

NO: R191

COUNCIL DATE: October 18, 2021

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## REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **October 14, 2021**

FROM: **General Manager, Finance**

FILE: **1850-20**

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

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## RECOMMENDATION

The Finance Department recommends that Council:

1. Receive this report for information; and
2. Approved from the Council Initiatives Fund, a sponsorship contribution of \$2,500 in support of the 7<sup>th</sup> Annual Drishti Awards Gala.

## INTENT

The City has received a request from Drishti Magazine to participate in their 7<sup>th</sup> Annual Awards Gala that will be held on November 19, 2021, at the Aria Banquet Hall and Convention Centre in Surrey.

## DISCUSSION

Drishti Media Group will host the 7<sup>th</sup> Annual Awards Gala on November 19, 2021, at the Aria Banquet and 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, 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. Drishti Media Group is requesting that the City support this event. Staff is recommending that Council consider supporting this event through a sponsorship of \$2,500. 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 recommends that Council consider supporting the 7<sup>th</sup> Annual Drishti Awards Gala through a sponsorship of \$2,500 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"):

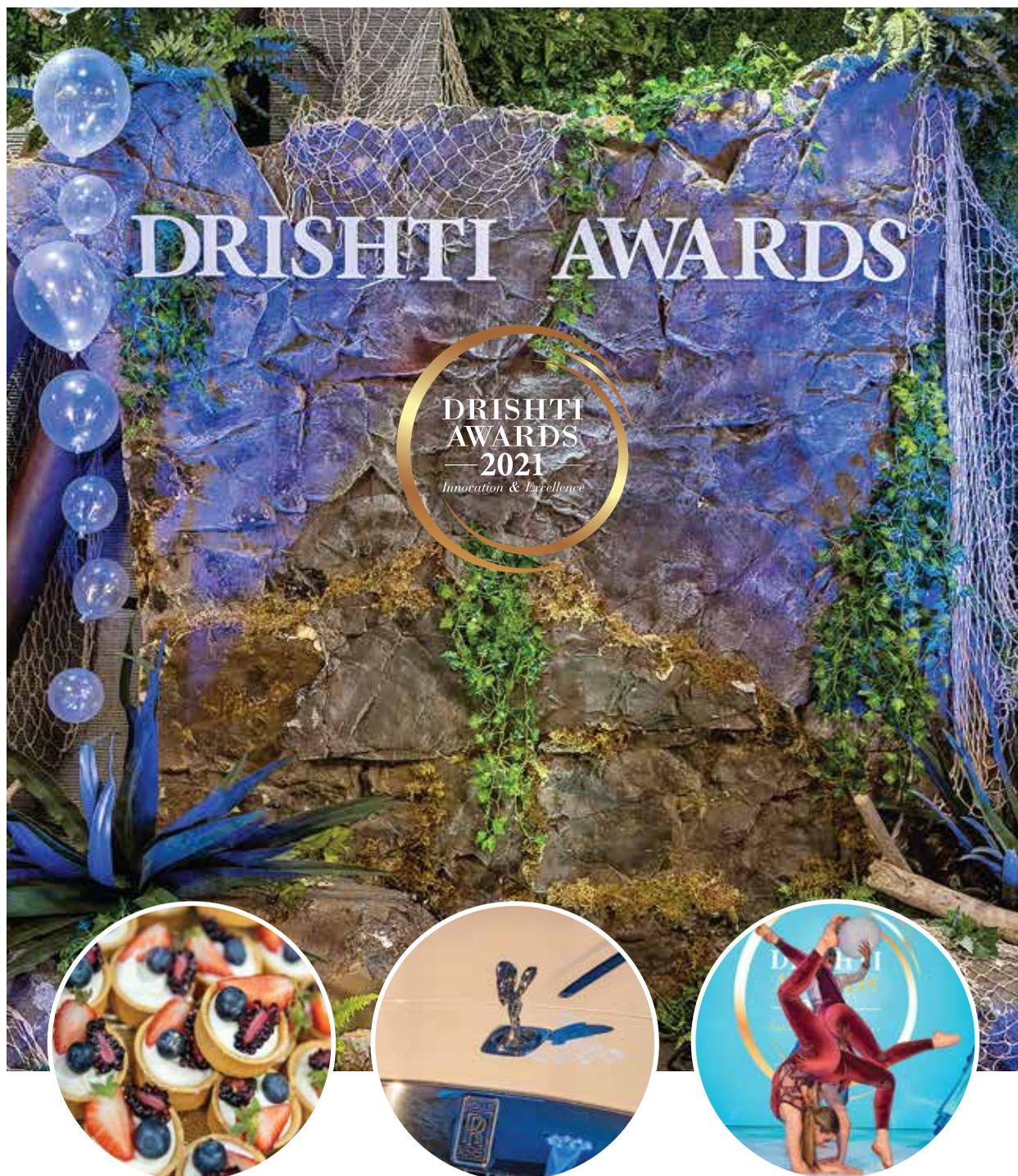
- Inclusion DO1: Surrey welcomes, includes, embraces and values the diversity of people who live here;
- Inclusion DO2: Surrey is a caring and compassionate city that learns about and supports its residents of all backgrounds, demographics and life experiences;
- Inclusion DO3: Residents have opportunities 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 \$2,500 in support of the 7<sup>th</sup> Annual Drishti Awards Gala.

Kam Grewal, CPA, CMA  
General Manager, Finance

Appendix "I": Drishti Awards Sponsorship Package 2021  
Appendix "II": Council Initiatives Fund – Allocations for 2021



Friday, November 19, 2021, 6pm at  
Aria Banquet Hall & Convention Centre, Surrey BC



### *6th Annual Drishti Awards 2020 Virtual Gala - Connecting the DOTS for a healthy civil society*

Drishti Media Group held its 6th annual Drishti awards and celebrated the 10th anniversary of Drishti magazine on November 1st, 2020 in a virtual format to ensure its community remained secure and healthy as the country continued to deal with the Covid-19 pandemic. The event was live-streamed on YouTube, attended by more than 650 persons. Our emcee for the evening, Zara Durrani, handled the show with such finesse and competence.

The 2020 Drishti Awards recognized the outstanding achievements of community members: business leaders, philanthropists, community activists, artists, health care innovators, young professionals, athletes, and organizations for bringing their extensive expertise in a building a robust, diverse, and healthy civil society.

There were two special awards presented to the organizations, the special community award, presented to Royal Columbian Hospital Foundation for providing high quality, appropriate and timely health services to diverse multicultural population. RCHF President and CEO, Jeff Norris received the well-deserved award. and the award for making a difference in the community and strengthening the Canada-India bond through science was presented to IC-IMPACTS, which is one of the most successful Canada-India advanced research centers hosted at UBC. The award was received by Dr. Nemy Banthia, CEO of IC-IMPACTS.

We are thankful to the title sponsor BM Group and all the elite sponsors for making Drishti awards 2020 a huge success,

enduring experience, and for helping us ensure that our community remained safe and healthy while still being able to attend virtually. Our commitment was to ensure that our community is recognized, inspired, and connected, and we hope that we were able to deliver on this promise. It was wonderful to meet our community in a safe and healthy environment. 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 ten years.

If you have missed this event, you could learn more about it using the following YouTube link:

<https://www.youtube.com/watch?v=J8zFwVZA1R0&t=22s>



Jeff Norris (centre), President and CEO Royal Columbian Hospital Foundation receiving the Special community award from Nawal Tandon (left), Publisher of Drishti Media Group and Dr. Arun Garg (right)



## The Gala 2021

Taking place on Friday, November 19, the 7th Annual Drishti awards gala will be the recognition event of 2021.

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, nine 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 2021.

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



## NEW SPONSORSHIP OPPORTUNITIES AVAILABLE FOR 2021

*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*

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### PRESENTING SPONSOR

**\$30,000**

- 24 complimentary invitations (16 VIP seats) to the gala
- Opportunity to do the opening ceremony with the guest of honour
- 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
- 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
- 13 complimentary ads of 240 x 480 pxl 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 communication, promotion, online and print advertising about the awards, from July to November 2021
- Premium name, logo placement and link to your website on the awards home page at [www.drishtimagazine.com/awards](http://www.drishtimagazine.com/awards)
- Post event recognition in Drishti magazine, newsletter, social media and website.



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## EXCLUSIVE DINNER SPONSOR

**\$20,000**

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- 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
- Mention from emcee during the event
- 2 full-page business profile in Drishti magazine
- 13 complimentary ads of 240 x 480 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 communication, promotion, online and print advertising about the awards, from July to November 2021
- Premium name, logo placement and link to your website on the awards home page at [www.drishtimagazine.com/awards](http://www.drishtimagazine.com/awards)
- Post event recognition in Drishti magazine, newsletter, social media and website.



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**EXCLUSIVE ENTERTAINMENT SPONSOR**

**\$15,000**

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- 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
- 1 full-page Business profile in Drishti magazine
- 8 complimentary ads of 240 x 480 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 communication, promotion, online and print advertising about the awards, from July to November 2021
- Premium name, logo placement and link to your website on the awards home page at [www.drishtimagazine.com/awards](http://www.drishtimagazine.com/awards)
- Post event recognition in Drishti magazine, newsletter, social media and website.



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



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



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

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## PLATINUM LEVEL

**\$15,000**

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- 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 full page ad in Drishti magazine
- 8 complimentary ads of 240 x 480 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 communication, promotion, online and print advertising about the Drishti awards, from July to November 2021
- Post event recognition in Drishti magazine, newsletter, social media and website.

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## GOLD LEVEL

**\$12,000**

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- 8 VIP complimentary invitations to the gala
- Presentation of an award to winner in appropriate category
- Complimentary half page ad in Drishti magazine
- 4 complimentary ads of 240 x 480 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 communication, promotion, online and print advertising about the Drishti awards, from July to November 2021
- Post event recognition in Drishti magazine, newsletter, social media and website.



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.



Milan Mann (2nd from left), VP of BM Group, Nawal Tandon (extreme left), Publisher of Drishti Media Group and Dr. Arun Garg (extreme right) present trophy to the Guest of Honour Kathy Kinloch, President of BCIT, Canada's premier polytechnic institution.

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**EXCLUSIVE CHAMPAGNE/COCKTAIL RECEPTION SPONSORSHIP \$15,000**

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- 8 VIP complimentary 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 communication, promotion, online and print advertising about the Drishti awards, from July to November 2021
- Post event recognition in Drishti magazine, newsletter, social media and website.





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## EXCLUSIVE DESSERT SPONSOR

**\$10,000**

- 8 VIP complimentary invitations to the gala
- 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
- Mention from emcee during the event
- Sponsorship recognition with logo visibility in all communication, promotion, online and print advertising about the Drishti awards, from July to November 2021
- Post event recognition in Drishti magazine newsletter, social media and website.

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## EXCLUSIVE PHOTO BOOTH SPONSOR

**\$10,000**

- 8 VIP complimentary 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 communication, promotion, online and print advertising about the Drishti awards, from July to November 2021
- Mention from emcee at the gala.
- Post event recognition in Drishti magazine newsletter, social media and website.



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## SILVER LEVEL

\$7,000

- 8 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 communication, promotion, online and print advertising about the DRISHTI AWARDS, from July to November 2021
- Post event recognition in Drishti magazine newsletter, social media and website.

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## EXCLUSIVE VALET PARKING SPONSOR

\$10,000

- 8 VIP invitations to the gala
- Display stand with company's logo in the parking lot
- Cars display at the entrance
- 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 July to November 2021
- Post event recognition in Drishti magazine newsletter, social media and website.



VIP Table \$4000.00 + GST, table of 8 - limited availability

Regular Table \$1400.00 + tax (table of 8)

\$175.00 + 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](mailto:info@drishtionline.ca) • [www.drishtimagazine.com](http://www.drishtimagazine.com)

# Sponsorship Agreement



Yes, I/we would like to sponsor Drishti Awards 2021 on Friday, November 19th

- Presenting Sponsor
- Exclusive Dinner Sponsorship
- Exclusive Entertainment Sponsorship
- Platinum Sponsorship
- Gold Sponsorship
- Exclusive Champagne/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: 50% deposit is subject to be paid in signing of this agreement.  
Full payment must be made within 30 days of signing of this agreement.

## 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”



## 2021 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	337,700		
<b>2021 Adopted Budget</b>	<u>260,000</u>		<b>\$ 597,700</b>
Surrey Urban Indigenous Leadership Event		1,000	
Darpan Extraordinary Awards (Proposed)		2,500	
<b>Drishti Awards (Proposed)</b>		2,500	
<b>Allocations for 2021</b>		<u><b>\$ 6,000</b></u>	<u><b>\$ 591,700</b></u>