



DIVERSE*city*

**ENTREPRENEUR  
& SMALL BUSINESS**

**F A I R**

**SPONSORSHIP PACKAGE**

**OCTOBER 19, 2022 | SURREY CITY HALL**

A PROGRAM OF:



**DIVERSE*city***  
community resources society

PRESENTING SPONSOR:



**CWB**

Canadian  
Western Bank

# About the Fair

## DIVERSEcity Entrepreneur & Small Business Fair

Launched in 2016 by DIVERSEcity's Immigrant Entrepreneur Program, the DIVERSEcity Entrepreneur & Small Business Fair has helped hundreds of diverse entrepreneurs and small business owners get the knowledge and tools they need to plan, launch and grow their own business.

It is also a competition and celebration! We will be presenting our first annual **DIVERSEcity Business Pitch Competition** for immigrant and BIPOC entrepreneurs — **Dragons' Den style!**

Held during **Small Business Month**, the event has been a great success, with positive feedback from participants and exhibitors, and year-over-year growth in attendance until we paused in 2020 due to the pandemic.



For 2021, we held a modified, hybrid event, **featuring keynote speaker Vikram Vij via Zoom** to a virtual and in-person audience. For 2022, we are planning a full in-person return with tradeshow, speakers and more!

### 2019 in-person fair:

- 300+ participants
- 20+ exhibitors offering information on self-employment
- 4 inspirational speakers
- Awards & celebration

### 2021 hybrid fair:

- 150+ participants
- Limited entrepreneur showcase and select exhibitors
- 2 inspirational speakers via ZOOM
- Awards & celebration





# 2022 Fair Details

**When:** Wednesday, October 19, 2022

**Time:** 3–7 pm

**Where:** Surrey City Hall, 13450 104 Avenue, Surrey, BC

**Free admission**

## HIGHLIGHTS

- Tradeshow of exhibitors offering business and immigrant services
- Immigrant entrepreneur marketplace
- DIVERSEcity Business Pitch Competition for immigrant and BIPOC entrepreneurs — *Dragons' Den* style!
- Keynote speaker who will provide an inspirational talk on starting a small business or becoming self-employed
- Pitch competition awards announcement and celebration to conclude evening

## EVENT MARKETING

Event marketing will include:

- Targeted social media strategy and advertising
- Pre-event and post-event press releases / media advisory
- Videography of exhibitors
- Eventbrite tickets
- Direct engagement with hundreds of DIVERSEcity clients from our entrepreneur programs and other program areas

# The Business Case

## Immigrants are ready for business — *with support*

Canada is a nation of immigrants, and the Lower Mainland and Surrey, BC, are a top destination for newcomers.

Despite the number of immigrants arriving each year, newcomers still face countless barriers to employment, and the pandemic hasn't helped. It's no surprise then that many newcomers turn to self-employment and entrepreneurship after arrival, with higher rates than Canadian-born people.

It's, in fact, a global trend. A 2012 study by Global Entrepreneurship Monitor found that immigrants were more likely to start businesses than native-born populations in most of the 69 countries surveyed. In the United States, where 13.7 per cent of the population is foreign-born, immigrants represent 20.2 per cent of the self-employed workforce and 25 per cent of startup founders.

Why is this the case? Immigrants have the education, skills and risk tolerance to succeed as entrepreneurs. However, they lack information on the local context of doing business. They are also missing established networks and a credit history.

That's why new immigrant entrepreneurs need additional support to plan, launch and grow their business. The **DIVERSEcity Entrepreneur & Small Business Fair** is a great starting point for newcomers and other diverse community members.

**30,380**

permanent residents landed in Metro Vancouver in 2018

**251,600**

Number of newcomer entrepreneurs in 2018, a 22% increase since 2006 (BDC)

**80%**

Of Canada's population growth by 2032 will be accounted for by immigrants (BDC)

	Immigrants	Canadian-born
Private business owners	5.8%	4.8%
Self-employed	10.8%	7.5%

Source: Statistics Canada

# Our Programs

In addition to the DIVERSEcity Entrepreneur & Small Business Fair, our Immigrant Entrepreneur Program offers other regular services to help immigrant entrepreneurs plan, launch and grow their own business.

## Group-based training

- business plan writing circle
- business competency training workshops
- business pitch bootcamp

## One-on-one coaching

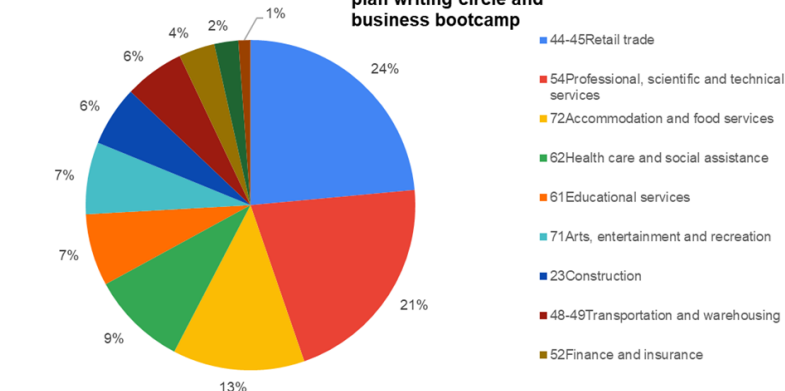
- personalized advice with our self-employment program counsellors

**180+ INDIVIDUALS HELPED BETWEEN NOVEMBER 2020 AND OCTOBER 2021**

**20+ BUSINESSES LAUNCHED   29 BUSINESS PLANS DEVELOPED   68+ PRODUCTS/SERVICE IDEAS DEVELOPED**

### Business Ideas

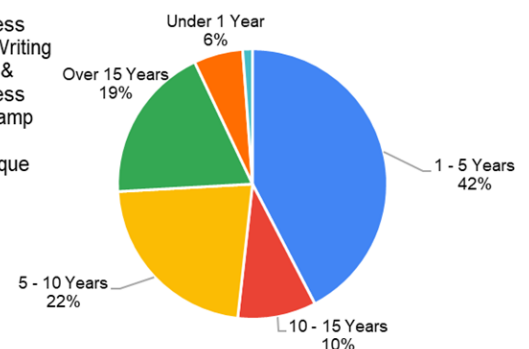
85 unique clients of business plan writing circle and business bootcamp



### Years in Canada

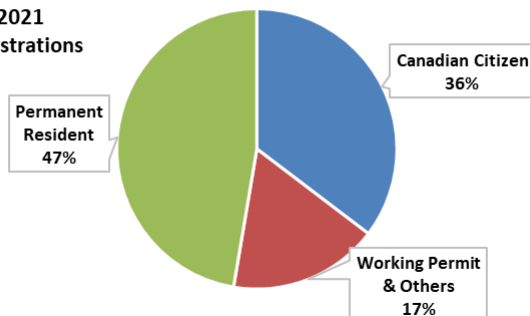
Business Plan Writing Circle & Business Bootcamp

85 unique clients



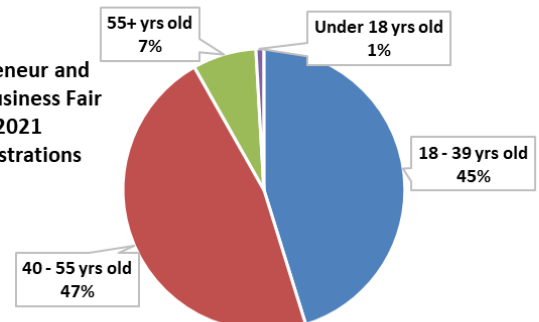
### Immigration Status

Entrepreneur and Small Business Fair  
 Oct 20, 2021  
 219 registrations



### Age Group

Entrepreneur and Small Business Fair  
 Oct 20, 2021  
 219 registrations



# Testimonials

“

“Thanks for your patience and mentorship. DIVERSEcity is truly an inspiration and the push I needed to pursue Woodbarn Studio. Letting me know that the products I made in the past is such an encouragement to me and brought so much positive energy. Winning the grant is icing on the cake! Thank you so much!” — Phoebe Chua, WoodBarn Studio

“I'm amazed by the support that I get from Florence, and DIVERSEcity in general. There are many resources and valuable inputs.” — Immigrant Entrepreneur Client

“Listening and supporting each other. Pushing each other to do better and getting feedback from each other has been invaluable.” — Immigrant Entrepreneur Client

“Truly dedicated staff. They really cared about me and my goal, and made it possible for me to achieve it!”  
— Elango Palani, Organic Villa Food Truck

“You were an integral part of our beginning and I know you will be genuinely happy to hear of our success. Thank you for setting us on the right track and believing in our vision. The Immigrant Entrepreneur Grant gave us the confidence to move forward with our dream, and we hope to pay it forward someday.”

— Pavanie and Janaka, Owners, Clayton Glass

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# The Opportunity

## Fair Sponsorship Opportunities



### **Business Pitch Competition Sponsor — \$3,000 (3 opportunities)**

- Recognition as a Business Pitch Competition Sponsor at the event on all signage
- Recognition with logo on all promotional materials, including DIVERSEcity website, any event-related press releases or articles, and social media channels
- Verbal recognition as a Business Pitch Competition Sponsor by the Master of Ceremonies
- Be part of the onstage judging panel for the business pitch competition
- Presenting one of three winners with financial award and certificate
- Online marketing collateral opportunities: corporate video, article/blog and downloadable brochures on [www.dcrs.ca/entrepreneurfair](http://www.dcrs.ca/entrepreneurfair) and DIVERSEcity News e-newsletter.



### **Featured Exhibitor and Sponsor — \$599**

- Extra large exhibition space in a featured spot by entrances.
- Recognition as a Featured Exhibitor & Sponsor with logo on DIVERSEcity website and social media
- Recognition with logo on promotional materials, including DIVERSEcity website, any event-related press releases or articles, and social media channels
- Opportunity to distribute physical handouts to in-person attendees
- Online marketing opportunities: corporate video and downloadable brochures on [dcrs.ca/entrepreneurfair](http://dcrs.ca/entrepreneurfair)
- Opportunity to be part of the shortlist selection committee for the business pitch competition



### **Exhibitor — \$199 (Non-profit discount available)**

- Exhibition table and chairs
- Recognition as an exhibitor on DIVERSEcity website and social media
- Opportunity to distribute physical handouts or prizes to in-person attendees, network with other exhibitors and be part of the shortlist selection committee for the business pitch competition



### **Door Prize Sponsor — Prize value \$500–1,000**

- Donate a door prize (valued at \$500–1,000) and receive recognition as a Door Prize Sponsor at the registration table, and DIVERSEcity website and social media
- Opportunity to distribute physical handouts to in-person attendees

Have other ideas on how to get involved? Let us create a customized sponsorship package for you! Contact [selfemployment@dcrs.ca](mailto:selfemployment@dcrs.ca) or **604-547-1662** to discuss.



# Sponsorship Form

This is to confirm our sponsorship for the DIVERSEcity Entrepreneur and Small Business Fair.

- ☐ **Business Pitch Competition Sponsorship** \$3,000
- ☐ **Featured Exhibitor & Sponsor** \$599
- ☐ **Exhibitor** \$199    ☐ **Non-Profit Exhibitor Discount**
- ☐ **Door Prize Sponsor** Prize and value: \_\_\_\_\_

**Organization Name:** \_\_\_\_\_

**Contact Person Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**If applicable:**

Business Pitch Competition Shortlist Selection Committee Member (meeting in first week of October):

\_\_\_\_\_

Business Pitch Competition Onstage Judging Panelist (on October 19): \_\_\_\_\_

**Please include the following items with your form:**

- High resolution logo in JPG or PNG file
- Short blurb about your organization
- Your website URL and social media handles

**Payment:** Payment is due upon receipt of invoice.

Email your completed form to [selfemployment@dcrs.ca](mailto:selfemployment@dcrs.ca).

[DCRS.CA/ENTREPRENEURFAIR](http://DCRS.CA/ENTREPRENEURFAIR)





# About DIVERSEcity

At **DIVERSEcity Community Resources Society**, we help newcomers and other diverse communities build the life they want in Canada. Our free, multilingual programs and services in settlement, language, employment, mental health and counselling provide them with a foundation of information, skills and connections for their journey toward success and belonging.

Our social enterprises — Interpretation and Translation Services, Skills Training Centre and Language Testing Centre — support this work, too.

As a registered charity in Surrey and the Lower Mainland with a 42+ year history, we value the strengths in our differences, and our message is clear — everyone belongs here.



**LEARN MORE ABOUT US AT [DCRS.CA](https://dcrs.ca).**

**FOLLOW US ON SOCIAL MEDIA!**  
**@DIVERSECITYBC**

**[DCRS.CA/ENTREPRENEURFAIR](https://dcrs.ca/entrepreneurfair)**