



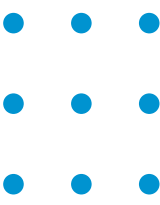
DIVERSE*city*  
**ENTREPRENEUR**  
& **SMALL BUSINESS**  
**FAIR**

PLAN ● LAUNCH ● GROW

## Sponsorship Package

October 22, 2025, 3–7 pm  
Surrey, BC





# Be a part of our 8th annual Entrepreneur & Small Business Fair!

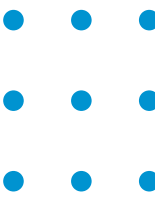
Launched in 2016, the DIVERSEcity Entrepreneur & Small Business Fair has helped hundreds of diverse entrepreneurs and small business owners get the knowledge and tools they need to plan, launch and grow their own business.

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.

The event, with presenting sponsor TD Bank, includes an extensive tradeshow, entrepreneur marketplace, speakers and a live business pitch competition, Dragons' Den style.

Do you want to share your services, expertise, business or your own entrepreneurial success with this dynamic, engaged audience? Join us on October 22, 2025 in Surrey, BC!





# 2025 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

## 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

A PROGRAM OF:



# DIVERSEcity ENTREPRENEUR & SMALL BUSINESS FAIR

## 2024 Fair Highlights

- 400+ engaged attendees
- Bustling tradeshow with 40 marketplace entrepreneurs and 12+ exhibitors
- Inspirational speakers panel and video
- Photo booth and giveaways
- Live DIVERSEcity Business Pitch Competition
- Awards presentation and celebration





# FAIR Sponsorship Benefits

Showcase your brand as a Platinum, Gold or Silver Sponsor!

Sponsorship Benefits	Exhibitor \$300	Silver \$1,000	Gold \$3,000	Platinum \$5,000
• Exhibition table	✓	✓	✓	✓
• Recognition as a sponsor with logo on DIVERSEcity website, marketing flyer and event signage (print and digital)		✓	✓	✓
• Be part of the shortlist selection committee for the Business Pitch Competition		✓	✓	✓
• Featured exhibition table at the event in priority location			✓	✓
• Verbal recognition as a sponsor by the Master of Ceremonies			✓	✓
• One dedicated sponsor social media post (20K following)			✓	✓
• Be part of the judging panel (Dragons' Den) for the Business Pitch Competition and present an award			✓	✓
• Showcase your expertise as a panelist in the DIVERSEtalks panel discussion or moderator of Business Pitch Competition awards				✓
• Inclusion in all press releases, stories on website and newsletters, and social media (20K following), pre- and post-event				✓
• Opportunity for a Welcome speaking opportunity and/or video				✓



# The Business Case

## Why support diverse entrepreneurship?

- Statistics show diverse populations including women, immigrants and BIPOC Canadians are becoming self-employed at higher rates than others.
- 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.
- 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.

**251,600**

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

**10.8% vs 7.5%**

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



**“For diverse, BIPOC, women and immigrant entrepreneurs, the entrepreneurial journey is appealing, and statistics consistently back this up. BC has more small businesses per capita than any other province, and 98 per cent of all BC businesses are small businesses.”**

— Neelam Sahota, CEO,  
**DIVERSEcity**

# Our Purpose

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 people to inclusive, innovative and culturally safe programs and services as they navigate their life in Canada. As a registered charity in British Columbia since 1978, we work together with Indigenous, community and business partners to elevate voices and advance change for an equitable and sustainable world. For people. For communities.

**Our Diverse Entrepreneurs Business Incubator program supported by TD Bank helps immigrant and BIPOC entrepreneurs to plan, launch and grow their own business.**

- 24+ week self-employment training program, networking and support system, and business incubation platform
- Includes one-on-one support, business plan writing circles, and business startup bootcamp including a chance to present business pitches Dragons' Den style
- Includes participation in the Entrepreneur & Small Business Fair



**“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**

# Why Partner with Us?

It's well-known that incorporating social purpose or corporate responsibility into your company is beneficial for business. Showing your organization's support for diversity, inclusion and wellbeing in the community inspires customer engagement, improves your brand reputation and boosts your bottom line.

Once you've identified the strategic value of supporting the community, registered charity DIVERSEcity can help you turn your ideas into action.

We can help you identify profile-building opportunities that align with your corporate values and community priorities, such as diversity, inclusion, social justice, newcomer integration, entrepreneurship and women's empowerment.

Collaborating with a community leader in social services can ensure you're making meaningful, impactful moves. As a 45-year-old community builder, DIVERSEcity is a leader in creating equity-advancing, innovative opportunities and events, and has the history and expertise to be your bridge to social purpose.



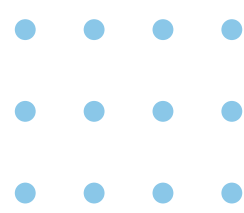
**Neelam Sahota**  
Chief Executive Officer



**Ian Robinson**  
Chief Financial Officer



# Ready to Partner with Us?



Are you ready to be part of our Entrepreneur & Small Business Fair? Or want your brand to be woven into other DIVERSEcity's Signature Events, too, including our Awards of Impact, Black Brilliance in BC and Women's Leadership Forum?

Become a DIVERSEcity partner and:

- Integrate your brand into empowering community events
- Increase your brand awareness in the community
- Demonstrate your corporate social responsibility and social purpose values
- Reach the growing diverse and immigrant demographics in Surrey and the Lower Mainland
- Network with decision makers and dignitaries
- Give back to the community!

Participate in more than one event and we can tailor a sponsorship package right for you.  
Let's connect!

**Florence Kao**  
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Scan the QR  
Code or click  
here to fill  
out the  
sponsorship  
registration  
form.





Our work takes place on the ancestral, traditional and unceded territories of the SEMYOME (Semiahmoo), q̓ícəy̓ (Katzie), kʷikʷə́ləm (Kwikwetlem), q̓ʷa:n̓ə́n̓ (Kwantlen), qiqéyt (Qayqayt), xʷməθkʷəy̓əm (Musqueam) and s̓cəwaθən məsteyəxʷ (Tsawwassen) First Nations. The knowledge and traditions of these communities are significant in providing context to the work we do, and DIVERSEcity recognizes the importance that reconciliation has in building connected, stronger and healthier communities.

For People.

For Communities.

