



DIVERSE*city*

ENTREPRENEUR
& **SMALL BUSINESS**
FAIR

Sponsorship Package

October 18, 2023 | Surrey, BC

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





Be a part of our seventh annual **DIVERSEcity Entrepreneur & Small Business Fair!**

When: Wednesday, October 18, 2023

Time: 3–7 pm

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

A PROGRAM OF:



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About the Fair

Launched in 2016 by DIVERSEcity's self-employment programs, 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.

Held during **Small Business Week** in October, the event has been a great success, with positive feedback from participants and exhibitors, and year-over-year growth in attendance.



2023 Fair Overview

Highlights

- Tradeshow of exhibitors offering business, government and immigrant services
- 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
- Local entrepreneur marketplace
- Pitch competition awards announcement and celebration

Event Marketing

- Targeted social media strategy and digital advertising
- Targeted e-newsletters
- Pre-event and post-event media advisory and press release
- Eventbrite ticket promotion and online event calendars
- Direct engagement with hundreds of stakeholders and DIVERSEcity clients from our entrepreneur programs and other program areas



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2022 Event Highlights



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2022 Event Highlights

- 300+ attendees
- 30 marketplace entrepreneurs
- 10+ tradeshow exhibitors
- Successful launch of new DIVERSEcity Business Pitch Competition
- Inspirational speakers and video
- Food truck, awards and celebration



- Surrey Mayor Brenda Locke showed her support



- Keynote speaker Avi Arya on “How to be a Fearless Entrepreneur”

- Entrepreneur and pitch awards presentations



“A true culmination and celebration of the work DIVERSEcity does in supporting immigrant, BIPOC and women entrepreneurs through its award-winning self-employment programs.”

— Sonia Parmar, Treasurer, DIVERSEcity



“It’s all about providing entrepreneurs with the right tools to plan, launch and grow their business.”

Business Pitch Competition

- Onstage live business pitches in front of panel of judges
- Prizes up to \$2,000
- 4 winners were announced

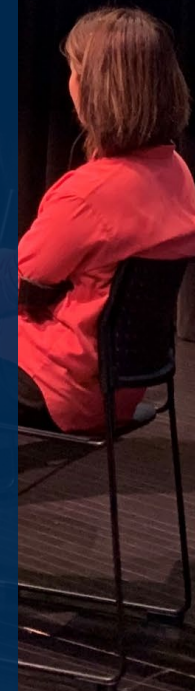
“One of the hardest parts about being an entrepreneur is being vulnerable [...] — especially on a stage facing a room of people watching you! This award is definitely motivating me to continue growing Kasih Kit and making mental health support as friendly and accessible as possible.”

– Yusa Masud, first place winner



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Women of the World



The Business Case

Immigrants are ready for business – *with some support!*

- 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.
- More and more newcomers arrive in BC every day, yet they still face countless barriers to employment. It's no surprise then that many turn to self-employment arrival, with higher rates than Canadian-born people.
- BIPOC and women entrepreneurs face added barriers in starting their own businesses, including access to funding. Yet they are both growing demographics in self-employment.



What the Statistics Say



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)



10.8% vs 7.5%

More immigrants are self-employed than Canadian-born people (Statistics Canada)

It's a Global Trend ...

Studies say ...

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.

Across the border

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.

DIVERSEcity's Programs

Our **Diverse Entrepreneurs Business Incubator** program by **Canadian Western Bank** supports immigrant and BIPOC entrepreneurs to plan, launch and grow their own business

- An 18+ week self-employment training program, networking and support system, and business incubation platform
- Includes Business Plan Writing Circles, Business Startup Bootcamp including a chance to present business pitches *Dragons' Den* style, and one-on-one support

As the funder of the Diverse Entrepreneurs Business Incubator program, Canadian Western Bank will be recognized as the Honorary Sponsor at the 2023 Entrepreneur and Small Business Fair.



The graphic features a circular inset showing three diverse individuals (two men and one woman) smiling and looking at a laptop. The background is white with blue and purple accents. The DIVERSEcity logo is in the top left. A blue circle with 'FREE' and a purple circle with 'PLAN LAUNCH GROW' are prominent. The text 'FOR BIPOC & IMMIGRANTS' is in a blue circle. The main title 'Diverse Entrepreneurs Business Incubator' is in a blue box, followed by 'Presented by CWB'. A section titled 'Want to start your own small business?' describes the program. A 'REGISTER' box contains contact information. A photo of a woman holding a sign that says 'OPEN' is shown. The 'FUNDING BY:' section features the Canadian Western Bank logo. Social media icons for Facebook, Twitter, and LinkedIn are at the bottom.

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Everyone Belongs Here

FREE
FOR BIPOC & IMMIGRANTS

PLAN LAUNCH GROW

Diverse Entrepreneurs Business Incubator
Presented by CWB

Want to start your own small business?
If you're an immigrant or BIPOC emerging entrepreneur, we'll guide your small business journey! The Diverse Entrepreneurs Business Incubator, presented by Canadian Western Bank (CWB) is an 18+ week self-employment training program, networking and support system, and business incubation platform rolled into one.

REGISTER

604-547-1662
selfemployment@dcrs.ca
dcrs.ca/selfemployment

1 Business Plan Writing Circle

- Explore business ideas and define your products or services
- Identify your target customers and do market research and competitor analysis
- Learn how to write a business plan and develop marketing, sales, operational and financial plans, including cash-flow projections
- Learn about business structures and the business registration process

2 Business Startup Bootcamp

- Present your business pitch, *Dragons' Den* style
- Start creating business operation processes, such as product development, branding, marketing, sales, customer service, production, logistics and accounting procedures
- Start selling at local marketplaces or online!

3 One-on-One Support

- Get personalized, ongoing support from our self-employment specialists
- Receive ongoing support from other entrepreneurs through Immipreneur Network or Infinity Womenpreneurs

FUNDING BY:

CWB Canadian Western Bank

VISIT US AT [DCRS.CA](https://dcrs.ca) | FOLLOW US @DIVERSECITYBC

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DIVERSEcity Self-Employment Programs 2021–2022

100+

**Individuals helped by
Diverse Entrepreneurs
Business Incubator
and prior self-
employment programs
in 2021–2022**

65+

**Business
plans written**

55+

**Businesses
launched**



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What our Participants Say ...

Achievement

“I learned a lot in the program from social media marketing and sales, to financial, legal and operational aspects. Florence is an ocean of knowledge and works so hard, which is an inspiration for us to do our part (we need that push!).”

— Jhansi, Pamji Candles

Motivation

“I am so grateful to have taken this journey with DIVERSEcity, to have learned how to push myself as a small business owner. I have found confidence, inspiration and motivation to continue this joyful business dream.”

— Deborah, Westcoast Monkey Works

Support

“I thank DIVERSEcity for opening doors for an immigrant like myself and helping and supporting startups and small businesses.”

— Rhona, Hablon Style & Hues

Fair Sponsorship Opportunities

1

Presenting Sponsor – \$12,000

- Exclusive presenting sponsor recognition
- Logo as part of all event logo and all promotional materials, including DIVERSEcity website, any event-related press releases or articles, and social media channels
- Speaking opportunity for organization representative
- Opportunity to show video and/or highlight programs
- Featured exhibition table at event
- Be part of the onstage judging panel for the business pitch competition
- Presenting one of three winners with financial award and certificate
- Logo recognition of all event signage and posters
- Online marketing collateral opportunities: corporate video, article/blog and downloadable brochures on www.dcrs.ca/entrepreneurfair and DIVERSEcity News e-newsletter.

Fair Sponsorship Opportunities

2

Platinum Sponsor – \$5,000

- *All benefits from Gold and Silver Sponsor package, plus:*
- Opportunity to serve as the moderator of the Business Pitch Competition
- Opportunity to share a video at event and on our website
- Additional, exclusive marketing collateral opportunities on website, newsletter and social media.

3

Gold Sponsor – \$3,000

- *All benefits from Silver Award Sponsor package, plus:*
- Opportunity to present three-minute speech at event or be a member of a speakers' panel
- Presenting one of three winners with financial award and certificate
- Q & A article/blog about your organization on website, newsletter and social media

4

Silver Sponsor – \$1,500

- Recognition as a Silver Sponsor at the event on all print and digital 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 sponsor by the Master of Ceremonies
- Opportunity to take part in the Fair's Business Pitch Competition onstage judging panel

Fair Sponsorship Opportunities

5

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
- Opportunity to be part of the shortlist selection committee for the business pitch competition

6

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

Fair Sponsorship Opportunities

7

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 or 604-547-1662 to discuss.

Ready to register as a sponsor? Scan the QR Code or [click here to fill out the registration form online.](#)





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, employment, language, community engagement, mental health and violence prevention provide them with a foundation of information, skills and connections for their journey toward success, wellbeing 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 44+ 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](https://www.instagram.com/diversecitybc)

