



June 14th, 2017

Dear BCCPA Commercial Members,

Our 41st Annual Conference will be held May 27-29, 2018 in Whistler, BC at the Fairmont Chateau Whistler. Please find enclosed the ***Annual Conference Title Sponsor Request for Proposal***, as well as the Submission Form. Proposals are due on or before **Friday, September 15, 2017 by 5:00 pm (PDT)**. Sponsorship proposal instructions are outlined in the enclosed materials.

Our 2017 Annual Conference had a record attendance with over 500 service providers, commercial members and exhibitors, and community service groups from across Canada and beyond. We anticipate this number to continue to grow as our first-class educational program, dynamic networking events, and the magnificent setting of Whistler make this conference the premier event for the continuing care sector. With a 60% growth in size since 2012, the BCCPA Annual Conference provides direct access and exposure to 180 BCCPA service provider members and their key decision makers. Our members employ over 20,000 people and provide care for over 17,000 seniors in residential care and over 10,000 in home care settings each day.

As Title Sponsor, your company will be provided with a unique opportunity to expose your goods and services to the continuing care sector. As well, we are constantly looking for opportunities to showcase our Title Sponsor – for those of you attending the 2017 conference you will have seen the conference cobranding on the app and printed program, hotel room keys, the registration area, delegate bags and lanyards, and throughout the exhibit hall and conference area. This cobranding will go forward in 2018.

If you have any questions, please don't hesitate to reach out to me directly.

We look forward to receiving your proposal.

Sincerely,

Cathy Szmaus
Director of Events and Administration
cathy@bccare.ca
604-736-4233 x 226

Enclosures



Annual Conference Title Sponsor Request for Proposal

DEADLINE TO SUBMIT PROPOSAL: Friday September 15, 2017 (by 5 pm PDT)

Instructions

- Submit your proposal by **Friday, September 15th, 2017 by 5:00 pm (PDT)** by e-mail to: cathy@bccare.ca
- The person(s) authorized to sign on behalf of the proponent and to bind the proponent to the proposal must sign the proposal.
- All proposals will be irrevocable for a period of ninety (90) days from the date of the proposal submission deadline.

Scope of Request

The purpose of this Special Request is to select a Title Sponsor for the BCCPA Annual Conference in Whistler from May 27-29, 2018.

Confidentiality

Proposals will be kept confidential and the successful bid will be verified by BCCPA staff and announced by no later than Friday September 22nd, 2017.

Right to Cancel

The BC Care Providers Association has the right to cancel at any time this Special Request or any part of any agreement resulting from it.

First Right of Refusal

Subject to the approval by the BCCPA, the successful bidder for the 2018 Annual Conference Title Sponsorship will be offered an exclusive opportunity to become the Title Sponsor for the 2019 Annual Conference [NOTE: The approved terms and conditions for the 2018 Annual Conference Title Sponsorship will apply for the 2019 Annual Conference].

Governing Law

This Special Request and any proposal submitted in response to it will be governed by the laws of the Province of British Columbia. Any dispute arising out of this Special Request or its process will first be mediated. If mediation is unsuccessful, the dispute will be determined by a court of competent jurisdiction in the Province of British Columbia.

BCCPA Rights

The BC Care Providers Association reserves the right to:

- reject any or all proposals;
- re-issue this Special Request;
- cancel this Special Request with or without issuing another Special Request;
- supplement, amend, substitute, or otherwise modify this Special Request;
- permit or reject modifications to or corrections of proposals; and
- request any additional or clarifying information or more detailed information from any proponent.

Decisions

By responding to this Special Request, proponents will be deemed to have agreed that the decision of the BC Care Providers Association is final and binding.

Timeline

Revised Special Request issued:	June 14th, 2017
Proposals due:	September 15th, 2017 (by 5:00 pm PDT)

If you have any questions about the proposal, please contact:

Cathy Szmaus
Director of Events and Administration
604.736.4233 X 226
cathy@bccare.ca



Sponsorship Features

Sponsor will be entitled to the following benefits as a Title Sponsor:

- Cost –**RFP price** selected for successful sponsor
- One exhibit booth including two booth representatives included at no extra charge (**estimated value \$1,940**)
- Additional booth representatives permitted at reduced rates
- Guaranteed advance first choice of premiere exhibit location (**estimated value \$200**)
- One complimentary golf foursome (**estimated value \$800**)
- Two complimentary golf tee sponsorships (**estimated value \$1000**)
- Title sponsor guaranteed a position on the *2018 Annual Conference Committee*
- Custom branded hotel key cards (**estimated value \$3,000**)
- Custom branded delegate bags (**estimated value \$2500**)
- Custom branded lanyards (**estimated value \$1500**)
- Custom branded delegate badges
- Prominent branded window signage behind main registration desk. (**Estimated value \$2,000**)
- Only sponsor to be permitted up to one enclosure in delegate bag



Title Sponsor branding will be located behind registration desk

- Logo featured prominently on conference webpage and registration system
- Logo featured on app splash screen and weighted logo rotation
- Logo placement on other key branded materials
- Logo displayed on all electronic displays throughout the event
- On-site recognition signage displayed throughout the venue
- Recognition on all BCCPA social media platforms of your sponsorship
- Special stand-alone e-blast recognizing your sponsorship to 2000 + members, key stakeholders, and contacts
- VIP Invitation to BCCPA exclusive events outside of the annual conference for period of one year from October 2017 – August 2018 (**estimated value \$2000**)

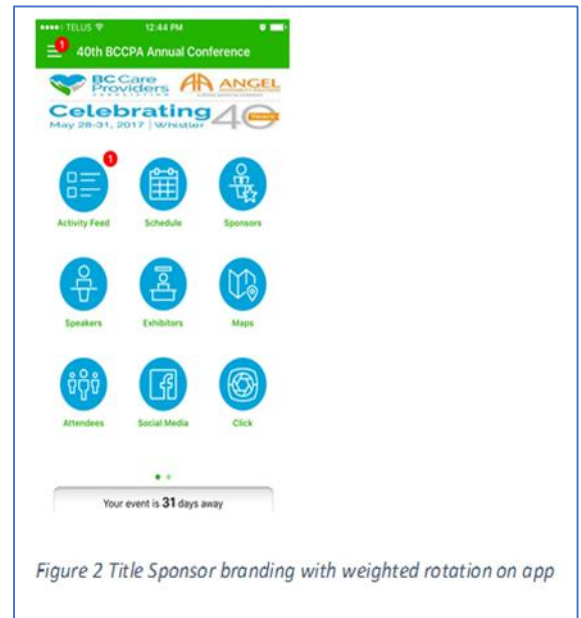


Figure 2 Title Sponsor branding with weighted rotation on app



SPECIAL REQUEST FOR SPONSORSHIP PROPOSAL

Submission Form

Company Name: _____

Address: _____

Key contact: _____

Position: _____

Telephone: _____

Email: _____

BCCPA member: Yes / No

Additional sponsorship and advertising with BCCPA (indicate all that apply):

Additional comments:

Amount of Title Sponsorship proposed: \$ _____

Authorized Signature: _____

Name: _____

Title: _____

Date: _____