BC.

Our past Keynote speakers and International Sensation Award winners include Ravi Singh, Dr. Narinder Singh Kapany, Anuradha Koirala, Afroz Shah and Dr. Sakena Yacoobi.



DARPANTM EXTRAORDINARY ACHIEVEMENT AWARDS



◀ **Sukhmeet Sachal**
(Young Wonder 2013): Academic scholar and founder of various social organizations namely Break the Divide and Students Without Borders.



▶ **Umang Khandelwal**
(Young Wonder 2018): Law graduate who is named Barclays Top 100 Women to Watch 2017 and RBC Top 75 Canadian Immigrant 2018.



▶ **Joban Bal**
(Young Wonder 2019): A first year medical student at UBC and the President and Founder of One Blood For Life Foundation, a blood and stem cell donation organization.



▶ **Eric Basran**
(Spirit of Sport 2017): Team Canada boxer, bronze medal-winner at the 2018 Commonwealth Games and Boxing Canada's "Boxer of the Year for 2017."



▶ **Anoop Virk**
(Young Wonder 2014): Young philanthropist, non-profit founder, Canada's Top 20 Under 20, and BC's 24 Under 24.



▶ **Jasmine Mander**
(Spirit of Sport winner 2021): Jasmine Mander is the current U-15 National Team Head Coach and Women's U-17 National Team Assistant Coach. A former coach with BC Soccer's High-Performance Program since 2011 and the Vancouver Whitecaps REX Super Centre, she was part of Canada Soccer's Olympic Gold Medal Technical staff at the Tokyo 2020 Olympic Games.



CREATING ROLE MODELS FOR FUTURE GENERATIONS

Youth are the building blocks of a nation; stronger the youth, the more developed the nation is. With this belief in mind, one of the main aims of the DARPAN Extraordinary Achievement Awards is to create role models for future generations. The Spirit of Sport Award and the Young Wonder Award are two major categories that recognize the work and passion exhibited by youth. The Spirit of Sport Award is presented to an inspiring athlete for his/her contributions in their respective field. The Young Wonder Award honours the extraordinary achievements of a person in community initiatives and academia. These award winners are not only future leaders but also mentors for youngsters who wish to follow their footsteps.

Some of our young award winners are Eric Basran, Umang Khandelwal, Jujhar Khaira, Arjun Gill, Anoop Virk, Sukhmeet Sachal, Aishwarya Roshan and Joban Bal.



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◀ **Jazzy B**
Canadian musical sensation and Crown Prince of Bhangra who continues his revival of bhangra while wooing audiences across the globe.

Agam Darshi
International award-winning actress and filmmaker. Darshi was nominated for a Canadian Screen Award, and recently won a Leo Award for her role. Darshi co-founded the Vancouver International South Asian Film Festival.



◀ **Anita Majumdar**
Award-winning actress and playwright, best known for her role in the film *Murder Unveiled* for which she received the Best Actress award at the Asian Festival of First Films.



▶ **Cassius Khan**
The most successful and recognisable Indian Classical musician in Canada known for playing the Tabla and Ghazal while singing.



CELEBRATING SOUTH ASIAN ARTS & CULTURE

The South Asian community is known for its rich and diverse arts and culture. Through the Artistic Visionary Award, DARPAN Magazine recognizes the work and talent of South Asian artists. By putting the spotlight on these gifted individuals, we not only highlight the incredible talent present in the community but also promote the artistic sector dominant in the South Asian community as well as educate everyone about India's beautiful heritage.

Some of our notable award winners are Vic Sarin, Anita Majumdar, Cassius Khan and Jazzy B.



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RECOGNIZING THE ROLE OF THE LOCAL BUSINESS COMMUNITY IN BC'S ECONOMIC GROWTH

DARPAN Extraordinary Achievement Awards is a well-attended event, comprising of social, business and political elite. The event presents a platform for the top names of the South Asian community to come together and share their thoughts and ideas with each other. Our prominent guests are top businessman, renowned entrepreneurs and successful young adults who have contributed to the growth and development of the community. The Corporate Engagement award is a special award that recognizes this section of the community. It is essential to salute the efforts of successful people who are a crucial part of BC's economy. Over the past years, we have honoured some significant names from the business world; they are a source of inspiration for many others who wish to make it big in the corporate sector.



Amar Doman

Owner of the BC UONSTeam, Amar Doman has over 25 years of experience in the lumber and re-manufacturing industry as well as in public and private investments.



Manjit Minhas

Canadian entrepreneur, television personality and venture capitalist and the co-founder and CEO of Minhas Breweries & Distillery, manufacturer of major beer brands.



Ratana Stephens

Chief Operating Officer and co-owner/founder of Nature's Path Foods Inc. – North America's largest certified organic breakfast foods company.



Gurpreet Arneja and Vineet Taneja

Owners of Nanak Foods, the largest and most innovative Indian dairy in North America.



Balraj Mann

Founder and Chairman of BM Group of Companies, that boasts of a diverse portfolio of structural restoration, waterproofing, construction management, materials supply and real estate-related businesses.



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Sardul S. Gill

Well-known philanthropist and community elder in the local Sikh community. The Sardul S. Gill Graduate School at UVic marks the first time in Canada that such an institution has been named for a philanthropist of Sikh Indian descent and was the largest gift received from an alumnus to a graduate program at the university.



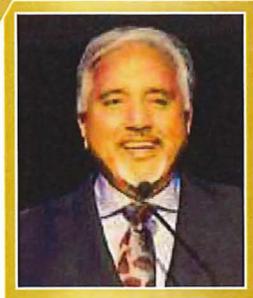
Dr. Saida Rasul

Dentist and community volunteer whose philanthropy endeavours includes gifts of nearly \$12 million to the BC Cancer Agency, SFU, UBC, United Way and BC Children's Hospital, among others.



Gunwant Bains

Founder of the Golden Girls Foundation, an all-women charitable group which raises money for BC's Children Hospital and other world emergency funds, such as 9/11 and the South Asian Tsunami of 2004.



Dave Mann

President and Founder of Mankind Charitable Society (MCS), an organization that promotes the welfare of orphaned children, provides free food to the needy both locally and abroad, and fosters green initiatives.

A COMMUNITY THAT SUPPORTS OTHERS

BC's South Asian community is known for its philanthropy and humanitarianism. The community has a large number of generous donors who believe in the upliftment of the community as a whole. These selfless individuals need to be recognized so that their good deeds can inspire others to come forward and do their bit for the community and country. With this in mind, the Advancing Philanthropy Award was created that honours a person's extraordinary contributions to diverse charitable ventures and advancing humanitarian efforts. DARPAN Awards has brought on stage many noble givers who have lent their support to various organizations in BC.

Some of our philanthropic award winners are Sardul S. Gill, Dr. Saida Rasul, Gunwant Bains and Dave Mann.



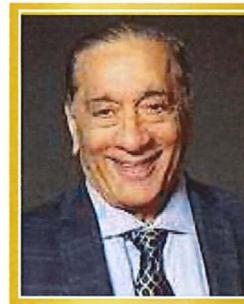
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BRINGING SOUTH ASIAN HEROES TO THE FOREFRONT

DARPAN Awards has played a significant role in identifying local heroes and placing them in the limelight. Through their work and actions, these individuals are representing the South Asian community on a larger scale. Today, they are seen as trailblazers and continue to motivate others in the community and beyond.

Some of our inspiring award winners are Wally Oppal, Shushma Datt, Charanpal Gill and Steve Rai.



Wally Oppal

Canadian lawyer, former judge and provincial politician, who was involved in many significant reforms of the justice system, including the establishment of Canada's first community court to deal with chronic offenders, developing new Rules of Court in order to promote quicker resolution of disputes and developing new initiatives in dealing with violence against women.

Shushma Datt

Canadian Radio pioneer and Vancouver's top Indo-Canadian broadcaster. She is the owner and operator of IT Media Broadcasting, Radio Rimjhim and Spice Radio 1200 AM and produces multiple TV shows for the Shaw Multicultural Channel and Omni.



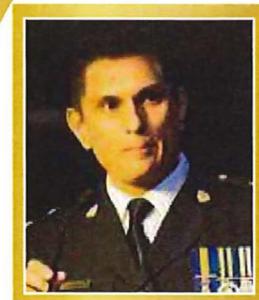
Charanpal Gill

Founder and former CEO of PICS (Progressive Intercultural Community Services Society) and long-time volunteer working for social justice for the disadvantaged, the poor and immigrants.



Steve Rai

Steve Rai is the Deputy Chief Constable (DCC) at Vancouver Police Department.





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WHY YOU SHOULD BE INVOLVED?

DARPAN Extraordinary Achievement Awards has become an event to look forward to. It has become a benchmark and reflection of the success of the South Asian community. By being an integral part of this prestigious event, your organization contributes to planning a memorable night for the community. Your association also helps create a platform that showcases the progress and accomplishments of individuals who have gone above and beyond in contributing to the growth of current and future generations. Being a celebration that is loyally attended by top entrepreneurs, community leaders and social celebrities, your brand's involvement will be immensely recognized and appreciated by attendees at DARPAN Awards. This is a golden chance for you to network with the top South Asian achievers and share your thoughts and ideas with like-minded professionals.

We have had the privilege of being supported by some of the most distinguished organizations in the province, namely Air Canada, Canadian Western Bank, Preston GM and the City of Surrey, among others. The participation of these companies and attendance of its top-ranking members has further increased the value of the Awards event.



"Thank you to DARPAN Magazine for having us at the Extraordinary Achievement Awards that does and reflects so much about the community."

- Peter Heppner, GM



"Hats off to you and the team for another successful year! Air Canada and our guests certainly enjoyed. Fantastic night recognizing some extraordinary achievement in the South Asian community. Thanks Darpan!"

- James Howey, Manager Business Development



AIR CANADA



"We have been involved with DARPAN Awards since its inception. It is really important for us to connect with the community. We are only as successful as our communities are, so this is really an important event for us."

- Stephen Murphy
Executive VP, Banking



"It is important for me to be at the DARPAN awards because I want to recognise the wonderful contributions of the South Asian community within the city of Surrey."

- Linda Hepner,
Former Mayor

Our past & present notable sponsors include:

 TITLE SPONSOR	 RED CARPET	 COCKTAIL LOUNGE	 ENTERTAINMENT	



“ “
 Congratulations Darpan Magazine on another successful awards show. It was an honour to present Advancing Philanthropy award to Stephen Sander at @darpanmagazine awards gala. You are an inspiration to many! (sic) – Perminder Chohan/ Twitter



“ “
 Thank you for the award @darpanmagazine (sic) – @jazzyb/ Twitter



“ “
 Great being out with these guys at this year's @darpanmagazine #Awards. Fantastic nite recognizing some extraordinary #achievement in the South Asian community. Thanks Darpan! #DarpanAwards #AirCanada @ChrisCGeraghty @corserge (sic) – @howey_james/ Twitter



“ “
 “Thank you for having us on your prestigious awards event. We are really impressed the way the entire event was executed.” – Keshav Sharma, Director, Marketing & Business Development, Ashton College

“ “
 It was a pleasure to be there with so many great people. Well done in recognizing all those contributing in making this World a much better place.” – Nav Kandola, President, Marketing & Sales, AXIS Real Estate Solutions Inc.



“ “
 “The event was great and wonderful to see people in the community recognized for their achievements. There were many interesting people in the room, which made for a good overall networking opportunity.” – Anita Bathe, Co-host, CBC Vancouver News



“ “
 Great time @darpanmagazine awards tonight in #SurreyBC Hanging with @HarryBainsSN (sic) – @KahlonRav/ Twitter



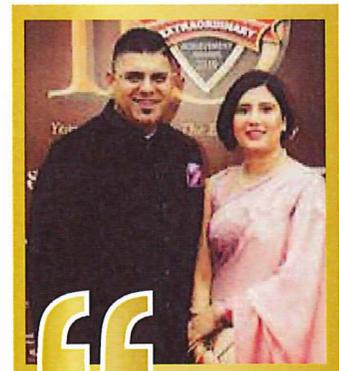
“ “
 Thank you @darpanmagazine and the community for this incredible honour. Congratulations to all of the winners - inspiring! (sic) – @premgill/ Twitter



“ “
 Kudos to the amazing Darpan Magazine team for all their dedicated work to recognizing extraordinary individuals doing good in their communities. (sic) – Nisha Kharé/ Facebook



“ “
 Darpan Magazine hosted its 9th Annual Awards celebrating the extraordinary achievements of outstanding award recipients. It was a night to recognize profound accomplishments by members in our communities. This is certainly an esteemed event and a pleasure to attend each year! (sic) – Randeep S. Sarai / Facebook



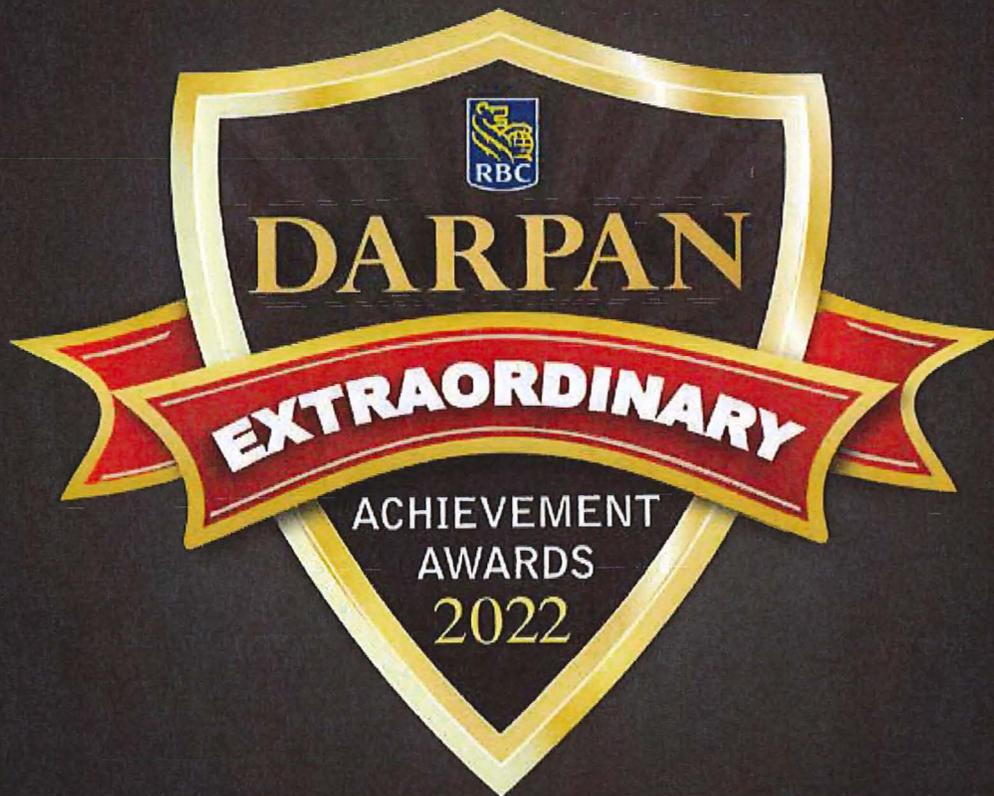
“ “
 It has been our distinct pleasure and honour to be part of the 10th annual darpan awards gala. We are extremely happy that we were able to celebrate this occasion with the entire darpan team in what turned out to be our most memorable gala. (sic) - Rahul And Aman Gill/ Instagram

12

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Celebrating the Extraordinary



For Sponsorship details and more, please contact:

Gurvinder Hundal at 604.537.9538
Email: gurvinder@darpanmagazine.com

340-8140 Payal Business Centre 128th St. Surrey BC V3W 1R1 Tel: 604.572.0199

www.darpanmagazine.com



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Appendix "II"



2022 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	240,000		
2022 Adopted Budget	260,000		\$ 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	
Allocations for 2022		\$ 102,500	\$ 397,500