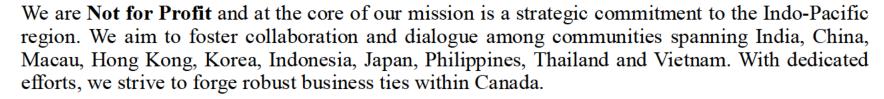


DiverseBC '2025'



ABOUT US

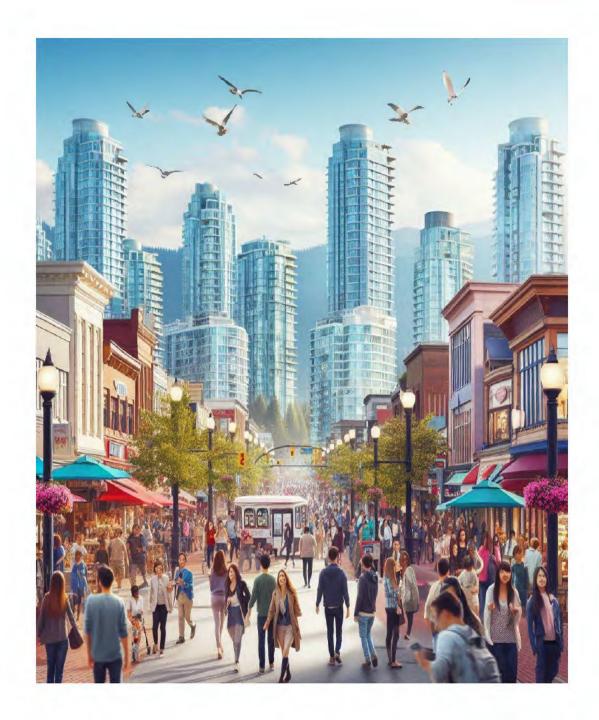


At the core of our mission is the focus on **immigrant entrepreneurs** and **small businesses** seeking opportunities in BC and Canada, as well as those looking to expand and export their ideas/products to Indo-Pacific countries. We strive to connect these individuals and businesses with our network, acting as a single point of contact to refer them to our members who are established businesses operating in BC.

Furthermore, we are committed to **providing training and education** to support the growth and **settlement of immigrant entrepreneurs** and **small businesses** in BC. For example, we plan to offer **skilled trade** and other **educational programs** to prepare individuals for job opportunities within our member and partner organizations.

Additionally, for small businesses, we aim to provide education on topics such as applying for, registering, and safeguarding intellectual property rights, as well as corporate commercial issues and mergers and acquisitions to facilitate their expansion beyond Canada.





City of Burnaby in collaboration with the Province of BC and Indo-Pacific Foundation of Canada, excited to celebrate first ever BC Day celebration in Burnaby the form of "DiverseBC' Festival.

The objective of the Diverse BC Festival is to create an annual event that highlights Burnaby as a premier multicultural destination, showcasing its rich cultural diversity and vibrant community spirit, similar to how Germany is known for Oktoberfest, Spain for the Tomatina Festival, and Macy's Thanksgiving Carnival in the United States.

These iconic celebrations draw global attention and visitors, positioning their host cities as must-visit destinations for unique cultural experiences.

Executive Summary

Diverse BC is a vibrant celebration of multiculturalism, marking the first-ever BC Day festival that unites the diverse immigrant communities of British Columbia. This exciting event will feature 15 teams representing various cultural backgrounds competing in a series of dynamic activities, including a Carnival Parade, a showcase of talents in BC's Got Talent, and a dazzling Cultural Fashion Show. Celebrity judges and live audience voting through platforms like Slido, Google Forms, or SurveyMonkey will determine which community takes home the prestigious Diverse BC Cup.

The event, set for August 4, 2025, at Central Park in Burnaby, is anticipated to attract over 20,000 attendees, with participation from cities like Vancouver, North Vancouver, New Westminster, Surrey, Delta, and beyond. Each team will proudly present their unique heritage and traditions, sparking friendly competition and fostering unity across cultural lines. Teams from countries such as China, India, the Philippines, First Nations, Korea, Latin America, Vietnam, Sri Lanka, and Africa will come together to showcase their best talents and cultural pride.

Diverse BC is more than just a competition—it's a celebration of British Columbia's rich cultural diversity and an opportunity to strengthen community bonds. Don't miss this landmark event that promises to be a spectacular display of inclusivity, creativity, and unity, bringing people together to honor the beauty of diversity in the province.



Positive Impact on Businesses

Local Businesses: The influx of festival attendees will drive higher foot traffic to nearby shops, restaurants, and cafes, leading to increased sales and brand exposure.

Tourism Revenue: Due to its international flavour, the festival will attract visitors from outside Canada, boosting revenue for hotels, transportation services, and other tourism-related businesses.

Job Creation: The event will generate temporary jobs and volunteer opportunities, providing economic benefits to the community.

Vendor Opportunities: Businesses can participate as vendors, showcasing their products and services to a broad audience, leading to potential new customer acquisition.

Business Networking: The festival can facilitate networking opportunities among local businesses and those from diverse cultural backgrounds, fostering partnerships and collaborations.

Cultural Highlight: The festival positions **Burnaby** as a cultural hub, showcasing its rich diversity and attracting visitors interested in unique cultural experiences.



Unite, Compete, Celebrate!



Festival Overview

Multicultural Carnival Walk



Diverse Fashion Show



Cultural Song and Dance Performances



BC's Got Talent Show



Drone Show



Multicultural Carnival Walk

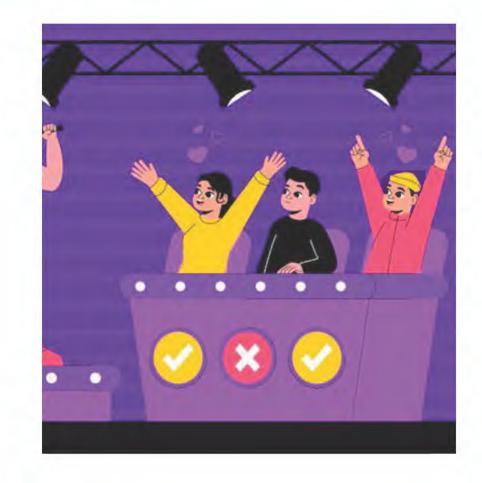
Features of the Carnival Walk:

- Parade: A vibrant parade featuring participants in traditional attire representing first Nations and different Indo-Pacific countries.
- Cultural Floats: Beautifully decorated floats representing the cultural heritage and traditions of First Nations and diverse communities.
- Music and Dance: Live music and dance performances along the parade route to entertain and engage spectators.

BC's Got Talent Show

- Talent Showcase: Performers from different communities including First Nations will showcase their talents in singing, dancing, and unique cultural acts.
- Judging Panel: A panel of local celebrities and community leaders will judge the performances, with prizes for the top acts.
- Audience Participation: Attendees will have the opportunity to vote for their favorite performances, fostering a sense of community involvement.

Title "BC's Got Talent" used for reference purpose only. We can find a new suitable title.



Diverse Fashion Show

- Fashion Showcase: Models will display traditional and contemporary fashion from Indo-Pacific designers, highlighting the unique styles and trends of the region.
- Designer Spotlight: Interviews and presentations by designers to discuss the inspiration and cultural significance behind their collections.
- Interactive Segment: Attendees can participate in mini-workshops on traditional clothing and accessories from different Indo-Pacific cultures.



Food Trucks and Arts/Crafts Stalls

- Each country-specific pavilion, including the First Nations stall, will feature 2-3 food trucks serving authentic cuisine, as well as arts and crafts stalls showcasing traditional handicrafts.
- Food trucks will offer a delectable array of dishes, from savory street food to sweet delicacies, providing a culinary journey through each country's cuisine.
- Arts and crafts stalls will showcase handcrafted items such as pottery, textiles, jewelry, and artwork, allowing visitors to purchase unique souvenirs and gifts.



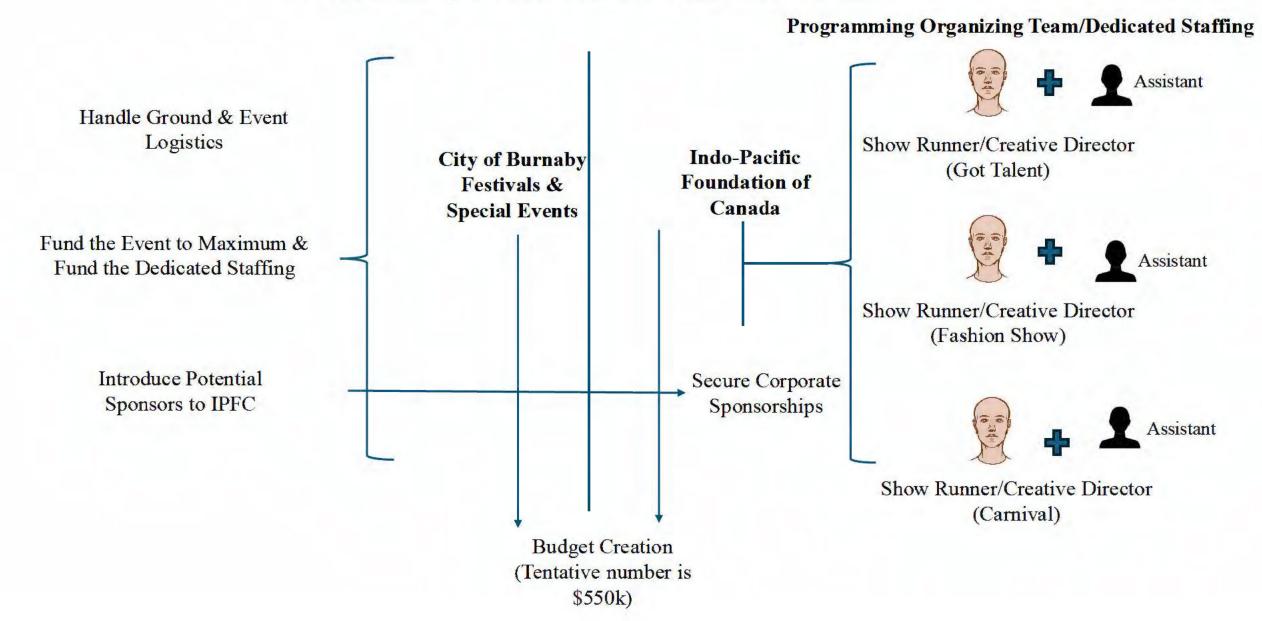
Drone Show





Proposed Role(s) & Responsibilities:

City of Burnaby vis Indo-Pacific Foundation of Canada



Proposed Role(s) & Responsibilities-Explained. Continue

Role of the City of Burnaby

- City Ownership of the Project: Officially adopt the Diverse BC Festival as a signature event in Burnaby's annual calendar, alongside hallmark celebrations like Canada Day.
- Leadership and Representation; Actively engage the Mayor to deliver the opening speech, lead the carnival, and present the Diverse BC Cup alongside the title sponsor.
- Engage Event organizers & Dedicated Resources: Engage an event organizer company and retain Bhhaskar Syamal De and Victor Villamera as dedicated contractual resources under the City's Events Team to ensure professional execution and long-term growth.
- Appoint a City liaison to streamline communications and logistical support.
- Financial Support and Sponsorship Facilitation: Provide 60% financial support to cover festival expenses, facilitate introductions to potential sponsors, manage incoming of the sponsorship funds and vendor payments, allocating surplus funds toward retaining dedicated resources for future events.
- Logistical and Promotional Support; Assist with securing venues, permits, and safety measures, to ensure smooth operations and maximize community engagement.

Role of the Indo-Pacific Foundation of Canada

- Plan and Execute the Event: Oversee programming, vendor coordination, and logistics.
- Engage Stakeholders: Engaging directly with community representatives to outline participation requirements, timelines, and responsibilities.
- Provide culturally specific advisory services.
- Secure Sponsorships: Arrange the remaining 40% of the budget through sponsorships and provincial government funding.
- Honorariums: being assumed in the budget to be given to all
 participating communities as a token of appreciation and
 recognition for their involvement. We will be able to
 negotiate honorariums in consultation with participating
 communities to ensure transparency and satisfaction.
- Managing Community Expectations: Addressing concerns, fostering trust, and maintaining open lines of communication to build strong relationships with all stakeholders.
- **Develop Marketing Strategies:** Conduct an outreach campaign targeting local and international audiences.
- Measure Impact: Perform post-event evaluations to assess community engagement and economic benefits.

Organizational Capacity and Expertise of Indo-Pacific Foundation of Canada

- The Indo-Pacific Foundation of Canada is uniquely positioned to execute the Diverse BC Festival, supported by its diverse and experienced board, which includes representatives from India, China, Hong Kong, Macau, Korea, the Philippines, Columbia and Singapore. Additionally, the Foundation has board members who act as liaisons with First Nations communities, ensuring holistic and inclusive representation.
- Ambassadors for Their Communities: Each board member serves as a cultural ambassador, bringing their communities to the table for discussions, participation, and collaboration.
- With this wealth of cultural expertise, the Foundation is fully equipped to provide **culturally specific** advisory services without requiring external consultations. Our board members and networks make the Indo-Pacific Foundation the **ideal partner** to celebrate and foster multiculturalism in Burnaby.
- Proven Success: The successful execution of large-scale events like International Yoga Day, Lunar New Year, and Vaisakhi demonstrates our capacity to organize impactful initiatives.
- Experienced Leadership: Bhhaskar Syamal De, Founder and CEO, brings decades of expertise in event management and media production, ensuring the success and smooth delivery of the festival.



Initial Communication & Select Team Captains:

Reach out to various cultural communities within Burnaby and the surrounding areas.

Use social media, emails, and community networks to initiate contact and explain the event's objectives

January

April-May

Auditions:

Organize mini auditions at various local businesses and community centers in Burnaby.

Divide auditions into two categories based on age: Kids (10-14) and Adults (15-64).

Schedule auditions over several weekends between April and May.

Community Meetings for the Carnival:

Captains organize meetings with community leaders and encourage each community to assemble a group of 25-30 for Carnival.

Suggest that each group wear traditional attire and prepare a float (tabloid) that highlights a significant landmark or symbol from their country.

February

June-July

Unveil the Diverse BC cup and amplify marketing efforts

Registration Process & Call for Entry:

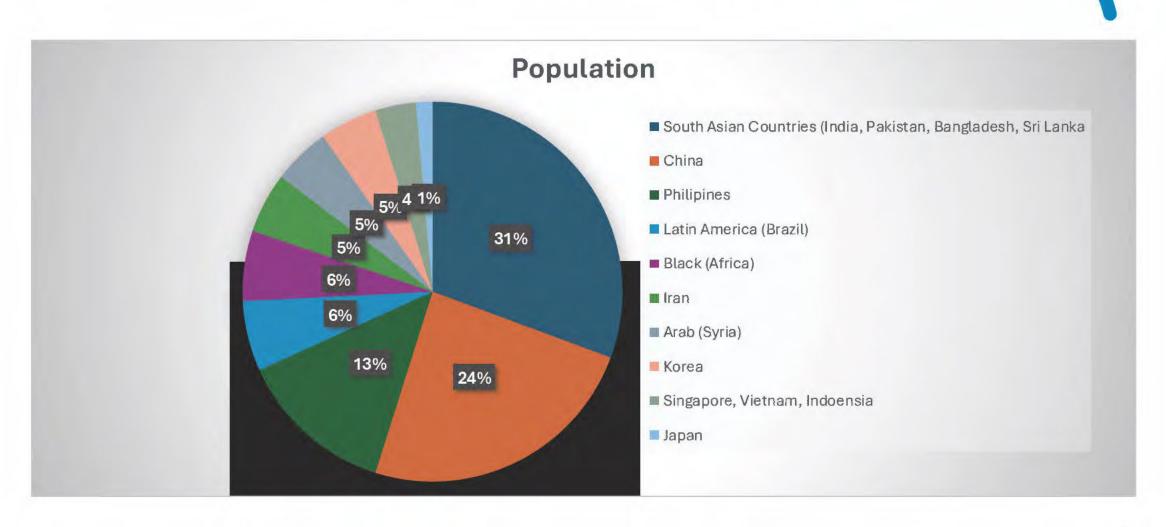
Set up an online registration platform where participants can submit their entries, including a brief description of their act and any necessary details.

Call for entry through social media platforms, radio stations, use community centers, schools, and libraries to distribute flyers and partner with local businesses in Burnaby to promote the event.

March



Population Sensex-2016-2021 of BC











Each Team Composition

- Team Captain
- 25 members for the Carnival Round
- 4 members for the Got Talent Round
- 4 Members for the Fashion Show Round



DiverseBC Festival promises to be a "World on My Plate," offering a feast for the senses and a celebration of cultures from around the globe.

We invite the community to join us in embracing diversity, fostering connections, and creating cherished memories at this inclusive and vibrant event.

Thank you for your consideration.





