



City of Oakland 2022 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 2022 Small Business Week, which will run from May 1-7. 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.

Given the continued high caseloads due to the impact of COVID-19, we anticipate the 2022 educational workshops will be held virtually.

As we continue the program’s refinement, we are seeking to partner with our business service provider non-profit organizations to plan, market and deliver webinars that address the challenges faced by small businesses today, including building a digital presence, commercial lease negotiations, access to capital and reimaging business models during and after the pandemic. 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 2022 Small Business Week activities and workshops. We strongly encourage collaborative proposals where organizations partner together.

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.

The deadline to submit all proposals will be Friday, February 18.

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 webinar 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 virtual webinars 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 to conduct a virtual webinar
- Speaker stipends
- Workshop agendas
- Collection of attendee data

Important Due Dates

Workshop Proposals Due February 18
Notification of Accepted Proposals..... March 4
Submit Complete Workshop Description.March 18
City’s SBW Website/Registration Live April 1
Workshops Held May 1-7
Evaluations and Participant Data May 18

If you are interested in participating, please [complete the online application](#).

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