



June 10, 2015

The BC Care Providers Association (BCCPA) is seeking a sole Title Sponsor for our [Care to Chat](#) series for the 2015-16 season. Please find enclosed a *Special Request for Sponsorship Proposals*, as well as the *Submission Form*. **Proposals are due Friday, July 17, 2015 by 12:00 pm PDT.**

Care to Chat is a special speaker series hosted by the BCCPA. We will be inviting some of Canada's opinion leaders and experts to share their ideas, thoughts and insights, as well as engage in a dialogue, about important and emerging issues facing British Columbia's continuing care sector. The talks will be held as either breakfast or lunch sessions. Audience members will include residential and home care providers, government and health authority representatives, health and legal professionals, as well as seniors and families.

The 2015 – 2016 sessions will include three forums tentatively scheduled to take place in:

- September 2015
- November 2015
- February 2016
- May 2016 (occurs at the Annual Conference held in Whistler)

HERE'S WHY CARE TO CHAT IS GREAT EXPOSURE FOR YOUR COMPANY OR SERVICE

- Over 660 paid attendees in the inaugural season 2013/14*
- Over 725 paid attendees in the 2014/15 season *
- >75% attendees are service provider members of the BCCPA
- Significant coverage in Vancouver Sun and other province-wide media.
- 15,000+ direct hits on the BCCPA website for posts related to *Care to Chat*
- All events attended by key decision-makers and leaders within BC's Continuing Care sector

*includes Annual Conference attendees

Sponsorship proposal instructions are outlined in the enclosed materials. If you have any questions, please do not hesitate to contact me directly at 604-736-4233 ext. 231 or by e-mail: hart@bccare.ca.

We look forward to receiving your proposal.

Sincerely,

Hart Dashevsky
Director of Membership Services and Sponsorships
Ph: 604-736-4233, ext.231
Cell: 604-314-0487
E-mail: hart@bccare.ca



SPECIAL REQUEST FOR SPONSORSHIP PROPOSALS

2015 – 2016

DEADLINE TO SUBMIT PROPOSAL: July 17, 2015 at 12:00 p.m. PDT

Instructions

1. Submit your proposal by Friday, July 17, 2015, 12:00 p.m. (noon) to: hart@bccare.ca
2. The person(s) authorized to sign on behalf of the proponent and to bind the proponent to the proposal must sign the proposal.
3. All proposals will be irrevocable for a period of ninety (90) days from the date of the proposal submission deadline.
4. If you have any questions about the proposal, please contact:
Hart Dashevsky
Director of Membership Services and Sponsorships
604.736.4233 ext. 231
hart@bccare.ca

Scope of Request

The purpose of this Special Request is to select the Title sponsor for the 2015 – 2016 *Care to Chat* speaker series (three sessions).

Title (1 sponsor maximum)

- 3 complimentary seats at VIP table for each session.
- 2 complimentary tickets for each session – open seating.
- Opportunity to introduce opening keynote speaker or panel moderator, including at the last *Care to Chat* for the season at the 2016 Annual Conference.
- Company logo branding on all print & digital materials promoting the sessions, including on the BCCPA *Care to Chat* homepage.
- Sponsor recognition for all RSVP confirmations.
- Name and corporate logo on posters and/or table tent cards at the sessions.
- Recognition of sponsorship by emcee during each of the sessions.
- The only sponsor permitted to place corporate promotional material on each table.
- Feature story at www.bccare.ca mentioning sponsorship (including logo placement).
- Promotion of event and sponsorship via BCCPA social media channels.

Proposal Content

1. **Letter of Introduction** introducing the proponent and signed by the person(s) authorized to sign on behalf of and bind the proponent to the proposal.
2. **Proposal Submission Form(s)** signed by the person(s) authorized to sign on behalf of and bind the proponent to the proposal.

Proposal Evaluation Criteria

Proposals will be evaluated by the BC Care Providers Association, using the Evaluation Criteria Table:

Evaluation Criteria Table

Criteria	Points available to be awarded
Sponsorship amount being offered	60
Additional sponsorship and advertising with BCCPA (e.g. purchase ads on BCCPA website or conference guide or commit to attending May 29-31, 2016 Annual Conference as exhibitor)	20
BCCPA members (click here for membership applications)	15
Promotion of <i>Care to Chat</i> (e.g., you will promote it on your social media channels)	5
TOTAL	100

Confidentiality

Proposals will be kept confidential.

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.

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 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

Special Request issued:	June 9, 2015
Proposals due:	July 17, 2015 (12:00 p.m. Noon)
Notice to successful proponents:	no later than August 7, 2015



SPECIAL REQUEST FOR SPONSORSHIP PROPOSALS

Submission Form

Company name:

Address:

Individual contact:

Position:

Telephone:

Email:

Industry:

BCCPA member: Yes / No

If no, have you enclosed a membership
application? Yes / No

(membership is not required, but points are
awarded for being a BCCPA member)

Sponsorship level (check one; use a separate form for each submission):

- Gold
 Silver

Sponsorship amount being offered (cash value in Canadian dollars):

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

- Purchase ads on BCCPA website or CEO Member Report
 Will attend 2016 Annual Conference as exhibitor
 Other. Specify:

Promotion of *Care to Chat* (check all that apply):

- Will promote Care to Chat on social media

Other. Specify:

Additional comments:

Authorized Signature

Date

Name

Position