



City of Oakland 2023 Small Business Week Call for Presenters

The Business Development Division of the Economic & Workforce Development Department is issuing a Call for Presenters for the City of Oakland’s 2023 Small Business Week, which will run from April 30-May 6. Over the last five years, we have hosted over 150 workshops and seminars that have been attended by over 1,000 participants. We continue to refine the program to celebrate small businesses and offer a variety of workshops to serve our entrepreneurial community.

For 2023 Small Business Week, we are seeking to partner with our business service provider non-profit organizations to plan, market and deliver workshops that address the challenges faced by small businesses today, including building a digital presence, commercial lease negotiations, access to capital, transitioning from home-based or mobile business to a brick and mortar. Oakland is fortunate to have a multitude of organizations that collectively offer an array of resources to our community. We look forward to taking advantage of this ecosystem to offer a well-rounded slate of activities.

This year, we are calling for proposals from non-profit partners to sponsor their 2023 Small Business Week activities and workshops. We strongly encourage collaborative proposals where organizations partner together. Given the continued concerns regarding COVID 19, we welcome proposals for workshops and events that are fully virtual, in-person with COVID precautions, and those with hybrid attendance options.

The City of Oakland will be providing sponsorship support of up to \$1,500 per workshop to cover all expenses associated with the activity. In the event that multiple partners submit a collaborative proposal, one check will be issued to cover all costs. If you are interested in participating, please complete the [online application here](#). **The deadline to submit all proposals will be Wednesday, February 22.**

Review Criteria

We are interested in webinars that will build the capacity of small businesses, particularly those owned by persons of color, women and non-English speakers.

The primary selection criteria for the proposals will be the overall quality of the proposal and whether the workshop addresses a timely topic or pressing need for small businesses. Hosts’ proven ability to host workshops and successful gather/report participant data are also factors. Proposals may include programming of multiple workshops or a single, multi-hour workshop. Other factors, such as overlap with other workshop topics, or logistical issues, will also be taken into account when making the final selections. All organizations submitting must have 501(c)3, 501(c)6 or similar tax status with the IRS.

Presenters will be responsible for

- Marketing, outreach and promotion
- All audio-video equipment for virtual/hybrid webinars
- Speaker stipends
- Workshop agendas
- Collection of attendee data

Important Due Dates

Workshop Proposals Due	February 22
Notification of Accepted Proposals.....	March 10
Submit Workshop Description.....	March 17
City’s SBW Website/Registration Live ...	March 30
Workshops Held	April 30 - May 6
Evaluations and Participant Data Due.....	May 19

If you have questions, please direct them to: **Juno Thomas- Small Business Week Coordinator** at jthomas@oaklandca.gov or (510) 681-3024