



Burrard Building, 1030 W Georgia St #1010, Vancouver BC V6E 2Y3 and  
Redacted as per FIPPA S.22

To  
Emmaline Hill  
Director, Culture  
City of Burnaby

January 08, 2025

### **Letter of Intent: Diverse BC Festival Collaboration**

Dear Ms. Hill,

The Indo-Pacific Foundation of Canada is honored to submit this Letter of Intent to collaborate with the City of Burnaby on the **Diverse BC Festival**, scheduled for **August 4, 2025**. This remarkable event is designed to celebrate Burnaby's vibrant multiculturalism, strengthen its reputation as a hub for inclusivity and cultural exchange, and drive economic growth by fostering deeper connections among diverse communities.

The festival will feature a **carnival, cultural fashion show, "Got Talent" competition, and the presentation of the Diverse BC Cup**. These activities aim to create an inclusive platform showcasing Burnaby's rich cultural diversity while attracting local and international audiences.

To ensure the success of the Diverse BC Festival, we respectfully seek the City of Burnaby's partnership in the following areas:

#### **Proposed Role of the City of Burnaby:**

- **City Ownership of the Project:** We request that the City of Burnaby officially adopt the Diverse BC Festival as a signature event in the City's annual calendar, alongside hallmark celebrations like Canada Day. This endorsement will establish the festival as a central fixture in Burnaby's cultural identity and enhance its reputation as a hub for multicultural celebrations.
- **Leadership and Representation:** We propose that the Mayor take an active role in the festival by delivering the opening speech, leading the carnival procession, and presenting the **Diverse BC Cup** alongside the title sponsor. This visible leadership will highlight Burnaby's commitment to fostering inclusivity.
- **Engagement of Event Organizers and Dedicated Resources:** To ensure the success of this initiative, we recommend engaging a professional event organizer and retaining **Bhhaskar Syamal De** and **Victor Villamera** as dedicated contractual resources

under the City's Events Team. Their expertise will be instrumental in the professional execution and long-term growth of the festival. Additionally, appointing a City liaison will streamline communications and logistical support.

- **Financial Support and Sponsorship Facilitation:** We request that the City provide **60% financial support** to cover festival expenses. This contribution will be complemented by our efforts to secure the remaining 40% through sponsorships and provincial funding.
- We also seek the City's assistance in facilitating introductions to potential sponsors, managing sponsorship funds, and vendor payments. Any surplus funds will be allocated toward retaining dedicated resources for the rolling year Diverse BC event.
- **Logistical and Promotional Support:** We seek the City's assistance in securing venues, permits, and ensuring safety measures for the festival. Promotional support through the City's channels will help maximize community engagement and enhance visibility.

### **Proposed Role of the Indo-Pacific Foundation of Canada:**

- **Planning and Execution:** The Indo-Pacific Foundation will oversee programming, vendor coordination, and logistics, ensuring the seamless execution of the festival.
- **Stakeholder Engagement:** We will engage directly with community representatives to outline participation requirements, timelines, and responsibilities. Our culturally specific advisory services will ensure that all participating communities feel represented and valued.
- **Securing Sponsorships:** We will arrange the remaining 40% of the festival budget through sponsorships and provincial government funding, ensuring financial viability.
- **Honorariums for Communities:** We propose allocating honorariums to participating communities as a token of appreciation and recognition for their involvement. Honorariums will be negotiated transparently to ensure satisfaction among stakeholders.
- **Community Relationship Management:** Our team will address concerns, foster trust, and maintain open lines of communication to build strong relationships with all stakeholders.
- **Marketing and Outreach:** We will develop a robust marketing strategy targeting both local and international audiences to position the festival as a must-attend event.
- **Measuring Impact:** Post-event evaluations will assess community engagement and economic benefits, ensuring accountability and continuous improvement.

### **Why the Indo-Pacific Foundation of Canada is the Right Partner:**

The Indo-Pacific Foundation of Canada is uniquely qualified to execute the Diverse BC Festival due to:

- **Diverse and Experienced Leadership:** Our board includes representatives from India, China, Hong Kong, Macau, Korea, the Philippines, Columbia, and Singapore, as well as liaisons with First Nations communities. This ensures a holistic and inclusive representation of Burnaby's multicultural fabric.
- **Cultural Ambassadors:** Each board member serves as a cultural ambassador, bringing their communities to the table for discussions, participation, and collaboration.
- **Proven Track Record:** We have successfully executed large-scale events such as International Yoga Day, Lunar New Year, and Vaisakhi, demonstrating our capacity to deliver impactful initiatives.

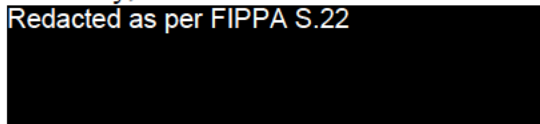
- **Experienced Leadership:** Our Founder and CEO, **Bhhaskar Syamal De**, brings decades of expertise in event management and media production, ensuring the festival's smooth delivery and success.

By partnering on the Diverse BC Festival, the City of Burnaby and the Indo-Pacific Foundation of Canada can create a signature event that celebrates multiculturalism, drives community engagement, and enhances Burnaby's reputation as a destination city. We look forward to the opportunity to collaborate and make this vision a reality.

We look forward to discussing this proposal further and collaborating to bring this vision to life.

Sincerely,

Redacted as per FIPPA S.22



Bhhaskar Syamal De  
Founder & CEO  
The Indo-Pacific Foundation of Canada