

# 41<sup>st</sup> Annual Conference

Fairmont Chateau Whistler, BC  
May 27-29, 2018

## Sponsorship Prospectus

**shift!**  
happens!



**BC Care  
Providers**  
ASSOCIATION

# Dear Prospective Sponsors,

The BC Care Providers Association 2018 conference is entitled **Shift Happens!** and will focus on the many prevalent shifts that are happening throughout in the continuing care sector. Inspiring and motivating workshops, high profile opening and closing key note speakers, engaging networking events, and a dynamic tradeshow make the BCCPA annual conference the premiere event to promote your goods and services.

Our 2017 Annual Conference had a record attendance with over 500 service providers, commercial members, 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 one of the top events to attend in Canada.

We are expecting over 260 key decision makers to be in attendance including owners, operators, senior management, and board directors from the continuing care sector. Our growing membership base includes over 300 residential care, assisted living, and home care members from across British Columbia and Canada.

Our members employ in excess of 20,000 people and provide care for over 27,000 seniors each day.

Why should your organization be a part of this event?

- Become a recognized sponsor at British Columbia's premiere continuing care sector event
- Meet face to face and promote your organization and services to key decision makers
- Become involved in our mission to enhance quality of life for seniors
- Learn about current and future trends in the continuing care sector

If you have any questions please feel free to contact me anytime.

Best,



**Cathy Szmaus**  
**Director of Events & Administration**  
**Ph: 604-736-4233 x 226**  
**cathy@bccare.ca**

# Platinum

**Sold! Thank you Essity**

**\$14,000**

- Official designation as the exclusive Platinum sponsor
- One exhibit booth with two delegates included (valued at \$1,950)\*
- Corporate branding on windows at event entrance
- Two complimentary golf passes (valued at \$400)
- Tee Sponsor on two holes of the BCCPA Annual Golf Tournament (valued at \$1000)\*\*
- Premium logo visibility and hyperlink on conference app
- Logo recognition on #ShiftHappens! day sheet
- Logo recognition and hyperlink on the Annual Conference webpage
- Logo recognition and hyperlink on online delegate registration page
- Logo recognition on Member 365 Members Only portal
- Option to insert one branded item into each service provider delegate bag
- Promotion on all BCCPA social media platforms of your sponsorship to over 2500 + Twitter, Facebook, and LinkedIn followers
- Special stand-alone e-blast recognizing your sponsorship to 2000 + members, key stakeholders, and contacts
- Four VIP invitations to private BCCPA Board & Key Sponsor Recognition Breakfast in November 2018

# Gold

**Only One Left! Thank you Medical Pharmacies, Care RX, Rexall Health Solutions, & ArjoHuntleigh**

**\$9,000**

- Maximum five sponsorships available
- One exhibit booth with two delegates included (valued at \$1,950)\*
- Corporate branding on windows at event entrance
- One complimentary golf pass (valued at \$200)
- Tee Sponsor on one hole for the BCCPA Annual Golf Tournament (valued at \$500)\*\*
- Frequent logo visibility and hyperlink on conference app
- Logo recognition on #ShiftHappens! day sheet
- Logo recognition and hyperlink on the Annual Conference web page
- Logo recognition and hyperlink on online delegate registration page
- Logo recognition on Member 365 Members Only portal
- Recognition on all social media platforms of sponsorship with over 2500 + BCCPA Twitter, Facebook and LinkedIn followers
- E-blast recognizing all Gold sponsors to 2000 + members, key stakeholders, and contacts
- Two VIP invitations to private BCCPA Board & Key Sponsor Recognition Breakfast in November 2018

# Silver

**Sold Out! Thank you to Remedy's RX, Medisystem, Fortis**

**\$6,000**

- Maximum eight sponsorships available
- One exhibit booth with two delegates included (valued at \$1,950)\*
- Corporate branding on windows near event entrance
- Logo inclusion and hyperlink on conference app
- Logo recognition displayed on #ShiftHappens! day sheet
- Logo recognition and hyperlink on the Annual Conference web page
- Logo recognition and hyperlink on online delegate registration page
- Logo recognition on Member 365 Members Only portal
- Recognition on all social media platforms of sponsorship with over 2500 + BCCPA Twitter, Facebook and LinkedIn followers
- E-blast recognizing all Silver sponsors to 2000 + members, key stakeholders, and contacts
- One VIP invitation to private BCCPA Board & Key Sponsor Recognition Breakfast in November 2018

Please note a portion of all sponsorships are subject to GST

\*Booths in prime locations have been reserved for our Platinum, Gold, and Silver sponsors

\*\* Optional programming of golf hole responsibility of sponsor

# #ShiftHappens! Day Sheet

**\$1,000 / \$2,500**

Shift happens... and we are moving from a printed conference program to our conference app and a printed day sheet. The day sheet will highlight each days agenda and will be available each morning at the registration desk. Your logo will be featured. **\$1,000 per day or \$2,500 for entire conference.**

## BC Care Providers Annual Golf Tournament

Held on Sunday May 27th at the beautiful Fairmont Chateau Whistler Golf Club, the BCCPA Annual Golf tournament brings together commercial members and service provider members on the fairway. We are pleased to offer several options for sponsorship and invaluable networking opportunities. All sponsorships will be promoted on the delegate on-line registration site and through communiqués to the golfers.

### Golf Cart lunch

**\$1,000**

- Logo recognition on lunch boxes to be eaten on course
- Logo recognition on signage in Clubhouse

### Men's Closest To The Pin

**\$500**

- Prize is included in cost of sponsorship
- Logo recognition on hole signage
- Opportunity to award the prize

### After Golf Reception Sold!

**\$1,500**

- Logo recognition on complimentary Drink Ticket provided to each golfer
- Logo recognition on signage at Clubhouse during reception

### Winning Team

**\$500**

- Prizes are included in cost of sponsorship
- Opportunity to award the prize and present tournament trophy

### Women's Longest Drive

**\$500**

- Prize is included in cost of sponsorship
- Logo recognition on hole signage
- Opportunity to award the prize

### Tee Sponsor (each)

**\$500**

- Logo recognition on hole signage
- Opportunity to program the golf hole and meet and greet with golfers \*\*

### Men's Longest Drive

**\$500**

- Prize is included in cost of sponsorship
- Logo recognition on hole signage
- Opportunity to award the prize

\*\* Optional programming of golf hole responsibility of sponsor

### Women's Closest To The Pin

**\$500**

- Prize is included in cost of sponsorship
- Logo recognition on hole signage
- Opportunity to award the prize

## Policy Café

\$1,500

The BCCPA Policy Café returns as a pre-conference event! Over a French themed lunch; registrants will discuss innovations in the continuing care sector. This session will include plenty of time for networking.

- One sponsorship available for Sunday May 27th Café
- Includes one complimentary registration for Policy Café
- Logo recognition and hyperlink on the Annual Conference web page
- Logo recognition and hyperlink on the Annual Conference app
- Logo recognition and hyperlink on online registration event description
- Recognition of sponsor by CEO during welcome address
- 30-50 Attendees

## Welcome Back BBQ **Sold! Thank you Sysco**

\$5,000

The Welcome Back BBQ will be held on the beautiful Woodlands Terrace atop the Fairmont Chateau Whistler. Network while enjoying the spectacular views of the surrounding BC coast mountains.

- One sponsorship available for Sunday May 27th Reception
- Logo recognition onsite
- Logo recognition on complimentary drink ticket provided to each delegate
- Logo recognition and hyperlink on the Annual Conference web page
- Logo recognition and hyperlink on the Annual Conference app
- Logo recognition and hyperlink on online registration event description
- Recognition of sponsor by CEO during welcome address
- Opportunity to address delegates for up to 5 minutes after CEO introduction on stage as part of welcome address
- 350-400 Attendees

## Monday Networking Breakfast

\$2,000

- One sponsorship available
- Opportunity to have your corporate banner on stage, along with table and promotional materials during the break
- Logo recognition on printed and electronic signage prominently displayed throughout the tradeshow
- Logo recognition and hyperlink on the Annual Conference app
- Logo recognition and hyperlink on the Annual Conference web page
- Logo recognition on online registration session description

## Keynote Sponsor **Sold! Thank you Maxwell Management**

\$2,000

Open the conference with all delegates in attendance.

- One sponsorship available
- Sponsor will be introduced by BCCPA Board President &/or Conference Chair
- Sponsor will introduce Keynote speaker
- Logo recognition on electronic signage beside stage
- Logo recognition and hyperlink on the Annual Conference web page
- Logo recognition and hyperlink on the Annual Conference app
- Logo recognition on online registration session description



## Plenary 1 Sold! Thank you Essity

\$2,000

Be a part of the first plenary session focusing on Person Centred Care with all delegates in attendance.

- One sponsorship available
  - Sponsor will be introduced by BCCPA CEO
  - Sponsor will introduce Plenary 1
  - Corporate branding on two large screens beside stage
  - Logo recognition and hyperlink on the Annual Conference web page
  - Logo recognition and hyperlink on the Annual Conference app
  - Logo recognition on online registration session description
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## Monday Morning Coffee Break Sold! Thank you Westbridge Group

\$2,000

- One sponsorship available
  - Opportunity to have your corporate banner on tradeshow stage, along with table and promotional materials during the break
  - Logo recognition on printed and electronic signage prominently displayed throughout the tradeshow
  - Logo recognition and hyperlink on the Annual Conference app
  - Logo recognition and hyperlink on the Annual Conference web page
  - Logo recognition and hyperlink on online registration session description
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## Monday Networking Lunch

\$3,000

- One sponsorship available
  - Opportunity to have your corporate banner on tradeshow stage, along with table and promotional materials during the break
  - Logo recognition on printed and electronic signage prominently displayed throughout the tradeshow
  - Logo recognition and hyperlink on the Annual Conference app
  - Logo recognition and hyperlink on the Annual Conference web page
  - Logo recognition on online registration session description
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## Monday Afternoon Coffee Break

\$2,000

- One sponsorship available
- Opportunity to have your corporate banner on tradeshow stage, along with table and promotional materials during the break
- Logo recognition on printed and electronic signage prominently displayed throughout the tradeshow
- Logo recognition and hyperlink on the Annual Conference app
- Logo recognition and hyperlink on the Annual Conference web page
- Logo recognition and hyperlink on online registration session description

## Safety Den **Sold! Thank you SafeCare BC**

**\$8,000**

Back for the third year due to its resounding success! Contestants will compete for prizes awarding the most innovative safety submissions that will reduce worker injury rates and/or improve the lives of seniors in care. This will be a plenary session with all delegates in attendance. Production costs and prizes included in price of sponsorship.

- One sponsorship available
- Logo recognition on printed and electronic signage prominently displayed throughout the ballroom
- Opportunity to address delegates for up to 5 minutes after MC's introduction on stage as part of program
- Special recognition of sponsor by MC during program
- Logo recognition and hyperlink on the Annual Conference web page
- Logo recognition and hyperlink on the Annual Conference app
- Logo recognition on online registration session description

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## Monday Cocktail Reception **Sold! Thank you Heritage**

**\$2,000**

- One sponsorship available
- Logo recognition on printed and electronic signage prominently displayed throughout the tradeshow
- Logo recognition and hyperlink on the Annual Conference web page
- Logo recognition and hyperlink on the Annual Conference app
- Logo recognition on online registration session description
- Logo recognition on complementary drink ticket provided to each attendee
- Ten (10) complimentary drink tickets included to provide to delegates of sponsor's choice (valued at \$150)

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## Monday Fun Night **Sold! Thank you Haddon**

**\$5,000**

Everyone's favourite theme night! Dinner and networking event designed to bring delegates and exhibitors together.

- One sponsorship available
- Logo recognition on printed and electronic signage prominently displayed throughout the venue
- First right of refusal to host VIP lounge (sponsor responsible for cost of programming)
- Logo recognition and hyperlink on the Annual Conference web page
- Logo recognition and hyperlink on the Annual Conference app
- Logo recognition on online registration event description

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## Tuesday Networking Breakfast **Sold! Thank you Medical Mart**

**\$2,000**

- One sponsorship available
- Opportunity to have your corporate banner on tradeshow stage, along with table and promotional materials during the break
- Logo recognition on printed and electronic signage prominently displayed throughout the tradeshow
- Logo recognition and hyperlink on the Annual Conference app
- Logo recognition and hyperlink on the Annual Conference web page
- Recognition on online registration session description

## Tuesday Morning Coffee Break

**\$2,000**

- One sponsorship available
  - Opportunity to assist Master of Ceremonies with exhibitor Prize Draw
  - Logo recognition on printed and electronic signage prominently displayed throughout the tradeshow
  - Logo recognition and hyperlink on the Annual Conference app
  - Logo recognition and hyperlink on the Annual Conference webpage
  - Recognition on online registration session description
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## Tuesday Conference Closing Luncheon

**\$5,000**

Your logo will conclude the conference during the sit-down lunch featuring key note speaker.

- One sponsorship available
- Reserved VIP Table
- Logo recognition on printed and electronic signage prominently displayed throughout the ballroom
- Logo recognition and hyperlink on the Annual Conference app
- Recognition on online registration session description



# Sponsorship Submission Form

Company Name:

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Address:

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Contact Name:

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Position:

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Telephone:

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Email:

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Industry:

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**Sponsorship Commitment:**

*Please note that all sponsorship commitments are subject to availability.*

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**Authorized Signature:**

*The person(s) authorized to sign on behalf of the proponent and to bind the proponent to the proposal must sign the submission.*

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Name:

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Title:

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Date:

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**Send completed submission forms to:**

**Cathy Szmaus**  
**Director of Events & Administration**  
**cathy@bccare.ca**