

NO: R163

COUNCIL DATE: July 11, 2016

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **June 29, 2016**

FROM: **General Manager, Finance & Technology**

FILE: **1850-01**

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

RECOMMENDATION

The Finance and Technology Department recommend that Council:

1. Receive this report as information; and
2. Authorize the purchase of a VIP table, from the Council Initiatives Fund, for the 2nd Annual Drishti Awards Gala, which will be held on Saturday November 19, 2016.

INTENT

The City has received a request from Drishti Magazine, to participate in their 2nd Annual Awards Gala that will be held on Saturday November 19, 2016, at the Royal King Palace & Convention Center in Surrey. This report addresses that request.

DISCUSSION

Drishti Magazine will host the 2nd Annual Awards Gala on November 19, 2016 at the Royal King Palace & 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, Gastronomy Innovation, Youth Leadership, Athletics, The Arts, Science & Technology, Health Achievement and the Triumph of the Human Spirits. The evening will also consist of a reception, entertainment, a premier fashion show, meal and 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 VIP table for eight at \$1,500. 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

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 as related to the themes of Inclusion and Education and Culture. Specifically, this grant will support the following desired outcomes:

- 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.
- 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 VIP Table at a cost of \$1,500 for the 2nd Annual Drishti Awards Gala.

Vivienne Wilke, CPA, CGA
General Manager,
Finance & Technology

Attachment:

Appendix "I": Drishti Awards Sponsorship Package 2016

Appendix "II": Status of Council Initiatives Fund

The 2nd Annual Drishti Awards Gala



Saturday, November 19, 2016, 6pm

at

Royal King Palace & Convention Center, Payal Business Center Surrey



Drishti Awards 2015 - the resounding success

The DRISHTI AWARDS GALA, held on Saturday, November 14, 2015 at Royal King Palace in Surrey attended by 600 guests, was not just a celebration of the magazine's fifth anniversary, it was also a time to celebrate the South Asian community and the many bright lights found within our community. Business leaders, philanthropists, community activists, culinary artists, health care innovators and various industry pioneers were awarded for their accomplishments.

The event began with an inspired performance by world-renowned Shiamak Group Canada, who dazzled the audiences' visual and auditory senses with their performances throughout the evening. Our Emcees, Global TV's Sonia Beeksma and Sonia Sunger, kept the proceedings moving with their witty banter and interactions with audience and award winners.

The audience also had the opportunity to witness the best fashion show. The stunning décor was provided by Red Carpet Gallery. The Royal King Palace provided a sumptuous, satisfying dinner. Guests were also greeted by cocktails as they entered the hall.

The packed audience featured such dignitaries as Member of Parliament Sukh Dhaliwal, Amar Jit Singh of the Indian Consulate, Prem Vinning, Dr. Gulzar Cheema, and Members of the Legislative Assembly Marvin Hunt, Scott Hamilton and Bruce Ralston. Our guest of honor for the evening was newly elected Member of Parliament and newly appointed Minister of National Defense, the Honorable Harjit Singh Sajjan.





The Gala 2016

Taking place on Saturday, November 19, 6 pm at the stunning Royal King Palace & Convention Center Surrey, the 2nd Annual DRISHTI AWARDS Gala will be the recognition event of 2016.

This elegant evening will include a cocktail reception, entertainment with catchy 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, Gastronomy Innovation, Youth Leadership, Athletics, The Arts, Science & Technology, Health Achievement, & Triumph of the Human Spirit.*

The Process

The campaign for the DRISHTI AWARDS kicks off in June 2016.

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

NEW SPONSORSHIP OPPORTUNITIES AVAILABLE FOR 2016

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

- 32 complimentary invitations (24 VIP seats) to the gala
- Company's name Tags on wine bottles on each table
- Logo on special Ice Sculpture at the gala
- Opportunity to do the opening ceremony
- Mention from emcee during the event
- 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
- 3 full-page ads 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 June 2016 to October 2016
- Premium name, logo placement and link to your website on the awards home page at www.drishtimagazine.com/awards



EMERALD LEVEL

\$20,000

- 24 complimentary invitations (16 VIP seats) to the gala
- Company's logo on napkins
- 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
- 2 full-page ads 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 June 2016 to October 2016
- Premium name, logo placement and link to your website on the awards home page at www.drishtimagazine.com/awards



DIAMOND LEVEL

\$15,000

- 24 complimentary invitations (16 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
- 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 June 2016 to October 2016
- Name, logo placement and link to your website on the awards home page at www.drishtimagazine.com/awards

PLATINUM LEVEL

\$10,000

- 16 complimentary invitations (8 VIP seats) 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
- One full-page ad in Drishti Magazine
- Sponsorship recognition with logo visibility in all communication, promotion, online and print advertising about the DRISHTI AWARDS, from June 2016 to October 2016



EXCLUSIVE COCKTAIL HOUR SPONSOR

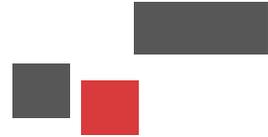
\$10,000

- 8 VIP complimentary invitations to the gala
- Company's logo on the back of bartenders
- Signature cocktail names after Sponsor
- 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 June 2016 to October 2016

GOLD LEVEL

\$7,500

- 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 June 2016 to October 2016



EXCLUSIVE DESSERT SPONSOR

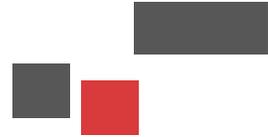
\$5,000

- 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
- Sponsorship recognition with logo visibility in all communication, promotion, online and print advertising about the DRISHTI AWARDS, from June 2016 to October 2016

SILVER LEVEL

\$3,500

- 8 VIP 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 communication, promotion, online and print advertising about the DRISHTI AWARDS, from June 2016 to October 2016



Recognizing Innovation & Excellence



VIP Table \$1500.00 table of 8 - limited availability

Regular Table \$1000.00 table of 8

\$125.00 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 • www.drishtimagazine.com

Appendix "II"



2016 FINANCIAL PLAN COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	2,800		
2016 Proposed Budget	250,000		\$ 252,800
My Neighbourhood, My futures Initiative (year 4 of 5)		40,000	
Surrey Poet Laureate (Year 2 of 3)		10,000	
SFU Surrey Campus Open House		15,000	
City of Surrey Busary		10,000	
Seeds Business Awards		4,000	
PICS Diversity City Sponsorship		5,000	
Bridal Week Vancouver		5,000	
100 Year Journey Gala Sponsorship		6,000	
Pride Festival		5,000	
Seniors Volunteer Project		75,000	
Ethar Trip to Cloverdale Rodeo		2,688	
Whalley Little League		2,000	
Refugee Welcome Event		6,850	
Sarah McLachlan School of Music		30,000	
Sarah McLachlan School of Music		-15,000	
Surrey Hospital & Outpatient Centre Foundation - CAPSU (proposed)		15,000	
West Coast Centre for Learning - Brain Booster Camp		2,000	
Darpan Achievement Awards		5,000	
Phoenix Society Live Well Street Fair		2,500	
10th Annual Red FM Charity Walk		5,000	
Drishti Awards Gala (proposed)		1,500	
SFU Diwali Gala (proposed)		2,500	
SFU President's Gala (proposed)		5,000	
Allocations for 2016		\$ 240,038	\$ 12,800