

5X FEST 2025

5X Fest 2025: Impact Report

ARTIST STATEMENT

KOKAHEENA (Heena Uppal) // DJ

“It has been a great opportunity working with the 5X Festival for two years, for the Art Party and the After Party. I came back a second time in a row because the team at 5X works so hard for our community to be seen and represented in such an elegant way. I’m so grateful that they gave me an opportunity to showcase my talent, which really helped me get experience in my field of DJing at a festival level. I have had a very good experience coming into the festival and finding more like minded artists that are of all different backgrounds. They had also programmed me for a JUNOS activation night, and got me an opportunity to be the first ever in-bowl DJ for the Whitecaps Vaisakhi night. It has been a pleasure working with a team that believes in you and your craft, and believes in putting more South Asians on the map.”



OUR MISSION

5X produces inclusive spaces for Panjabi artists, audiences, and allies to explore their identities, creative expressions, build connections, and experience belonging.

OUR VALUES

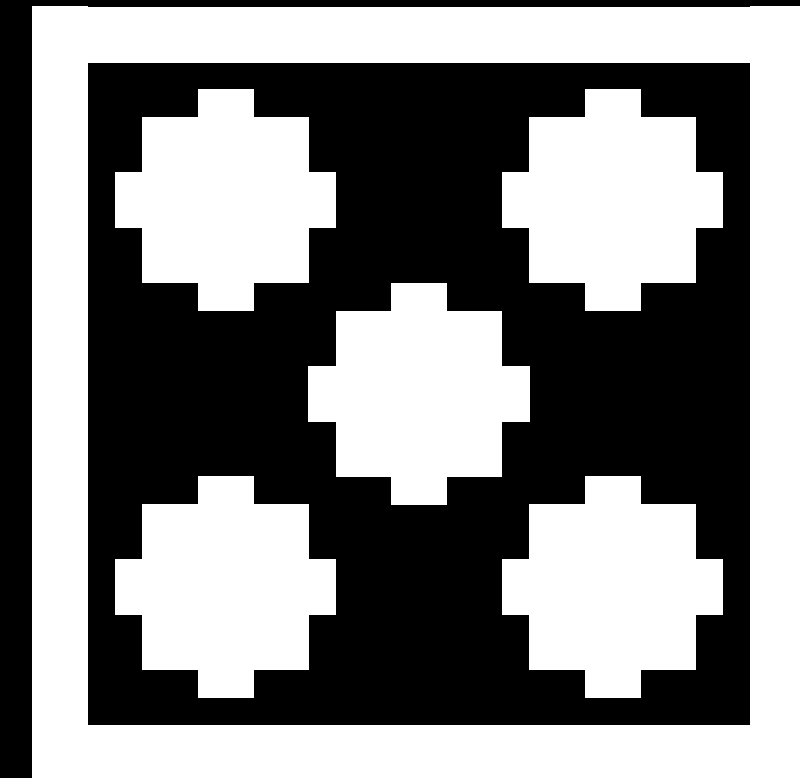
Love

Flow

Oneness

Integrity

Peace



“Last year, we said that the 2024 festival felt like planting seeds into the fertile soil we’ve spent the last few years tending to. Now, in 2025, those seeds are flourishing—roots deepening, branches reaching out.

The work we’ve done together as a community—collaborating, innovating, and amplifying Panjabi music—has begun to shape a landscape that is richer and more vibrant than we could have imagined. We’ve seen artists once on the margins now standing center stage. We’ve built bridges between creators and industry leaders, and we’ve watched as new collaborations, new sounds, and new dreams have taken flight.

The soil we tended has proven more fertile than we dared hope, nourishing not only individual talent but a whole ecosystem of creativity. As we cross the threshold of 20 years as an organization, VIBC is keen on nurturing this forest together. The seeds we plant now will become the canopy under which future generations of artists and audiences gather.”



HARPO MANDER
EXECUTIVE DIRECTOR

BHAVNEET TOOR KANG
MARKETING & COMMS DIRECTOR

8TH ANNUAL 5X FEST

JUNE 12 - 14, 2025

Our 2025 5X Festival brought together over 7,500 people in person with a reach of approximately 67 million online impressions. We programmed 34 artists, putting \$93,900 in the pockets of artists. Our flagship festival this year had 4 events between Surrey and Vancouver, celebrating Panjabi music, art, culture and community.

[Watch the 5X Fest aftermovie here.](#)



5X FEST 2025

Impact Report





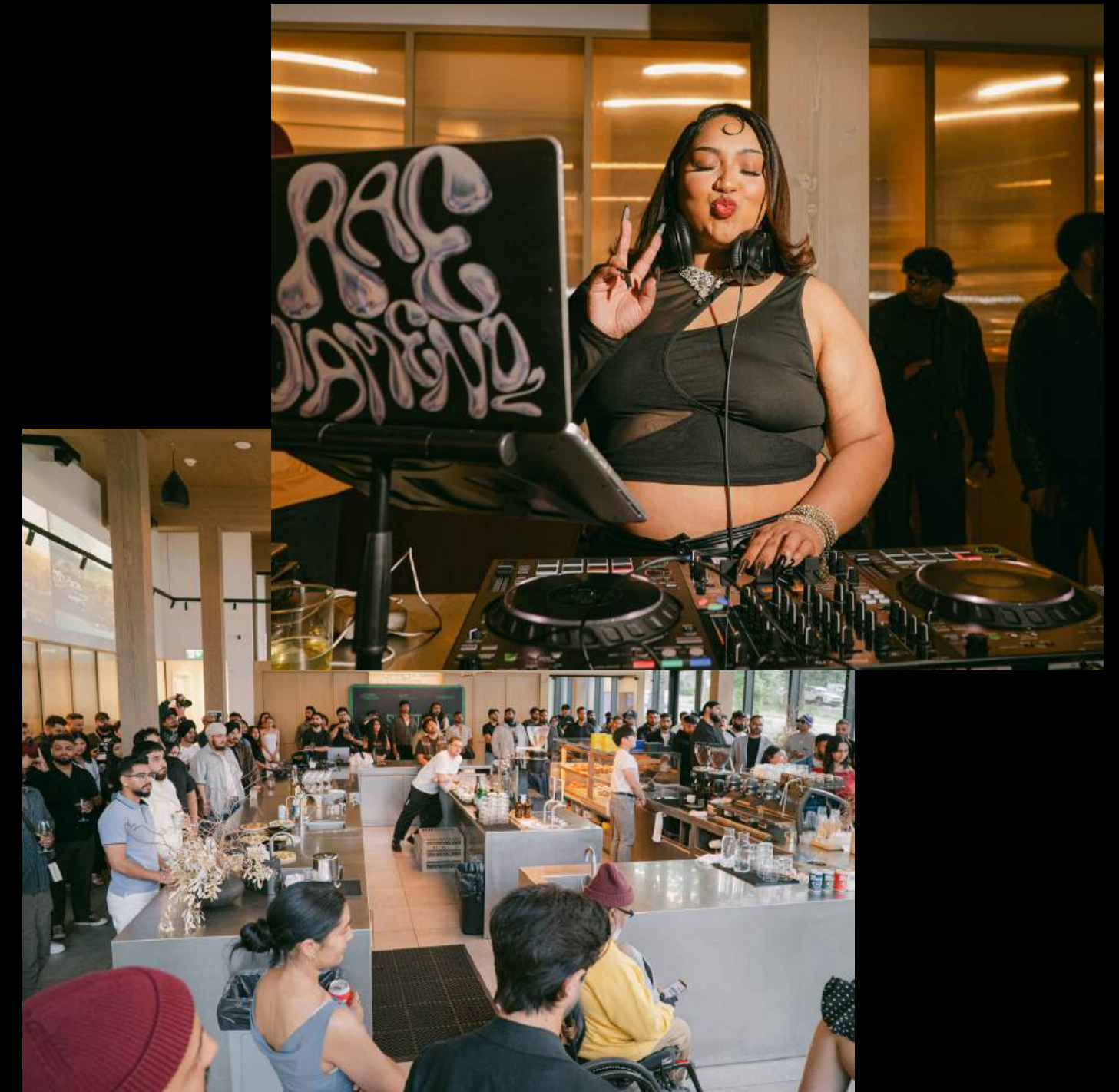
SX FEST 2025 ACCESS EVENT

PRESENTED BY 91 NORTH RECORDS

An exclusive industry mixer where South Asian established and emerging artists, community leaders, and creators came together for a night of connection and celebration. We brought together some of the biggest names in the Panjabi music industry, by curating a night that showcased the hidden gems of Surrey's music scene. We showcased the city's potential to create waves in the global music industry.

Attendees - 200

Artists - 4



[Watch the aftermovie here](#)

SX FEST 2025

Impact Report

5:30

5X FEST 2025 ART PARTY + 20TH ANNIVERSARY

We combined the VIBC 20th Anniversary celebration, with one of our most beloved events, the 5X Art Party, into one massive, immersive, high-energy evening that celebrated art, music, and our community's brilliance, past and present. The event highlighted exhibitions from emerging South Asian artists in a captivating experience of visual masterpieces and eclectic live music. We featured 8 visual artists, 3 DJ's and a gallery that was an ode to the last 20 years of our organization. We also honoured 3 impactful artists who have elevated Surrey's Panjabi music scene to global acclaim: Chani Nattan, Inderpal Moga and Intense.

Attendees - 400

Artists - 14



[Watch the aftermovie here](#)

5X FEST 2025 BLOCKPARTY

Our outdoor music festival, and our largest Blockparty yet! This dynamic event featured an incredible lineup of artists, including our headliner Talwiinder in his debut BC performance, a showcase set by the iconic Gminxr - with special guests Zehr Vibes, A4 and Sultaan - G Sidhu's first-ever 5X appearance, rising local star Sahil Cheema, and electrifying DJ sets from the viral UK duo Panjabi Hit Squad and fan-favourite MTooray.

Our 19+ VIP section, presented by Uber, was a highlight of the event, drawing in a vibrant crowd of artists, music lovers, and top leaders from the community. We also introduced our first ever Beer Garden, powered by Corona.

Attendees - 6500

Artists - 14



[Watch the aftermovie here](#)

5X FEST 2025

Impact Report



5X FEST 2025 BLOCKPARTY VIP (19+)

For the third year running, we were thrilled to have Uber as our Premier Partner for the 5X Blockparty VIP Lounge, marking a significant milestone in our three-year collaboration. This partnership brought our VIP Lounge to life with exclusive amenities including complimentary drinks, gourmet snacks, and unique sponsored gifts, all set in a beautifully gated VIP section with the best view of the event.

Over 200 stakeholders, VIPs, artists, creators, and community members came together to enjoy a day of celebration and connection, all thanks to the incredible support of our ongoing partnership with Uber.



SX FEST 2025 AFTER PARTY

Surrey's premier underground music event, celebrating our deep commitment to fostering and cultivating the local DJ scene. With electrifying live sets from 3 Kamineh: Kokaheena, Asad Khan & Bobby Kang. Plus a special DJ set by Mastane, featuring Asad Khan and Raaginder, and a special guest set by our boy GILLT!

In parntership with Snakes x Ladders, the entire evening was a visual experience filled with music, art, messages, and lighting.

Attendees - 300

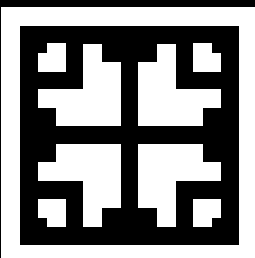
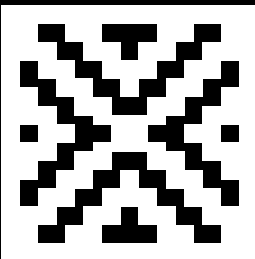
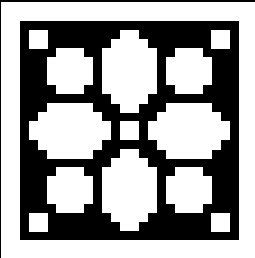
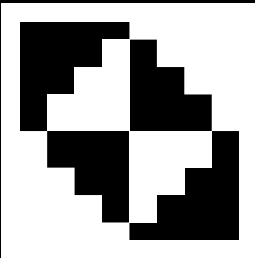
Artists - 5




[Watch the aftermovie here](#)

5X FEST 2025 SOCIAL MEDIA

| | 2025 FESTIVAL | 2024 FESTIVAL |
|-----------------------|---------------|---------------|
| Impressions (organic) | 16 million | 9 million |
| Impressions (total) | 67 million | 50 million |
| Reactions | 1 million | 330K |
| Engagement Rate | 38% | 15% |
| Follower Growth | +5000 | +4000 |





5X

1,558 posts

15.1K followers

1,424 following

Community


Punjabi music, art & culture 🎧

5X FEST ⚡ June 12-14, 2025

Surrey, British Columbia

[linktr.ee/5xfest](#)

@ 5xfest



@5xfest

84 Following

5,456 Followers

699K Likes

Message

Surrey 📍

Punjabi art, music & culture lives here.

OUR NEWSLETTER

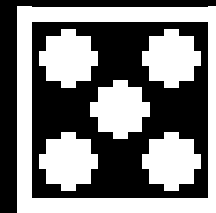
DEMOGRAPHIC

- 37% Female
- 60% Male
- 3% Non-Binary
- 10% ages 18-24
- 50% ages 25-34
- 20% ages 35-44

25,734
SUBSCRIBERS

TOP LOCATIONS

- Surrey, BC
- Vancouver, BC
- San Jose, CA

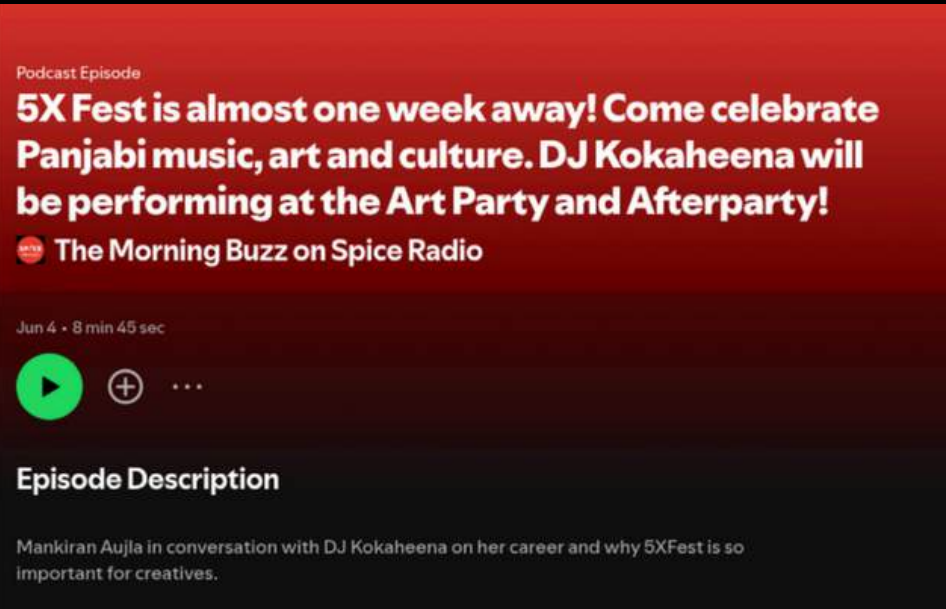
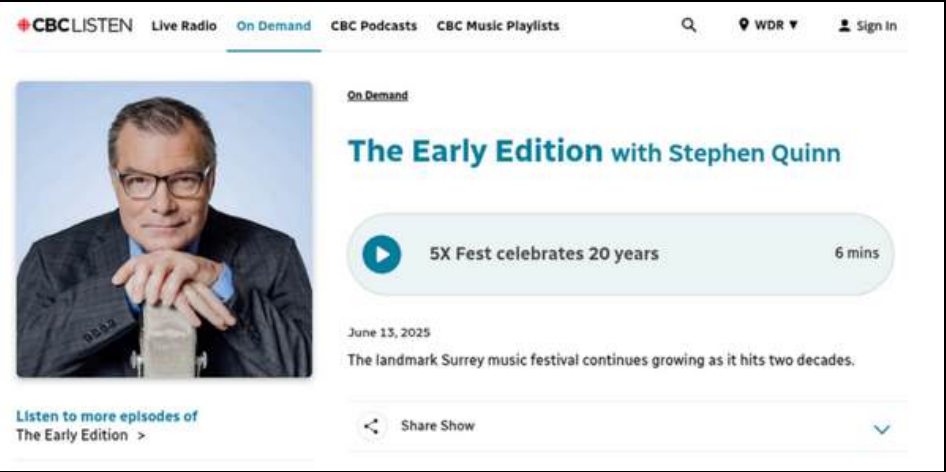
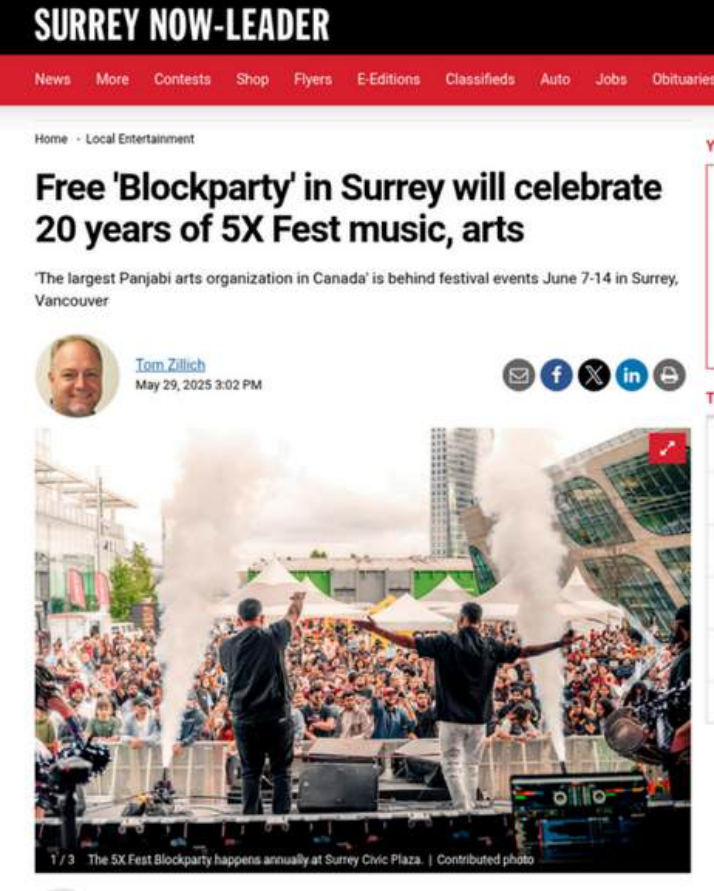
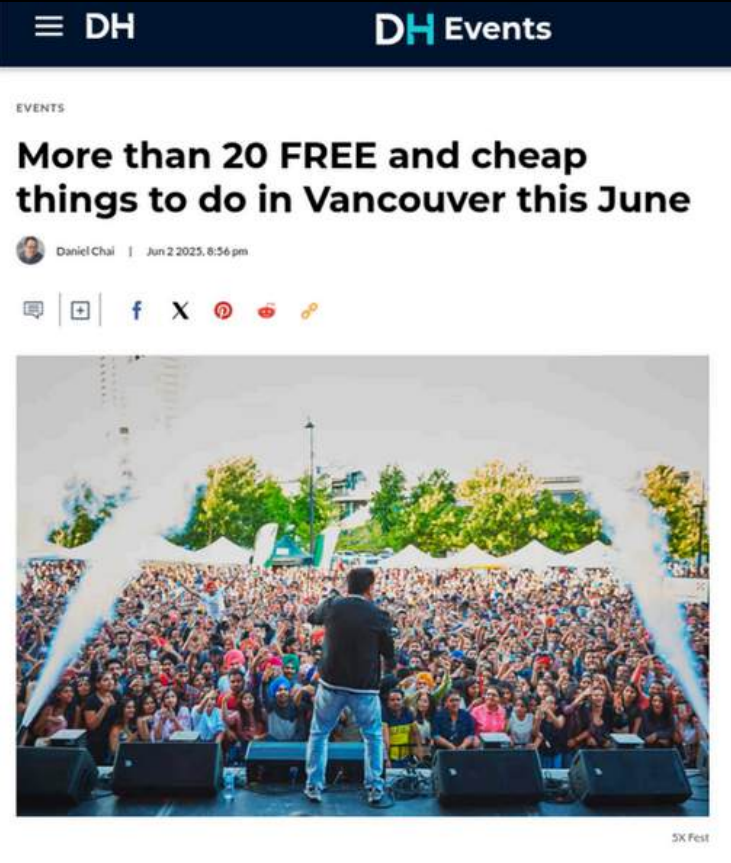


12-16%
OPEN RATE



5X IN THE NEWS

Over the 2025 season, 5X Fest garnered 76 pieces of media coverage (online and offline) garnering a total of 50.8 million audience impressions.



BEYOND SX FEST

CURATED DIGITAL MEDIA

We create unique digital content and tell powerful stories that are relevant to diasporic Panjabis and South Asians.



VANCOUVER ART GALLERY x 5X

5X was hired by the Vancouver Art Gallery to program the 4th floor of their gallery during the Fall 2024 Art Party. We brought Diwali to the gallery rooftop through an interactive art engagement and musical programming. Our exhibit, titled: "A Rangoli for your Home" invited guests to create their own Rangoli, a unique South Asian tradition in homes all over the world. Guests were invited to take their art pieces home. We also programmed 3 DJ sets by local artists, who played eclectic, fusion sets of Panjabi, Hindi, and English music.

[Watch the recap here.](#)



GREY CUP FESTIVAL x 5X

5X was contracted by the Grey Cup Festival to generate brand awareness regarding their annual festival taking place in Vancouver. The festival welcomed over 500,000 fans from across the country.

We programmed 2 local Panjabi artists with a global reach to perform on their Payworks Entertainment Stage, which was a part of their outdoor concert series, on Canada Place Way.

In addition, we contracted Panjabi content creators to increase brand awareness and engagement regarding the festival, their line up of events and the 5X x Grey Cup Festival performance.

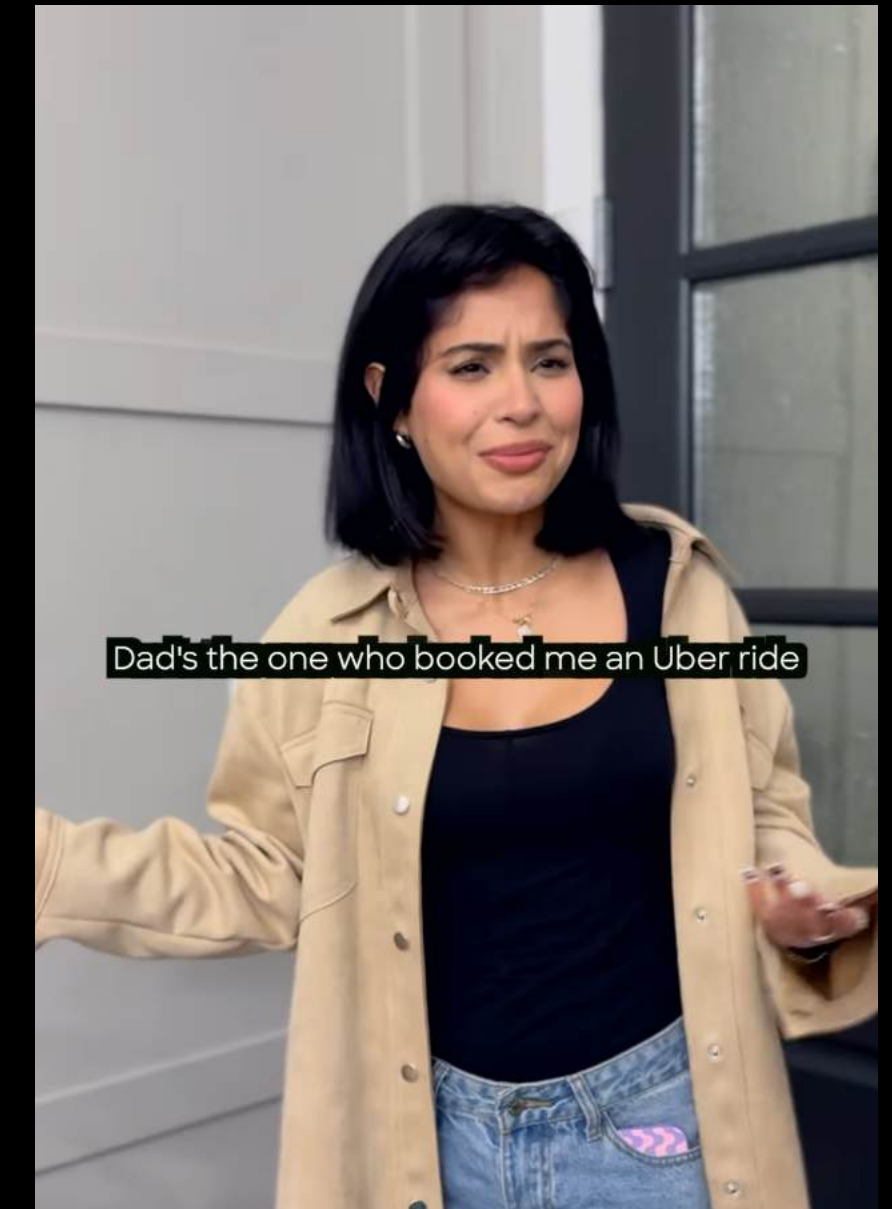


UBER INFLUENCER HOLIDAY CAMPAIGN

Uber's objective was to target South Asians within Surrey and encourage them to use the ridesharing app by showcasing the safety features within their platform. With the creative direction provided by our marketing team, we created an in-house short form video ad, posted to Instagram and TikTok, urging our audience to ride with Uber for a safer holiday season.

We hired two local Panjabi social media influencers and the content was posted to their platforms and the 5X platforms to maximize it's reach. [Click here to view the ad that we created!](#)

Total Instagram & TikTok Reach: 175k+ views



91 NORTH RECORDS

INFLUENCER MARKETING CAMPAIGN

After a successful festival partnership, 91 North hired us to boost awareness and drive streams for their new record, targeting South Asian audiences across Canada. We leveraged our strong network of Panjabi influencers, leading a creative influencer marketing campaign for the release of "I Like You" by Ikky featuring the late Soni Pabla.

By collaborating with Panjabi social media personalities and media pages, 5X raised engagement and encouraged local shares, effectively connecting with diasporic South Asian communities nationwide.

Total Instagram & TikTok Reach: 500,000+ views



“LET’S HEAR IT LIVE” JUNOS x 5X

5X was contracted by the City of Surrey and the City of Vancouver to program a 5X Art Party and a South Asian DJ takeover stage for the Let’s Hear It Live BC JUNOS Plaza party.

For the Let’s Hear It Live Surrey event, guests stepped into the spotlight and captured themselves in one of 6 immersive selfie-photo booths, each inspired by the unique communities of Surrey. We also programmed 2 DJ’s and 1 recording artist.

For the Let’s Hear It Live Vancouver event, we programmed 3 DJ’s to take over the outside of Vancouver Art Gallery the third day of their Blockparty - the final event leading up to the JUNOS Awards Ceremony - Canada’s biggest night in music! [Watch the recap here.](#)



VAISAKHI WHITECAPS FC MATCH x 5X

5X was hired by the Vancouver Whitecaps FC to program the entertainment for the 4th Annual Vaisakhi match at BC Place stadium.

We brought the Whitecaps first ever in-bowl DJ, our girl DJ Kokaheena, who was spinning tracks pre-game. We had Surrey native Raman Bains singing the national anthem, and Asad Khan taking over the stadium for the half-time performance! It was unreal to see a full Panjabi takeover of the entertainment in the stadium—the energy was unmatched!

We also partnered with leading Panjabi influencers from diverse industries to produce digital content about the game and join us in our exclusive influencer suite for the match! Watch the recap here.



LATE BLOOMER SEASON 2 SURREY PREMIERE, PRESENTED BY 5X

We hosted a high-impact community event to celebrate the Season 2 premiere of the Crave Original Series, Late Bloomer, a show centered on the Panjabi-Canadian experience, by Jasmeet Raina.

We held a screening for episodes 1+2, in partnership with SFU FCAT, followed by a lively reception at Surrey Pavilion, where guests enjoyed premium food and service by Nemesis Coffee.

The screening brought together artists, community leaders, creatives, and creators, highlighting the importance of authentic storytelling and representation for Panjabi-Canadians. This was also Crave's first ever premiere, outside of Ontario! [Watch the recap here.](#)



BRANDS WE'VE WORKED WITH

Uber



Junos

Vancouver
Artgallery

MARCON
1985 - 2025

CREATIVE
BC

bosa
properties



Crave

MRG
LIVE

audiomack



BEYOND
Van Gogh
The Immersive Experience

SXFEST 2025

Impact Report



OUR TEAM

Executive Director - Harpo Mander
Marketing & Comms Director - Bhavneet Toor Kang
Development Director - Joel Klein
Artistic Director - Sahil Mroke
Production Lead - James Ong
Production Manager - Tevin Gill
Operations Coordinator - Jasmeen Khaira
Marketing Coordinator - Seleena Thandi
Brand Lead + Design - Shan Dhaliwal
Publicist - Neesha Hothi
Artist Liason - Siret Cheema
Content Producer - Jessie Sidhu
Videography - Jamie Sekhon
Photography - Pardeep Singh



PUBLIC FUNDERS



Funded by the
Government
of Canada



Canada Council
for the Arts

Conseil des arts
du Canada



NATIONAL ARTS CENTRE
CENTRE NATIONAL DES ARTS
Canada is our stage. Le Canada en scène.



BRITISH COLUMBIA
ARTS COUNCIL



BRITISH
COLUMBIA

Supported by the Province of British Columbia

This project is funded in part by the Government of Canada. We acknowledge the financial support of the Province of British Columbia. Funded in part with the support of a City of Surrey Cultural Grant. Funded in part with the support of the City of Vancouver. We acknowledge the support of the Canada Council for the Arts. Presented in partnership with your National Arts Centre.

HOW TO SUPPORT 5X

1. Become a 5X Patron
2. Donate to 5X
3. Sponsor 5X Fest 2026
4. Marketing Campaigns

Website: www.5xfest.com

Instagram: @5xfest

TikTok: @5xfest



THANK YOU

Panjabi music, art, and culture lives here.