



# MEDIA KIT & Sponsorship Packages



# ABOUT US

The Times of Canada group was established in 2010 with the vision to create better understanding about the South Asian culture, heritage, fairs, and festivals and its people within the mainstream Canadian society. We aim to spread awareness about the achievements, talents, and exceptional contribution of extraordinary of South Asian community members.

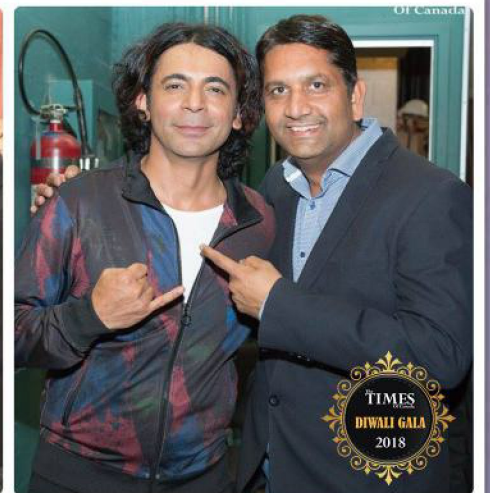
The South Asian community is one of the most diverse yet integrated resident forces here in Canada encompassing inhabitants that have origins rooted in countries like India, Pakistan, Fiji, Africa and UK. Our focus has been to create opportunities where the multiculturalism fabric of our country is strengthened. We endeavour to bridge the gap between the cultures and reinforce better understanding, unity, harmony and coherence amongst the two amalgamated societies that have fascination and curiosity to know more about each other as they co-exist.

The unique differentiator that sets the endeavours of The Times of Canada group apart from others is that it has been employing multiple approaches and utilizing its distinctive distribution channels panning thoroughly and comprehensively across the Lower Mainland area to impart relevant subject matter and knowledge about the community.



# VINAY SHARMA (Managing Director, The Times of Canada)

The leading force behind this impressive success of The Times of Canada group has been the dynamism, enthusiasm, motivation and drive of its Founder and Managing Director Mr. Vinay Sharma, a well-known and respected name with a long history of service to his community whether it was in India or now here in Canada. The Times of Canada, under the guidance of Mr. Vinay Sharma, is associated with many charities like Heart & Stroke Foundation, BC Children's Hospital, Lookout Society etc. Vinay Sharma also volunteers for Vedic Hindu Cultural Society and is the General Secretary of the Laxmi Narayan Temple Surrey's Board. A great orator, inspirational community leader and true lover of art, Vinay Sharma is the Heart & Soul of The Times of Canada group.



# Excellence Awards

At the heart of THE TIMES OF CANADA, Excellence Awards is the need to formally acknowledge and recognize the noteworthy contribution and exceptional work of South Asians, who in their own respective fields and professions have exhibited extraordinary performance, innovation and determination.

The need to be praised, appreciated and respected is a basic psychological human need. Besides this it is a reinforcing realisation to the individuals that their contributions are being valued and held in high esteem by the community in general. And this in itself is a massive boost to their personal satisfaction, determination to continue and raise the bar of excellence even further.

Over and above the objective to recognise valuable members of the society, The Times of Canada Excellence Awards initiative is an extremely powerful communication tool to make the recipients more effective in their respective fields and to empower them to strive to do even better in future. Beyond this, these awards are an endeavour to set a leading example for the next generations, for whom these achievers are a role model so as to instil a sense of achievement in the youngsters to follow.

The Times of Canada Excellence Awards 2018 Nominations considers OUTSTANDING South Asians in the categories including – Business, Leadership, Sports, Academics, Art & Culture, Youth Entrepreneur, Public Institutions, Women In Business and Child Prodigy. The parameters for short listing include professional expertise/excellence, experience, uniqueness and impact on the community as a whole.

To do justice to this mammoth task and be objective in our assessment of the best of the best we seek your support to bring forth to us nominations for the most accomplished South Asians in our community under any of the listed Award Categories.

Have you any one on mind, who inspires you or you think is worthy of this prestigious recognition? If the answer is YES, look no further, just complete the Nomination form online!



# Diwali Gala

## CELEBRATION OF EXCELLENCE 2018

A Memorable evening filled with festivity, grandeur, scrumptious feast of authentic Indian cuisine, engaging entertainment.

## THE SIGNIFICANCE OF DIWALI

Diwali also known as the 'festival of lights' signifies dispelling of darkness & welcoming illumination in our lives, home and the world, as a whole. It is a celebration that encompasses lots of colorful lights, crackers, cleanliness, artistic rangoli making, social gatherings to exchange greetings and sharing sweets with our loved ones.

Diwali falls on 'Amavasya', or the new moon day when there is darkness all around. Light depicts hope, optimism and positive energy and implies the victory of good over evil & destruction of distressing energies. Darkness represents ignorance, and light is a metaphor for knowledge. Therefore, lighting a lamp symbolizes the destruction, through knowledge, of all negative energies- violence, lust, anger, envy, greed, fear, injustice and suffering, etc. By spreading light in every corner of our lives, homes, offices, we try to destroy the reign of darkness, on the night of Diwali. We decorate our homes with earthen diyas and other decorative lighting fixtures, to make our surroundings bright and beautiful. It is an auspicious beginning of sorts. Come, join us and let's make a new beginning together.



# 2013 Diwali Gala & Car Giveaway



# 2014 Diwali Gala & Car Giveaway



TIMES  
DIWALI GALA  
2018

# 2015 Diwali Gala & Car Giveaway





# 2016 Diwali Gala & Car Giveaway



# 2017 Vaisakhi Gala



# 2017 Diwali Gala Pictures



## Demographics and More

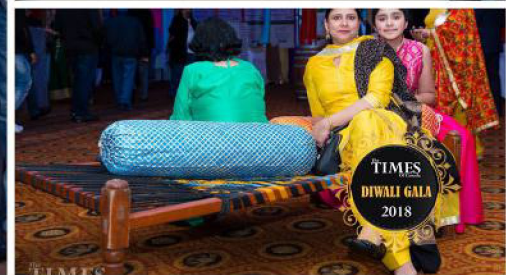
- A niche target audience of South Asian Origin
- Approximately 75,000 readers in every issue.
- Reader Profile –New Immigrants , Home Makers, Professionals, Business persons
- Readership by Gender –56% Female, 44 % Male
- Readership by Ethnicity -80% South Asian Readers ; 20% Other ethnicity.

## Some Facts about our Website and Social Media

- Average 75 Page likes per week
- 100,000 unique views of our Facebook page every month
- 5,000 people visit our website every month
- Average duration of visit is 5 minutes



# 2018 Vaisakhi Gala



THE TIMES OF CANADA  
DIWALI GALA  
2018

# Past Events Posters

**fruiticana** presents  
**F TIMES ENTERTAINERS & THE TIMES OF CANADA**  
**Vaisakhi Gala 2018**  
 7 April, 2018  
 Bombay Banquet Hall, Surrey



DEEPAK RAJA TER SANDHU **SAIN ZAHOOR**

Get a chance to win a FREE CAR during the event

**SP/CE RADIO**

Our Proud Sponsors: KIDS, KRAFFT, MINHAS, G&F FINANCIAL GROUP, ZEVAR, CANEX, SHIAMAK, G&F FINANCIAL GROUP, ZEVAR, etc.

**save on foods**  
 Presents  
**The TIMES OF CANADA**  
**Diwali Gala & Free Car Giveaway 2017**  
 Saturday October 14, 2017  
 Bombay Banquet Hall, Surrey



Get a chance to win a FREE CAR during the event

**SP/CE RADIO**

Our Proud Sponsors: KIDS, KRAFFT, MINHAS, G&F FINANCIAL GROUP, ZEVAR, etc.

**The TIMES OF CANADA**  
**Vaisakhi Gala 2017**

Cultural Performances Punjabi Cuisine

**VAISAKHI**

Friday, 14 April 2017 @ 6:30 pm onwards  
 Bombay Banquet Hall 7475 135 Street, Surrey BC V3W 0M8  
 For Details Call Vinay: 604-782-7624

**SP/CE RADIO**

Our Proud Sponsors: KIDS, KRAFFT, MINHAS, G&F FINANCIAL GROUP, ZEVAR, etc.

**save on foods & SP/CE RADIO**  
 Present  
**2015 Diwali Gala & Awards**  
**THE TIMES OF CANADA**  
 Sunday, November 15th, 2015 6:00 pm  
 @ Crystal At York, 210-12888, 80 Ave Surrey



Get a chance to win a free car during the event

**SP/CE RADIO**

Our Proud Sponsors: KIDS, KRAFFT, MINHAS, G&F FINANCIAL GROUP, ZEVAR, etc.

**East West Wedding Decor GTP Marvelous College**  
 Present  
**The Times of Canada**  
**2nd Community Excellence Awards & Diwali Gala**  
 Friday Oct. 10, 2014  
 Bollywood Banquet Hall, 8166 128 St, Surrey



Get a Chance to Win a Free Car During Diwali Gala

For More Info Call: Prof. Avtar S. Virdi - 604.725.3340 Raj Verma - 778.893.8520

**SP/CE RADIO**

Our Proud Sponsors: KIDS, KRAFFT, MINHAS, G&F FINANCIAL GROUP, ZEVAR, etc.

**save on foods Surrey Honda**  
**The Times of Canada**  
**Diwali Free Car Giveaway**  
 Lots of Other Prizes, Food Stalls, Rides for Kids, Live Music  
 Oct. 23, 2014 @ 3:00 p.m.



**FREE CAR Giveaway**

Balvir Boparai Live Suresh Mendiratta Live

Save on Foods Scottsdale Mall, 7015 120 St. Delta Oct. 23, 2014 @ 3:00 p.m. Free Foods Stalls

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Our Proud Sponsors: KIDS, KRAFFT, MINHAS, G&F FINANCIAL GROUP, ZEVAR, etc.

**PR PLANET RECORDZ** **The TIMES OF CANADA** **GULZAR Transport Inc.**  
**F TIMES ENTERTAINERS**  
**KUMAR VISHWAS**  
 IN VANCOUVER  
 An Evening of Poetry, Melody and Humour  
 Friday, 14 July 2017 at 7:00 PM  
 Bell Performing Arts Centre, Surrey



Tickets & Sponsorships: 604-782-7624, 778-712-6007

**SP/CE RADIO**

Our Proud Sponsors: KIDS, KRAFFT, MINHAS, G&F FINANCIAL GROUP, ZEVAR, etc.

**Jaz Gill** **SANSKRITI Cultural Awareness Society of BC** **Historical Cultural Society of Canada**  
**The TIMES OF CANADA**  
**Mother's Day Celebrations**



AN EVENING DEDICATED TO ALL MOTHERS

On May 19th, 2017 from 6:30 pm onwards at Royal King Palace 8158 128 St, Surrey, BC V3W 1R1

Entertainment, authentic Indian Food and lots of Fun!

For Tickets, Sponsorships, and Booth contact Vinay: 604-782-7624

**SP/CE RADIO**

Our Proud Sponsors: KIDS, KRAFFT, MINHAS, G&F FINANCIAL GROUP, ZEVAR, etc.

The  
**TIMES**  
Of Canada

**Diwali Gala, Car Giveaway  
&  
Excellence Awards 2018**

**Friday, 2 Nov. 2018  
Bombay Banquet Hall, Surrey**



**Contact for sponsorships**

**Phone: (604) 782-7624**

**#207-7928, York Centre, 128 St. Surrey, British Columbia**

**email: [vinay@thetimesofcanada.com](mailto:vinay@thetimesofcanada.com) | [www.thetimesofcanada.com](http://www.thetimesofcanada.com)**