



DIVERSE*city*

ENTREPRENEUR

& **SMALL BUSINESS**

FAIR

Sponsorship Package

October 17, 2024 | Surrey, BC

DCRS.CA/ENTREPRENEURFAIR





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

When: Thursday, October 17, 2024

Time: 3–7 pm

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

A PROGRAM OF:





Contents

About the Fair

2024 Fair Overview

2023 Event Highlights

The Business Case

DIVERSEcity's Programs

Fair Sponsorship Opportunities



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





2024 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



DIVERSEcity
ENTREPRENEUR
& **SMALL BUSINESS**
FAIR

2023 Event Highlights



DIVERSEcity
community resources society





DIVERSEcity ENTREPRENEUR & SMALL BUSINESS FAIR

2023 Event Highlights

- 300+ attendees
- 30 marketplace entrepreneurs
- 10+ tradeshow exhibitors
- DIVERSEcity Business Pitch Competition, including Best Business Idea Award, Francophone Business Award and Best Business Implementation Award
- Inspirational speakers and video
- Awards and celebration



- Surrey Mayor Brenda Locke showed her support



- DIVERSEtalks panel discussion

- Business pitch awards presentations





“It’s been amazing to see how this event has evolved over the last seven years, while making an impact in the local entrepreneurial community. Small businesses are the backbone of the local economy, and it’s important to support and encourage immigrant, BIPOC and women entrepreneurs with the right tools and information to succeed.”

— Garrison Duke, Chief Operating Officer, DIVERSEcity

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 women of the collective, P.O.P. Victoria Snack Mixes, shared the inspiring story of P.O.P., which brought together five women from different parts of the world, building on each of their individual passions and strengths, to create their designer popcorn. “P.O.P. stands for power of passion. This business allows us to follow our dreams,” she said.

– Wingie Yam, P.O.P. Victoria Snack Mixes, Best Business Implementation Award winner



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 supported by **TD Bank** helps immigrant and BIPOC entrepreneurs to plan, launch and grow their own business

- A 24+ 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



Diverse Entrepreneurs Business Incubator

Plan, launch and grow your small business or side hustle with our innovative self-employment program!

FREE PLAN LAUNCH GROW
SCAN TO REGISTER

If you're an immigrant or BIPOC aspiring entrepreneur, we'll guide your entrepreneurial journey.

Let us help you navigate the small business landscape with our free, 24+ week self-employment training program, networking hub and business incubation platform rolled into one.

Our award-winning program has three parts:

1. Business Plan Writing Circle (explore and plan your business idea in weeks 1-12)
2. Business Startup Bootcamp (put your business planning into action in weeks 13-24)
3. One-on-One Support (get ongoing personalized guidance as you launch your business)

Get all the details and register at dcrs.ca/selfemployment!

COHORT 1	COHORT 2	COHORT 3
Saturdays, 10 am - 1 pm, starting June 8, 2024, at DIVERSEcity (13455 76 Avenue, Surrey, BC)	Tuesdays, 5-7 pm, starting June 11, 2024, at Beta Collective Burnaby	Thursdays, 5-6 pm, starting June 20, 2024 Online & tailored for individuals with basic business plans or existing businesses

✉ SELFEMPLOYMENT@DCRS.CA
🌐 DCRS.CA/SELFEMPLOYMENT
@DIVERSECITYBC

SUPPORTED BY **TD TD READY COMMITMENT**



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**



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



DIVERSE*city*
community resources society

Fair Sponsorship Opportunities

1

Business Pitch Competition Platinum Award Sponsor – \$5,000

- All benefits from Gold and Silver Award Sponsor package, plus:
- Opportunity to serve as Welcome speaker, DIVERSEtalks panellist or Pitch Competition moderator
- Online marketing collateral opportunities: corporate video, article/blog and downloadable brochures on www.dcrs.ca/entrepreneurfair and DIVERSEcity News e-newsletter.

2

Business Pitch Competition Gold Award Sponsor – \$3,000

- All benefits from Silver Award Sponsor package, plus:
- Be part of the judging panel for the business pitch competition
- Presenting one of three winners with financial award and certificate
- Opportunity to show video and/or highlight programs

3

Business Pitch Competition Silver Award Sponsor – \$1,500

- 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 Award Sponsor by the Master of Ceremonies

*Final award amount to be determined by sponsorship funding.

Fair Sponsorship Opportunities

4

Featured Exhibitor and Sponsor – \$599

- Extra large exhibition space in a featured spot by entrances.
- Recognition 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 be part of the shortlist selection committee for the business pitch competition

5

Exhibitor – \$199 (Non-profit discount available)

- Exhibition table and chairs
- Listing as an exhibitor on DIVERSEcity website

Fair Sponsorship Opportunities

6

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**, strengthening communities starts with helping people build the life they want.

We listen with open hearts and minds to connect you to inclusive, innovative and culturally safe programs and services as you navigate your life in Canada.

From resources for your education and employment goals, to your health and wellbeing, we are here to support you and your family in your journey.

As a registered charity in British Columbia since 1978, we work together with Indigenous and community partners to elevate voices and advance change for an equitable and sustainable world. For people. For communities.

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

FOLLOW US ON SOCIAL MEDIA!

@DIVERSECITYBC

