



DIVERSECITY

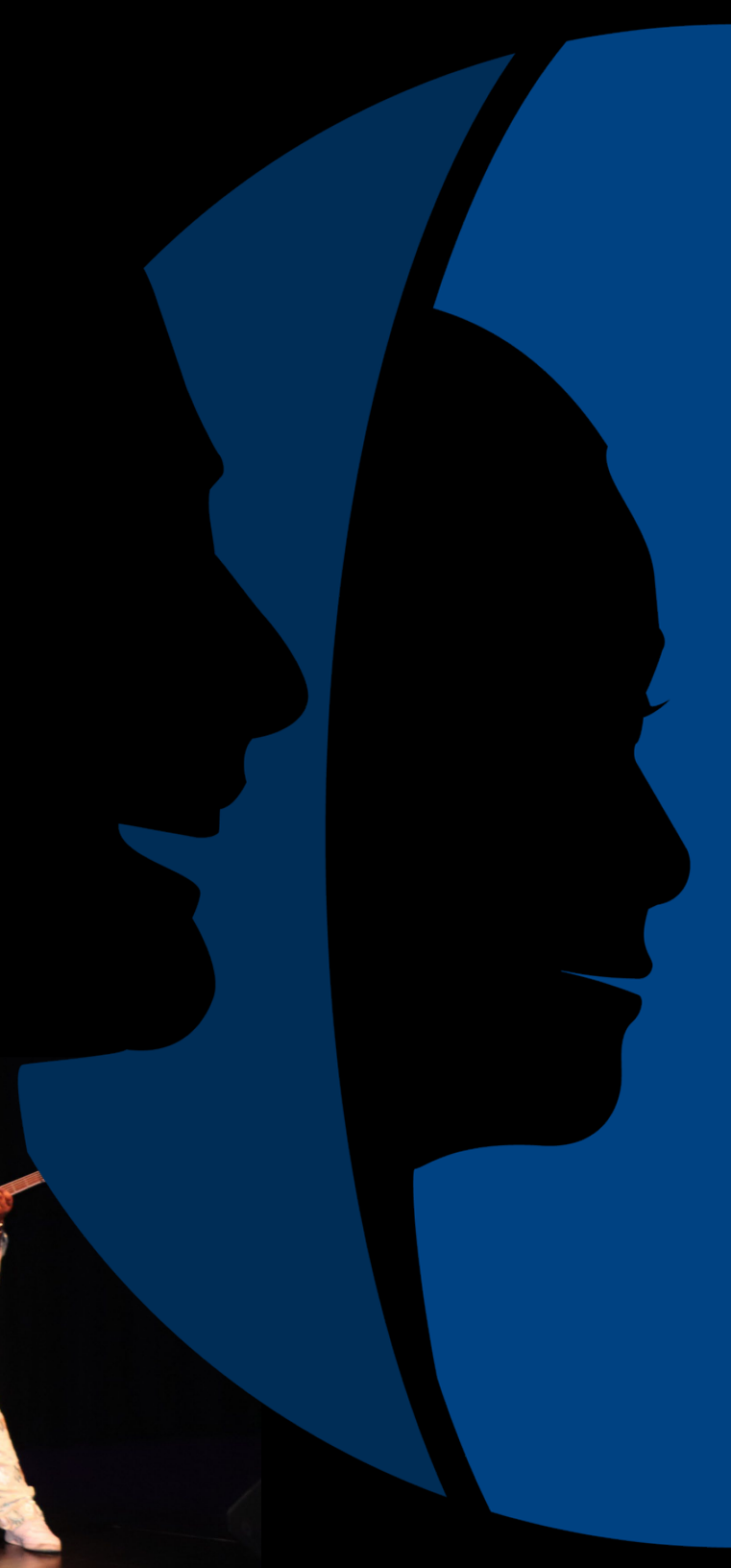
BLACK
iN BC

CELEBRATING BLACK EXCELLENCE

Sponsorship Package

February 1, 2024 | Surrey, BC

DCRS.CA/BLACKINBC





Be a part of DIVERSEcity's second annual
Black in BC:
Celebrating Black Excellence event
to kick off Black History Month 2024!

When: Thursday, February 1, 2024

Time: 3–7 pm

Where: Surrey Arts Centre, 13750 88 Avenue, Surrey, BC

A PROGRAM OF:



DIVERSE*city*
community resources society



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About Black in BC

Launched in 2023 by DIVERSEcity Community Resources Society with support from the Surrey Local Immigration Partnership (LIP), the empowering Black in BC event connects Black professionals, entrepreneurs, leaders and youth, along with individual and organizational allies to:

- Celebrate the achievements, cultures and contributions of Black Canadians
- Recognize and honour Black history in Canada
- Inspire dialogue, learning and support for Black achievement
- Advance equity and excellence for Black British Columbians including new immigrants and refugees

Last year's event had a spectacular turnout with engaged attendees commenting on the necessity of such functions during **Black History Month**.





2024 Event & Marketing Overview

Highlights

- Tradeshow of exhibitors from partner organizations and showcase of Black-owned businesses in BC
- DIVERSEtalks panel discussion on related “topic”
- Inspiring keynote speaker who will provide a talk on Black achievement
- Informational exhibitions on African diaspora and influential Black Canadians
- Musical and dance entertainment by local Black artists
- Catering featuring African cuisine

Event Marketing

- Targeted social media strategy and digital advertising pre- and post-event on DIVERSEcity’s platforms with 5k+ followers
- Event posters in community locations
- Pre-event and post-event media advisory and press release
- Eventbrite ticket promotion and online event calendars
- Outreach and direct engagement with hundreds of DIVERSEcity clients and community partners



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2023 Event Highlights





2023 Event Highlights

- 200+ attendees
- 20+ tradeshow exhibitors
- 40 youth volunteers
- Live musical entertainment and African dance performance
- DIVERSEtalks panel discussion
- Inspirational keynote speaker
- Ethiopian and Caribbean food



Surrey Mayor Brenda Locke spoke at the event



Dance performances by the Indangamirwa Traditional Dance Group



Keynote speaker Jacky Essombe on "Acknowledging the Invisible Success"



DIVERSEtalks panel discussion on "Supporting Black Excellence for an Equitable, Empowered Future"

“As a Surrey-based organization led and governed by a BIPOC team, this was a dream come true to use our lived experience, insights and platform to elevate and give space to the Black community.”

— Neelam Sahota, CEO, DIVERSEcity





The Business Case

Be an organizational ally to the Black community by supporting this important event during Black History Month

Statistics show that the Black population in BC is growing fast. Although the process of transition can be challenging for newcomers in the community, the more connections formed, the greater resilience and success can be achieved

However Black Canadians, both newcomers and those who have long roots in BC, continue to face discrimination and systemic barriers in their daily lives.

This event puts a spotlight on the world of excellence being paved by Black Canadians and the need for systemic change and strategies for empowering the Black community in BC with information, support and access.





Why Partner With Us?

Social purpose in business

It's well-known that incorporating social purpose or corporate responsibility into your company is beneficial for business. Doing good in the community inspires customer and employee engagement, improving your reputation, sustainability and bottom line. But, once you've identified the strategic value of supporting the community, what are the next steps to turn ideas into action?

Collaborating with a community leader in social services can ensure you're making meaningful, impactful moves. As a registered charity, DIVERSEcity Community Resources Society can be your bridge to social purpose.

DIVERSEcity empowers diverse communities through programs and services in employment, language, settlement, community engagement, mental health, substance use and gender-based violence. Recognizing the ever-growing needs among immigrants, refugees, BIPOC, Indigenous Peoples and underserved populations in the community, we are a leader in creating equity-advancing, innovative opportunities and events.



*We invite you to partner
with us.*

What Statistics Say



61,760

Black British Columbians
in 2021.

66% were in the Greater
Vancouver area.

(Source: Statistics Canada)



9,455

Surrey stands out as the
city with the largest
Black population in BC.

(Source: Statistics Canada, CBC)



170+

Different countries of
origin for Black
immigrants in Canada.

(Source: Statistics Canada)



Growing Demographics

Locally ...

The Black community in Metro Vancouver is growing quickly, with a 38% increase from 29,830 in 2016 to 41,180 in 2021. At the same time, the African immigrant population in the region rose significantly by 70%.

(Source: CBC)

Across Canada ...

Over the last five years, the Black population grew by 29%, totalling more than 1.5 million individuals today. The number of African-born residents also jumped by 29% from 637,485 in 2016 to 821,735 in 2021.

Black Excellence Highlights



More likely to hold a bachelor's degree or higher

In 2021, Black Canadians aged 25 to 54 were more likely to have a bachelor's degree or higher (41.1%) compared to non-visible minority individuals in the same age group.



Contributions to the scientific community

In 2016, there were 71,365 Black Canadians (25 years and older) who held a postsecondary certificate, diploma or degree in STEM.

(Source: Statistics Canada)



Sponsorship Opportunities

1

Presenting Sponsor – \$12,000

- Exclusive presenting sponsor recognition
- Logo as part of all event logo and promotional materials
- Digital recognition with logo and linked description on website and social media channels
- Featured on any event-related press releases or articles
- Speaking opportunity for organization representative
- Opportunity to show video and/or highlight programs
- Featured exhibition table at event
- Opportunity to offer swag bags and handouts
- Logo recognition of all event signage and posters
- Featured story in published post-event resource guide
- Online marketing collateral opportunities: corporate video, article/blog and downloadable brochures on www.dcrs.ca/BlackinBC and story on DIVERSEcity e-newsletter and dcrs.ca.



Sponsorship Opportunities

2

Platinum Sponsor – \$8,000

- All benefits from Gold and Silver Sponsor package, plus:
- Opportunity for a welcome speaking opportunity
- Opportunity to have a representative on the panel for the DIVERSEtalks presentation
- Story in published post-event resource guide

3

Gold Sponsor – \$6,000

- All benefits from Silver Sponsor package, plus:
- Featured exhibition table at event
- Opportunity to show video and/or highlight programs
- Online marketing collateral opportunities: corporate video, article/blog and downloadable brochures on www.dcrs.ca/entrepreneurfair and DIVERSEcity e-newsletter and dcrs.ca.

4

Silver Sponsor – \$3,000

- Exhibition table at event
- 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



Sponsorship Opportunities

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Award Sponsor– \$1,000

- Recognition as an Award 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 hand out three achievement awards
- Opportunity to distribute physical handouts to in-person attendees

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Community Sponsor– \$500

- Recognition as a Community 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



Other Sponsorship Opportunities

At DIVERSEcity, we value our stakeholders and partners, and view sponsorships as more than just one event at a time. Let's talk about integrated strategies across our signature events and channels. Let's look at ways to collaborate further through programming, workshops, curated content campaigns and publications. *We also want to hear your ideas!* Here are some other opportunities as a start:

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DIVERSEcity X Minerva Women's Leadership Forum

On International Women's Day, March 8, 2024, at Anvil Centre, New Westminster

- Become a Presenting Sponsor or Platinum (\$8,000), Gold (\$5,000) or Silver (\$1,000) sponsor of this four-hour women's empowerment conference for 150+ attendees
- Speaking and panel opportunities available

[Learn more here](#)

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DIVERSEtalks: Conversations for Change

Virtual and in-person series of stakeholder dialogues

- Become a sponsored panellist and position your organization as a thought leader

[Learn more at dcrs.ca/diversetalks](https://dcrs.ca/diversetalks)

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Sponsored Content, Workshops & More

- Let's discuss opportunities to partner on workshops, and articles and content shared on dcrs.ca, getintheknow.ca and with our 5K+ social media followers



**Ready to sponsor or have other ideas on how to
customize your involvement?**

**Contact npaterson@dcrs.ca or 604-761-0653 to
discuss.**



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 45-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://www.dcrs.ca).

**FOLLOW US ON SOCIAL MEDIA!
[@DIVERSECITYBC](https://www.instagram.com/diversecitybc)**

