

NO: R167

COUNCIL DATE: October 16, 2023

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **October 11, 2023**

FROM: **General Manager, Finance**

FILE: **1850-20**

SUBJECT: **Council Initiatives Funding 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 9th Annual Drishti Awards Gala.

INTENT

The City has received a request from Drishti Media Group to participate in their 9th Annual Awards Gala that will be held on Friday, November 17, 2023, at the Aria Convention Centre in Surrey.

DISCUSSION

Drishti Media Group will host the 9th Annual Awards Gala on November 17, 2023, at the Aria Convention Centre. Drishti Media Group is spearheading the awards that will celebrate innovation and excellence of individuals and organizations 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-profit organization. Drishti Media Group is requesting that the City support this event by providing a sponsorship contribution. 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. On October 3, 2022, Council approved Corporate Report R173; 2022, authorizing a sponsorship of \$5,000 to Drishti Media Group for the 8th Annual Drishti Awards Gala from the Council Initiatives Fund.

Staff recommend that Council consider supporting the 9th Annual Drishti Awards Gala through a sponsorship of \$5,000 from 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.


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 9th Annual Drishti Awards Gala.

Kam Grewal, CPA, CMA
General Manager, Finance

Appendix "I": Drishti Awards Sponsorship Package 2023
Appendix "II": Council Initiatives Fund – Allocations

SPONSORSHIP PACKAGE 2023

Presenting sponsor
 **Brian Jessel BMW**



9th ANNUAL DRISHTI AWARDS *Gala*

In support of



A MAGNIFICENT NIGHT OF RECOGNITION & CELEBRATION

FRIDAY, NOVEMBER 17, 2023
Aria Convention Centre, Surrey BC



8th ANNUAL DRISHTI AWARDS GALA – An Inclusive and Inspirational Night, Building Strong Communities

Drishti Media Group celebrated its 12th year publishing the power of innovation and excellence. It hosted its eighth annual Drishti awards gala presented by BM Group on Friday, November 19, 2022, 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 'We are the World' 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 magnificent and outstanding feeling to the gala.

Diversity, Inclusion, and equity are fundamentals 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 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, Photo booth sponsored by Shubha Chaudhury from Keyways Mortgage, and 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 Bollywood dancers who captivated the audiences' visual and auditory senses with their collaborated performances with violinist, dhol and belly dancer. Our sincere thanks to the entertainment sponsor WBI Home Warranty for their kind support. A massive shout out to the Dinner sponsor ML Emporio, Dessert sponsor Sirka Gourmet take out and catering, and all the elite sponsors, whose generosity has made it possible. Our Emcees, Simone Grewal and Dean Atwal, kept the proceedings moving with their witty banter and interactions with guests and honorees.



The Gala 2023

Taking place on Friday, November 17, the 9th Annual Drishti awards gala will be the extravagant event of 2023.

This elegant evening will include a cocktail reception, entertainment, award presentation, and ample opportunities to network 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 caring, dynamic, inspiring, 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 2023.

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



SPONSORSHIP OPPORTUNITIES AVAILABLE FOR 2023

PRESENTING SPONSOR

\$40,000

- 2 complimentary VIP tables at 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
- 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

- 2 complimentary VIP tables at 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 2023
- 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 ENTERTAINMENT SPONSOR

\$25,000

- 2 complimentary VIP tables at 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/ad in Drishti magazine
- 13 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 2023
- 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.



BC's Human Rights Commissioner Kasari Govender receives Guest of Honour trophy from Michelle Mann of BMGroup (R) and Nawal Tandon (L), President and Founder of Drishti Media Group



Baltej Singh Dhillon, President (R), and Sarup Mann (second from R), Vice-President of CIES receive the honour for strengthening Canada - India Bond through Co - Innovation from Manish (L), Consul General of India and Nemy Banthia (second from L) of IC-IMPACTS



Victor T. Thomas President & CEO of Canada-India Business Council (C) receives the honour for strengthening Canada India bond from Jas Athwal (L) and Jas Randhawa (R) of Save on Foods

EXCLUSIVE COCKTAIL RECEPTION SPONSORSHIP **\$25,000**

- 2 complimentary VIP tables at 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 2023
- Post event recognition in Drishti magazine, newsletter, social media and website.

PLATINUM LEVEL **\$25,000**

- 2 complimentary VIP tables at 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
- 13 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 2023
- Post event recognition in Drishti magazine, newsletter, social media and website.

GOLD LEVEL

\$18,000

- 1 complimentary VIP table at 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 2023
- 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



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



Royal Columbian Hospital Foundation receiving the donation cheques of amount \$850,000 from generous donors of South Asian community.



EXCLUSIVE VALET PARKING SPONSOR

\$15,000

- 1 complimentary VIP table at the gala
- Display stand with company's logo in both the parking lots
- 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 2023
- Post event recognition in Drishti magazine newsletter, social media and website.

EXCLUSIVE PHOTO BOOTH SPONSOR

\$15,000

- 1 complimentary VIP table at 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 2023
- Mention from emcee at the gala.
- Post event recognition in Drishti magazine newsletter, social media and website.



EXCLUSIVE WINE SPONSOR

\$15,000

- 1 complimentary VIP table at the gala
- Bottle neck tags with company's logo on wine bottles
- 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 2023
- Post event recognition in Drishti magazine newsletter, social media and website.

EXCLUSIVE DESSERT SPONSOR

\$12,000

- 1 complimentary VIP table at 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 2023
- Post event recognition in Drishti magazine newsletter, social media and website.



SILVER LEVEL

\$8,000

- 1 complimentary table at 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 2023
- Post event recognition in Drishti magazine newsletter, social media and website.



VIP Table \$5,500.00 + GST, table of 8 - limited availability

Regular Table \$2,400.00 + tax (table of 8)

\$300.00 + 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



Brian Jessel BMW

Yes, I/we would like to sponsor Drishti Awards 2023 on Friday, November 17th



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



2023 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	240,000		
2023 Proposed Budget	<u>260,000</u>		\$ 500,000
SFU Share the Vibe Community Mixer		5,000	
The Realistic Success Society		5,000	
Rotary District 5050		10,000	
KidSport BC Surrey Chapter		3,000	
Run Surrey Run		20,000	
Desi-Q Cultural Gala - Sher Vancouver		2,500	
U19 Ukrainian Women's Junior Softball Team		5,000	
RCMP Musical Ride		6,000	
Gone Country, Here for the Cure		10,000	
Surrey Fiesta Extravaganza		10,000	
Anti-Racism Forum & Art Exhibition - PICS		10,000	
Homelessness Services Association of BC - Annual Conference		2,000	
Surrey Food Bank Society		15,000	
Semiahmoo Arts Society		10,000	
Darpan Extraordinary Achievement Awards		5,000	
Centre for Child Development (Proposed)		3,000	
Spooktacular Newton (Proposed)		5,000	
Drishti Awards Gala (Proposed)		5,000	
Allocations for 2023		<u>\$ 131,500</u>	<u>\$ 368,500</u>