



LatinCouver

The Latin American Plaza in BC

WHO WE ARE

LATINCOUVER IS THE LARGEST
LATIN AMERICAN NON-PROFIT
ORGANIZATION IN BC.

Since 2009 we bring together Latin Americans and Latin enthusiasts, creating a multicultural, socio-economic space, a Plaza, to promote relationships and exchanges between Latin America and Canada through our four pillars:



SHELATINA

P R O G R A M

WE ARE THE LATINA HUB FOR WOMEN
ENTREPRENEURS THAT WANT TO GROW
IN CANADA DURING THE WHOLE YEAR

We support and amplify the potential of women AND
THEIR JOURNEY IN CANADA - we act as umbrella for
small Groups from Latin America PROVIDING
TRAINING AND RESOURCES TO WOMEN in BC to
SUPPORT their ENTREPRENEURIAL JOURNEY.

S U P P O R T - C O N N E C T - E M P O W E R - G R O W



OUR DEMOGRAPHICS

HONORED WITH THE OFFICIAL PROCLAMATION - LATIN AMERICAN EXPERIENCE IN BRITISH COLUMBIA.

178,000+

Latin-Americans enthusiasts in Western Canada connected by our network.

100,000+

Visitors at our Carnaval del Sol / Latin American Heritage Month pre-COVID

370,000+

Members in facebook communities connected to Latincouver

190,000+

People reach on Social Media Channels per month

17,800+

Subscribers to our weekly Newsletter


85%

Of volunteers and team members are newcomers.

500+

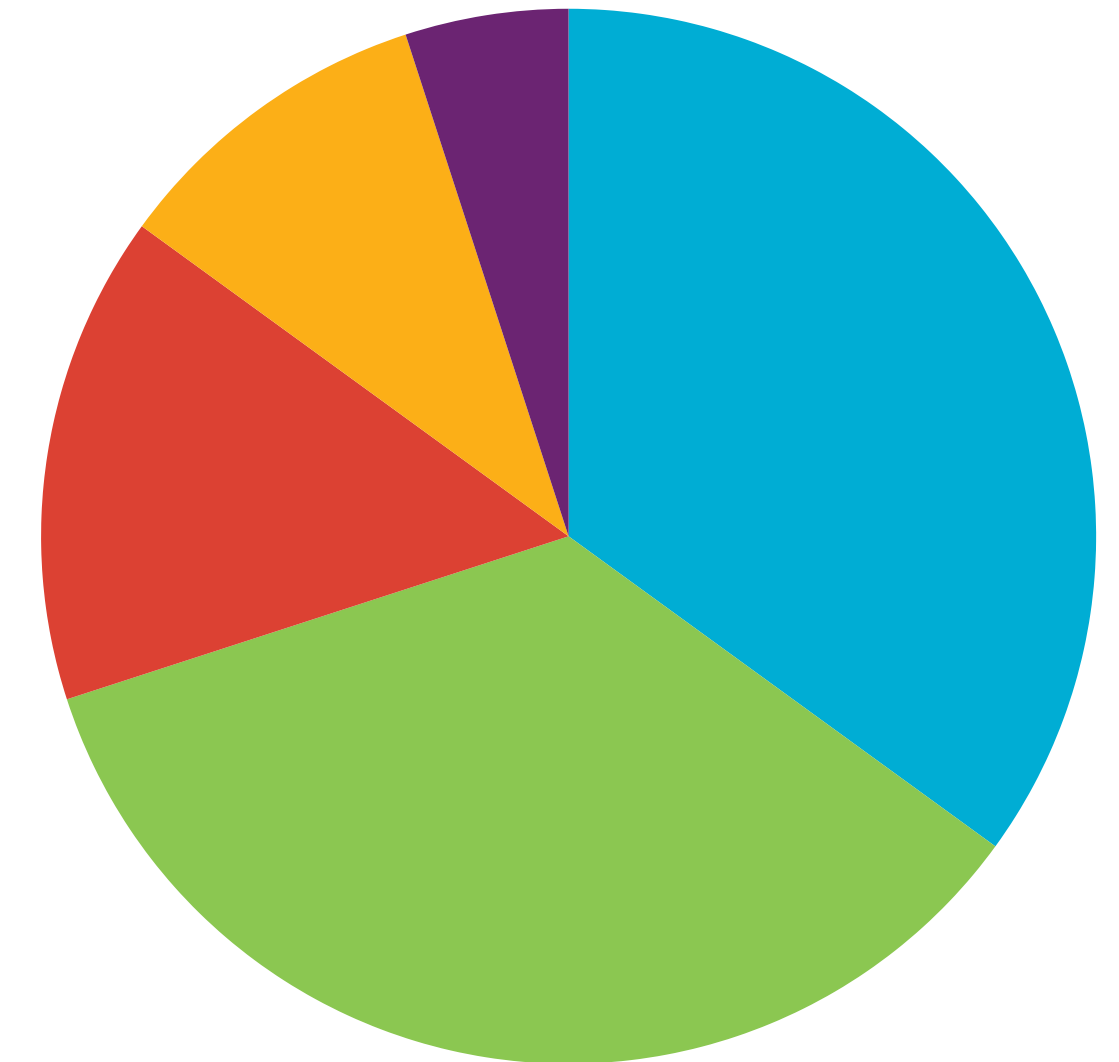
Business partners and supporters over the last 15 years

64% 
WOMEN

36% 
MEN

84% FROM METRO VANCOUVER

16% FROM OUTSIDE



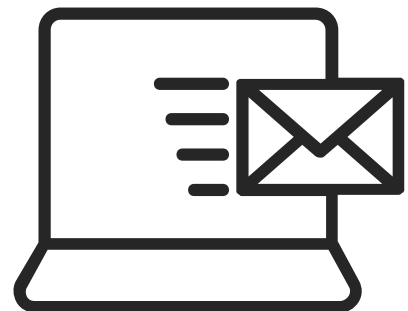
SOCIAL MEDIA

IN LATINCOOVER AND CSOL ACCOUNTS

Newsletter

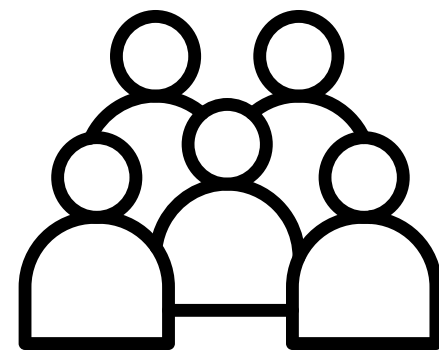
15,000+

Subscribers



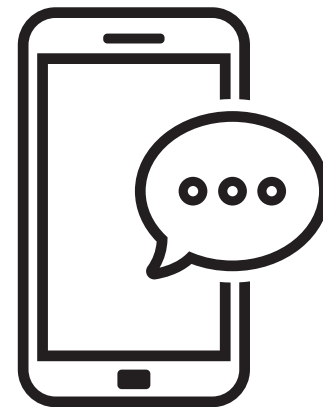
Social Media
Platform Followers

41,000+



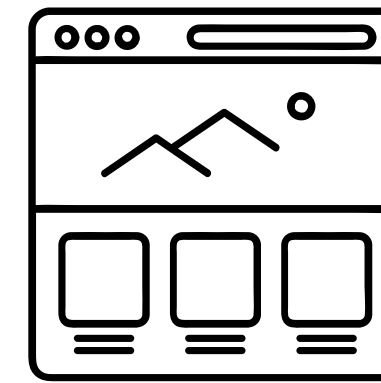
Members in Facebook
Community Connect
to Latincouver

370,000



Page Views

270,000+



Likes and
Followers

14,967



According to our
social Media



160K



23K



23K



17K



5K



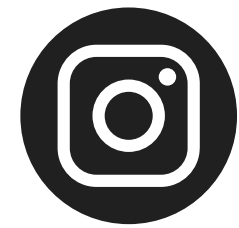
26,400+

FOLLOWERS



17,800+

SUBSCRIBERS



18,700+

FOLLOWERS



120,000+

SESSIONS/YEAR



3,900+

FOLLOWERS



642,5890+

IMPRESSIONS



3,500+

MEMBERS

MEDIA EXPOSURE

- CBC
- 604 NOW
- VIVA TV
- UNIVISION
- OMNI TV
- VANCOUVER BEST PLACES

INFLUENCERS

+more than 100
Latin influencers



SHELATINA

P R O G R A M

P R E S E N T S :



MARCH 6, 2025 / Heritage Hall





WHAT IS PITCH FEST

Latin American women entrepreneurs as a Minority group face barriers including language and limited social networks to access opportunities for business development.

Pitch Fest is a platform that helps connect brilliant talented entrepreneurs with experts, mentoring and an opportunity to showcase their innovative ideas to a panel of judges and potential investors.

Participants will gain valuable feedback as well as prizes that can help accelerate their business growth.

You are the driving force behind incredible ideas, and now is your time to shine!



WHO CAN PARTICIPATE?

Latin American women entrepreneurs

ELEGIBILITY CRITERIA:

A woman with Latin heritage

Would be considered a person born in the following countries: Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, the Dominican Republic and Uruguay. Also apply if you were born in Canada with parents born in Latin America (Second Generation).

- **Have a legal status in Canada.**
- **Have a registered business.**



MORE ABOUT PITCH FEST

- Fourth edition of Pitch
- The winner gets a pre-seed fund of \$3,000 CAD for the first place and prizes for second and third place.
- It was designed to showcase innovative and promising ideas with a real impact to provide networking opportunities, and help businesses secure funding and resources.
- This event is as a mark of the commemoration of the International Women's Day.
- This competition presents Latin women entrepreneurs of British Columbia with a great opportunity to pitch their business idea to a panel of judges.

AWARD PROCESS

1

OPEN REGISTRATION

Online registration from
December - January 2025
10 minutes

2

BUSINESS PLAN

Participants must send
a Business Plan before
February 13th, 2025 at
11:59 PM

3

FINAL PRESENTATION

Finalists will present
on the event day



2025

WHICH PITCH WILL WIN \$3,000 CAD?

- WHEN: March 07th, 2025.
- WHERE: Heritage Hall
- ATTENDANCE: 300 attendees
- PARTICIPANTS 2025: 30 women participants.
- WORKSHOPS AND MARKET: Open 10AM - 4PM

We expect around 300 attendees for 2025

We will increase the number of participants

Calling out potential investors



B E C O M E A
SPONSOR

BE PART OF PITCH FEST



BENEFITS FOR SPONSOR

All official marketing materials for Pitch Fest as Main Sponsor

Be part of the plenary session as one of the keynote speakers

Company banner behind the podium

Company logo on the plenary presentation

Promotional Video during the event (between 15-25 sec)

The opportunity of be part of the panel of judges during the event (Until 5 spots)

Showcase branded collateral at the event to promote the company

Exclusive Workshop during 1 year

Diamond \$15,000 (1)	Gold \$10,000 (1)	Silver \$5,500 (3)	Bronze \$2,500 (5)
✓	✗	✗	✗
✓	✓	✗	✗
✓	✓	✗	✗
✓	✓	✓	✓
✓	✗	✗	✗
✓	✓	✗	✗
✓	✓	✓	✓
3	1	✗	✗

BENEFITS FOR SPONSOR

Name recognition as sponsor in announcements during the event(s)

Company banner at the entrance

Logo on all digital content- during event campaign

VIP Tickets (Special sitting) for the Live event

Logo Presence in Latincouver website, Latin Canadian Business Website and Pitch Fest Section

Exhibitor booth

Logo Presence as Sponsor Category in Newsletters

Exclusive \$15,000 (1)	Gold \$10,000 (1)	Silver \$5,500 (3)	Bronze \$2,500 (5)
✓	✓	✓	✓
✓	✓	✗	✗
✓	✓	✓	✓
10 VIP	5 VIP	2 VIP	1 VIP
✓	✓	✓	✗
✓	✓	✓	✓
✓	✓	✓	✓

BENEFITS FOR SPONSOR

Special Mention as a Sponsor in Newsletters:
 Latincouver (15,000 Subscribers),
 LCBC (2,000 Subscribers)

Logo included in all marketing
 promotion in Social Media

Dedicated Post in the Instagram Account
 about your support to the event

Podcast interview (1) - About the
 alignment of both mission

1 Business Membership: Enjoy year- long benefits
 of promotion, connections and exclusive benefits

AMIGO Memberships for the Sponsor Staff:
 Receive benefits as discounts for events,
 programs, restaurants and more!

Exclusive \$15,000 (1)	Gold \$10,000 (1)	Silver \$5,500 (3)	Bronze \$2,500 (5)
✓	✗	✗	✗
✓	✓	✓	✓
✓	✗	✗	✗
✓	✗	✗	✗
✓	✗	✗	✗
5	✗	✗	✗

B E C O M E A
VENDOR

BE PART OF PITCH FEST



MARKET



OPEN: **4PM - 8PM**

- ARTS AND CRAFTS: \$300
- BUSINESS: \$300
- FOOD RELATED: \$400

GET YOUR TICKETS TODAY:



THANKS TO THE SUPPORT OF OUR SPONSORS AND PARTNERS

LCBC
LATIN-CANADIAN
BUSINESS COUNCIL

SHE LATINA

PITCH FEST PAST SPONSORS:



ARAGON



Vancity

LA TAQUERÍA
PINCHE TACO SHOP

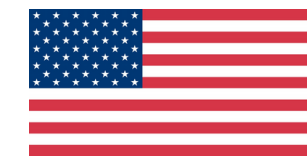
futurpreneur

TEQUILA BLANCO
CABRÓN
SMALL + BATCH



EXPOPLAZA LATINA:

Canada



EMBASSY AND CONSULATES
OF THE UNITED STATES OF AMERICA
IN CANADA

bell alliance

LCBC PARTNERS:



FULLYMANAGED[®]
by TELUS[®] Business

BrainStation[®]



PRIMACORP
ventures inc



SBOT
SURREY BOARD OF TRADE
inclusive | innovative | independent



*Break barriers
together*

CONTACT



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[@lcbc.ca](https://www.instagram.com/lcbc.ca)

