



HOW IT WORKS

To enter, you'll need to create a short (three-minute or less) video that explains your business idea, why you would make an excellent new member of the Downtown Langley business community, and anything special that sets you apart from the competition (see below for full entrant requirements and contest rules). Our judges will evaluate the submissions and select five (5) semi-finalists. Then, we'll open it up to the public to vote for their favourite and narrow it down to three (3) contest finalists, our judges will then determine the grand prize winner who will receive an incredible prize package that includes six months free rent, full branding and marketing support, and much, much more!

ELIGIBILITY

1. This contest is open to any resident of British Columbia who is at least 19 years of age on their date of entry to the contest and who is legally entitled to work in Canada.
2. No purchase necessary.
3. Directors, employees, contractors, agents and other representatives, and their respective immediate families, of the Downtown Langley Business Association (DLBA) or any of their affiliates, divisions, sponsors or promotional agencies are not eligible to win a prize.
4. The Start It Up Langley contest is open to new retail businesses only. Franchises, additional stores, or changes in location will not be accepted for consideration.
5. Semi-finalists will be required to undergo a criminal record and Revenue Canada check.
6. Semi-finalists must be able to demonstrate ability to secure an additional \$30,000 of start-up capital to cover other launch costs not covered by the prize. ***Failure to do so may result in disqualification.***

HOW TO ENTER

7. The contest is open for entries from February 19, 2018 at 6:00 a.m. Pacific Time to May 11, 2018 at 12:00 p.m. Pacific Time.
8. Participants are entered for a chance to win by submitting a complete and accurate entry form, including a link to their video and a copy of their business plan during the contest entry period.
9. The video must contain the following elements:
 - a. An explanation of the entrant's business idea;
 - b. Why they would make an excellent new member of the Downtown Langley business community; and,
 - c. What sets them apart from the competition.
10. The business plan must include the following elements:



- a. **Opportunity** - Describe the problem that you solve for your customers and the solution that you are selling.
 - b. **Market analysis summary** - Use this section to discuss your customer's needs, where your customers are, how to reach them and how to deliver your product to them. You'll also need to know who your competitors are and how you stack up against them—why are you sure there's room for you in this market?
 - c. **Execution** - Use this section to outline your marketing plan, your sales plan, and the other logistics involved in actually running your business.
 - d. **Company & management summary** - This section is an overview of who you are. It should describe the organization of your business, and the key members of the management team, but it should also ground the reader with the nuts and bolts: when your company was/will be founded, who is/are the owner(s), what province your company is registered in and where you do business, and when/if your company was incorporated.
 - e. **Financial plan/projections** - At the very least this section should include your projected profit and loss and cash flow tables, and a brief description of the assumptions you're making with your projections. You may also want to include your balance sheet, your sales forecast, business ratios, and a break-even analysis. Finally, if you are raising money or taking out loans, you should highlight the money you need to launch the business.
11. The proposed new business must be a retail business and must comply with all local laws.

PRIZES

12. There is one (1) prize available to be won, consisting of 16 items valued at \$111,100.00 Canadian. The prize consists of

PRIZE	DETAILS	EST. VALUE
6 months free rent in high-traffic retail space	The winner will be required to sign a 30-month lease on an available retail space in Downtown Langley. Available retail space will be identified once a winner is chosen. The first 6 month's rent of the 30-month lease (based on a September 1, 2018 occupancy) will be secured by the Downtown Langley Business Association, up to a maximum of \$20,000.00 CA or six month's rent, whichever is less.	\$20,000



Interior contractor	Get your store set up in style with a full construction team.	\$10,000
Exterior signage	Exterior signage, including designs up to a maximum amount of \$3,500.00 CA.	\$3,500
Interior Merchandising	Professional merchandising support setting up the retail location for an amazing launch. This includes 10 hours of team work focusing both on hands on as well as recommendations in the following areas: Interior Layout, Product Placement and Display, Merchandising and Window Display	\$1,000
Westminster Savings Account	Free business chequing account with \$500 deposited and ready to go.	\$1,000
Promotional Car Wrap	Full vehicle decal wrap to help get the word out about your new business.	\$3,000
12 Months Business Coaching Support	Make sure you get started on the right foot with 12 months business coaching support.	\$12,000
City Fees	Some fees for setting up a new business in the City of Langley will be waived.	\$5,000
Legal Fees	New business set up legal fees.	\$2,000
Accounting Fees	New business set up accounting fees.	\$2,000
Brand asset development	This incredible prize sets up the new business with a full branding and web marketing package including: BRANDING Corporate identity design Corporate standards guide Business card design STORE GRAPHICS Store awning design Price tag design	\$10,000



	<p>Shopping bag design Sandwich board design</p> <p>ONLINE MARKETING INCLUDING WEBSITE Social media graphics Website design</p>	
6 Months Marketing Support	Tell the world about your new business with six months free marketing strategy and implementation support. This prize does not include advertising spend.	\$20,000
Full Security System	<p>Four camera full HD Security Camera System including:</p> <ul style="list-style-type: none"> - Hard wired cameras with night vision - 30 days video storage and remote access from computer and mobile smart phone - One terabyte hard drive - Installation 	\$3,600
Grand Opening Event	<p>Individual Consulting Services: One consultation meeting (up to 90 minutes) to discuss an overview of the Grand Opening Event including timeline, budget and potential vendors and suppliers.</p> <p>Event Planning Services: Rare Affairs will provide up to 30 Event Planning Hours. These hours will be tracked and updates will be communicated via email to the Client on a bi-weekly basis. Services and tasks included within Event Planning hours may include (but are not limited to):</p> <ul style="list-style-type: none"> - Budget Creation or Review - Assist with Event Floor Plan - Assist with Catering & Scheduling - Bar Services Logistics - Coordination of Catering Rentals - Audio Visual Coordination 	\$5,000



	<ul style="list-style-type: none"> - Source Décor Provider & Assist with Overall Event Design - Assist with Event Timing/Flow as Needed - Entertainment Coordination & Logistics - Coordination of Gift Bag Requirements <p>Onsite Hosting Services: Attend and oversee the event set up, execution and take down. Rare Affairs will provide a maximum of 2 Event Planning Staff to handle onsite logistics which includes attending and overseeing event set up, execution and take down. Please note that additional staff provided by the Client may be required to assist with welcoming guests, tours of new location, activities etc.</p> <p>This prize does not include costs for food, liquor, décor, or entertainment.</p>	
Website Development	This website is being sponsored by the best and will set you apart from the rest	\$5,000
Print Media	Our local newspaper has stepped up to provide you with eight free quarter page ads to use for promoting your business, your grand opening and any special events you create in the first six months of business.	\$8,000
ESTIMATED GRAND PRIZE TOTAL \$111,100.00		

13. The DLBA reserves the right to substitute a prize of equal or lesser value without liability or further notice. The prize must be accepted by the winner in the individual winner's name and is not transferable. The prize must be accepted as awarded and cannot be converted for cash value. It is up to the winner to decide if they want to make use of each item/service provided in the prize.

DETERMINATION OF WINNER

14. Semi-finalists will be selected on May 16, 2018 and publicly announced on June 6. Five (5) semi-finalists will be selected by our contest judges.



15. Semi-finalists will be required to undergo a criminal record and Revenue Canada check.
16. Semi-finalists must be able to demonstrate ability to secure an additional \$30,000 of start-up capital to cover other launch costs not covered by the prize. **Failure to do so could result in disqualification.**
17. Members of the public will be invited to vote to determine the three (3) finalists. Voting will take place via startituplangley.com from June 6, 2018 to July 11, 2018. One vote will be counted per person per day.
18. The winner will be selected by July 12, 2018, and the winner will be publicly announced on July 16, 2018. The finalist who is selected, who responds, who is verified to be eligible, and who otherwise complies with these rules, will be the winner. The winner will be contacted by the DLBA and will be responsible for making arrangements to claim his/her prize in a timely manner.
19. If a prospective winner is not eligible or is not otherwise confirmed as a winner, or does not contact the designated DLBA representative to claim his/her prize after reasonable efforts in the opinion of the DLBA for a period of four (4) days from and including the date when his/her entry is selected, then he/she may be disqualified at the discretion of the DLBA.

GENERAL

20. By entering, each and all entrants agree to abide by and be bound by these rules. Awarding of the prize is conditional upon compliance with these rules and the winner signing any further releases required by the DLBA, including any Contest and Photography Release form, confirming his or her agreement to abide by and be bound by these rules and accepting the prize as offered.
21. The DLBA is not responsible for any individual not entered, or entries or prospective entries lost, stolen, misdirected, damaged or delayed, for any reason whatsoever, including technical or human error.
22. By entering, each and all entrants agree to be contacted by the DLBA regarding the contest.
23. This contest is subject to all federal, provincial, and other laws applicable in British Columbia. Void where prohibited.
24. Each winner consents to the use by the DLBA and/or its sponsors, affiliates and promotional agencies, of his or her name, municipality of residence, photograph, voice and statements without charge or compensation other than the prize awarded.
25. All decisions of the contest judge(s) with respect to all aspects of this contest are final.
26. The DLBA reserves the right to cancel this contest at any time for any reason.
27. None of the DLBA, their directors, officers, employees, agents, or other representatives, or their affiliates, divisions, sponsors or promotional agencies, will be responsible for injuries, accidents, loss or misfortune relating to the prize awarded and/or this contest.



The winner agrees to indemnify and save harmless the DLBA and their affiliates, divisions, sponsors or promotional agencies, and each and all of their directors, officers, employees, agents and other representatives of and from all claims, demands, proceedings, liabilities and costs whatsoever relating to the prize awarded and/or this contest. The winner agrees to execute any further release and/or indemnity requested by the DLBA.

28. By entering, you acknowledge that you have read, understood and agreed to be bound by these contest rules and regulations.