

# Ensuring Excellence:

Building a Stronger Continuing Care Sector  
39<sup>th</sup> Annual Conference • May 29-31, 2016 • Whistler, BC



BC CARE PROVIDERS  
ASSOCIATION

Here's why you want to become a sponsor!

- 250+ non-exhibitor service provider delegates from across Canada in attendance.
- Significant number of delegates include owners, senior management and board directors.
- Sponsors receive high profile exposure, recognition and value for their investment.
- BCCPA's annual event is the largest 2-day continuing care conference of its kind west of Toronto.

## Title

Sponsor Level Benefits

**SOLD** Awarded by RFP to Angel Accessibility in July, 2015

- Exhibit booth – one booth with up to two booth representatives included at no extra charge. Any additional delegates are subject to regular rates. **(Included value of \$1,900)**
- **New for 2016:** The Title sponsor is guaranteed first choice of exhibit location, and for any other extra booth purchases, for the early priority placement option **(Included value of \$200)**
- One (1) complimentary golf pass for sponsor and (2) two complimentary golf passes to invite a service provider (non-commercial) guest for a complimentary golf game **(Included value of \$450)**
- Title sponsor representative guaranteed a position on the 2016 Annual Conference Committee
- **New for 2016:** Logo/Advertisement display on the first choice of any one of the golf holes between 1-17 for the BCCPA Annual Golf Tournament\*
- **New for 2016:** First option to co-sponsor a special Monday night VIP lounge with one commercial member who provides furniture for the lounge. Sponsors are solely responsible for coordinating the programming of all features of the lounge and any costs for additional features added by sponsors.
- Opportunity to introduce President at the opening of conference
- Prominent branded window signage directly behind main registration desk **(Estimated value \$1,500)**
- Registration desk electronic signage featuring title sponsor logo
- Company logo displayed on all corporate signage during the conference
- Logo recognition on all social media platforms of sponsorship with over 1,700+ BCCPA Twitter, Facebook and LinkedIn followers.
- PREMIUM visibility on home page of conference app.
- Full page premium ad in the printed conference guide and logo prominently displayed on the back cover page
- Recognition from the podium
- Recognition on the Annual Conference webpage as a Title Sponsor



Figure 1 Title Sponsor branding will be located behind registration desk

- **New for 2016:** Access to 4 tickets to attend private BCCPA Board - Key Sponsor Recognition Breakfast. Confirmed sponsors will be able to attend the upcoming November 12<sup>th</sup> pre-board meeting breakfast. All others will participate in the 2016 event – date TBD.
- **New for 2016:** Option to insert one branded item into each service provider delegate bag
- **New for 2016:** Complimentary package of gaming chips which can be distributed to the delegates for use at Monday Night's *Club Care: Caresino* event. Chips can be used by delegates to win the grand prize.

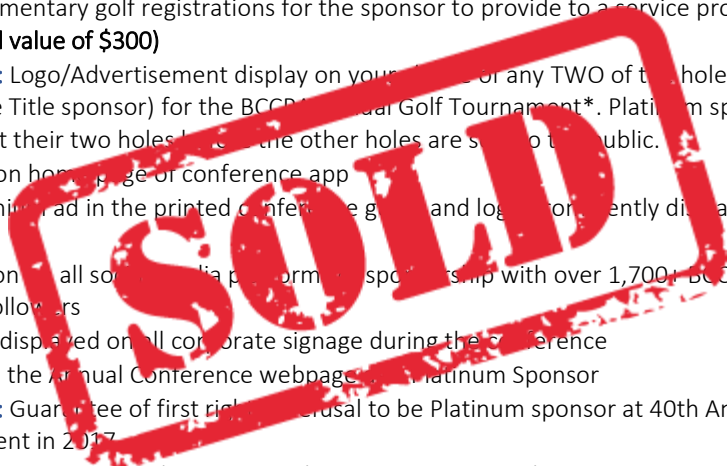
## Platinum

Sponsor Level Benefits

**SOLD (OCT. 1/15)**

**\$13,000**

- Maximum one sponsorship available
- Exhibit booth – one booth with up to two booth representatives included at no extra charge. Any additional delegates are subject to regular rates. **(Included value of \$1,900)**
- Registration desk electronic signage featuring title sponsor logo
- Prominent branded window signage directly behind main registration desk **(Estimated value \$1,500)**
- Opportunity to introduction CEO by Platinum Sponsor at opening of conference
- (2) Two complimentary golf registrations for the sponsor to provide to a service provider (non-commercial) guest **(Included value of \$300)**
- **New for 2016\*:** Logo/Advertisement display on your logo for any TWO of the holes 1-17 (after one hole is selected by the Title sponsor) for the BCCPA Annual Golf Tournament\*. Platinum sponsor will have the first option to select their two holes but the other holes are sold to the public.
- HIGH visibility on homepage of conference app
- Half-page premium ad in the printed conference guide and logo prominently displayed on the back cover page
- Logo recognition on all social media platforms sponsorship with over 1,700+ BCCPA Twitter, Facebook and LinkedIn followers
- Company logo displayed on all corporate signage during the conference
- Recognition on the Annual Conference webpage as Platinum Sponsor
- **New for 2016\*:** Guarantee of first right of refusal to be Platinum sponsor at 40th Anniversary\*\* Annual Conference event in 2017
- **New for 2016\*:** Access to 4 tickets to attend private BCCPA Board - Key Sponsor Recognition Breakfast. Confirmed sponsors will be able to attend the upcoming November 12<sup>th</sup> meeting. All others will participate in the 2016 event – date TBD.
- **New for 2016\*:** Option to insert one branded item into each service provider delegate bag
- **New for 2016\*:** Complimentary package of gaming chips which can be distributed to the delegates for use at Monday Night's *Club Care: Caresino* event. Chips can be used by delegates to win the grand prize.



**NOTE: The inclusion of a service provider golf tournament pass in your sponsor package is in addition to a pass included with your exhibit booth.**

## Gold

Sponsor Level Benefits

**TWO AVAILABLE (JAN. 20/16)**

**\$9,000 each**

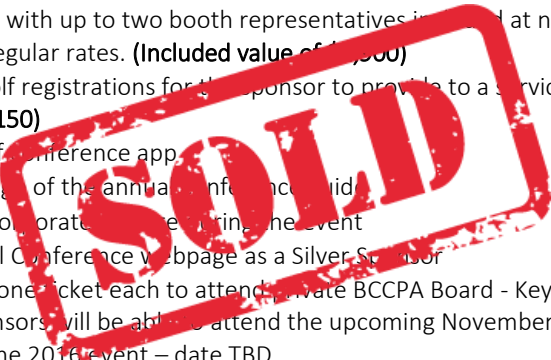
- Maximum four sponsorships available
- Exhibit booth – one booth with up to two booth representatives included at no extra charge. Any additional delegates are subject to regular rates. **(Included value of \$1,900)**

- (2) Two complimentary golf registrations for the sponsor to provide to a service provider (non-commercial) guest **(Included value of \$300)**
- **New for 2016\***: Logo/Advertisement display on your choice of ONE hole for the BCCPA Annual Golf Tournament\*. Gold sponsors will have the first option (after Title and Platinum have selected their choices) to select their hole before the other holes are sold.
- Quarter-page premium ad in the printed conference guide and logo prominently displayed on the back cover page
- FREQUENT visibility on home page of conference app
- Company logo on all corporate signage during the event
- Recognition on the Annual Conference webpage as a Gold Sponsor
- **New for 2016\***: Access to (2) two tickets to attend private BCCPA Board - Key Sponsor Recognition Breakfast. Confirmed sponsors will be able to attend the upcoming November 12th meeting. All others will participate in the 2016 event – date TBD.

**NOTE: The inclusion of a service provider golf tournament pass in your sponsor package is in addition to a pass included with your exhibit booth.**

<b>Silver</b>	<b>Sponsor Level Benefits</b>	<b>SOLD (NOV. 2/15)</b>	<b>\$6,000 each</b>
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- Maximum 8 sponsorships available
- Exhibit booth – one booth with up to two booth representatives included at no extra charge. Any additional delegates are subject to regular rates. **(Included value of \$1,500)**
- (1) One complimentary golf registrations for the sponsor to provide to a service provider (non-commercial) guest **(Included value of \$150)**
- Inclusion on home page of conference app
- Logo displayed on back page of the annual conference guide
- Company logo on all the corporate signage during the event
- Recognition on the Annual Conference webpage as a Silver Sponsor
- **New for 2016\***: Access to one ticket each to attend private BCCPA Board - Key Sponsor Recognition Breakfast. Confirmed sponsors will be able to attend the upcoming November 12th inaugural event. All others will participate in the 2016 event – date TBD.



**NOTE: The inclusion of a service provider golf tournament pass in your sponsor package is in addition to a pass included with your exhibit booth.**

<b>Sunday Annual Golf Tournament Title Sponsor Benefits</b>	<b>ONE AVAILABLE (JAN. 20/16)</b>	<b>\$5,000</b>
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- Maximum one sponsorship available
- Opportunity to display banners at Hole 18 and in the clubhouse and registration desk
- Corporate logo to be prominently branded on the golf gift merchandise provided to each golfer, score cards, cart tags, and email communications to golfers
- (2) Two golf registrations (either service provider or commercial member)
- Logo displayed on back page of the annual conference guide
- Recognition on the Annual Conference webpage as the golf tournament title sponsor
- Stickers placed on lunch bags will display your corporate logo
- Opportunity to award prizes for winning team, LD, KP



**Annual Golf Tournament \$100,000 Hole-in-One Challenge**

**SOLD (OCT. 30/15)**

**\$1,000**

- Corporate signage displayed prominently at the \$100,000 designated golf hole
- Recognition of sponsorship in the printed program
- Corporate logo on the golf challenge marketing material provided directly to each golfer
- At least two e-blast messages with corporate branding sent to all BCCPA members promoting the challenge



**Annual Golf Tournament Individual Hole Sponsorship Benefits**

**SEVEN AVAILABLE (JAN. 20/16)**

**\$500/each**

- Maximum 10 holes are available to sponsor. Availability of choice of hole is based on those selected by the key sponsors as part of their package.
- Corporate signage prominently displayed at your golf hole.
- Opportunity to showcase your goods and services to a large number of service provider golfers.
- Option: Program your golf hole! Set up a mini-booth or display, fun contest, food & drink. Subject to the approval of the golf course. Sponsor assumes any additional costs.

**New for 2016: Sunday Evening Rooftop Welcome Reception**

**SOLD (OCT. 1/15)**

**\$5,000**

- Sponsor recognition in the printed conference program
- Prominent signage at entry to the rooftop terrace
- Logo on custom drink tickets offering complimentary drink to conference attendees
- Branded drink coasters placed on all cocktail tables
- Opportunity to address delegates as part of formal ceremony
- Special recognition of sponsor by CEO during formal ceremony



**Monday Night Cocktail Reception**

**SOLD (DEC. 17/15)**

**\$5,000**

- Maximum one sponsorship available
- Corporate recognition in reception area, on the electronic signage, on the back of the conference guide, and on the app
- Logo on custom drink tickets offering a complimentary drink to conference attendees
- Fifteen drink tickets included to provide to delegates of the sponsor's choice **(Included value of \$200)**

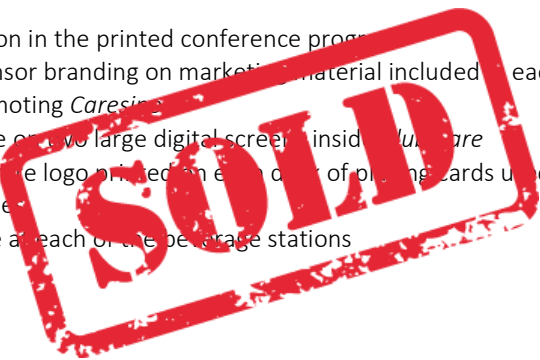


**New for 2016: Club Care: Caresino Edition Monday Night**

**SOLD (FEB. 9/16)**

**SOLD**

- Sponsor recognition in the printed conference program
- Highly visible sponsor branding on marketing material included in each delegate bag promoting *Caresino*
- Prominent signage on two large digital screens inside *Club Care*
- Specialized corporate logo printed on each of playing cards used at fun gaming tables
- Corporate signage at each of the beverage stations



- Opportunity to pick the grand prize contest winner and announce it live on Tuesday, May 31st in the main exhibition hall. Winner must be present to accept prize.

<b>New for 2016: Opening Keynote and Plenary Speaker</b>	<b>ONE AVAILABLE (JAN. 20/16)</b>	<b>\$3,000</b>
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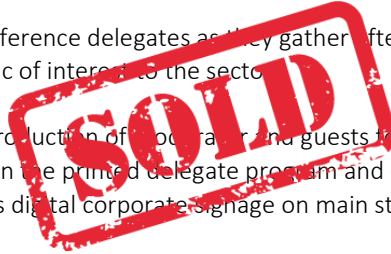
The opening keynote is by far the best-attended event at the conference. It will feature a high-profile speaker who will help set the tone for the conference. Some of our popular keynote speakers have included Jeffrey Simpson, Globe and Mail; Premier Christy Clark, formerly with CKNW Radio; former Premier of PEI Robert Ghiz; and Vaughn Palmer, veteran columnist with the Vancouver Sun.

- Sponsor introduction of the key note speaker
- Corporate recognition will be in the printed delegate program and conference app
- Printed door signage as well as digital corporate signage on main stage

<b>New for 2016: Second Plenary Sponsor</b>	<b>SOLD (OCT. 30/15)</b>	<b>\$2,000</b>
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On Monday morning, join all of the conference delegates as they gather after the first coffee break to participate in a panel discussion on an important topic of interest to the sector.

- Sponsor provides on-stage introduction of moderator and guests for panel discussion
- Corporate recognition will be in the printed delegate program and conference app
- Printed door signage as well as digital corporate signage on main stage



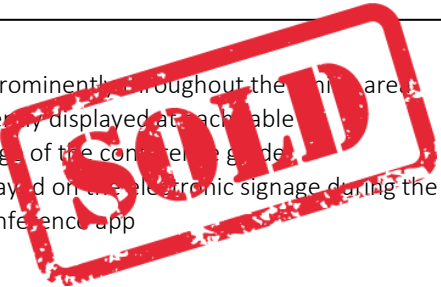
<b>Monday and Tuesday Breakfast Sponsors</b>	<b>TUESDAY AVAILABLE (JAN. 20/16)</b>	<b>\$2,000/each</b>
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- One Monday and Tuesday sponsorship available
- Corporate signage displayed prominently throughout the dining area
- Company recognition prominently displayed at each table
- Logo displayed on the back page of the conference guide
- Company advertisement displayed on the electronic signage during the event
- Recognition on the Annual Conference app



<b>Monday Lunch Sponsorship Benefits</b>	<b>SOLD OCT. 30/15</b>	<b>\$3,000</b>
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- Maximum one sponsor
- Corporate signage displayed prominently throughout the dining area
- Company recognition prominently displayed at each table
- Logo displayed on the back page of the conference guide
- Company advertisement displayed on the electronic signage during the event
- Recognition on the Annual Conference app



**Monday and Tuesday Coffee Break Sponsors**  
each

**TUESDAY MORNING AVAILABLE (JAN. 20/16)**

**\$1,500**

- Monday morning break, Monday afternoon break and Tuesday morning break sponsorship available
- Corporate signage displayed throughout the exhibit hall during the coffee breaks
- Company recognition prominently displayed at each table
- Logo displayed on back page of the annual conference guide
- Company advertisement displayed on the electronic signage during the event
- Last speaker before the coffee breaks will announce your sponsorship

**Conference Bags and Lanyards Sponsorship Benefits**

**SOLD OCT. 30/15**

**\$2,000**

- This sponsorship allows you to place your corporate branding on two high profile products: delegate registration bags & lanyards
- Each delegate will be provided with a delegate bag & lanyard at time of registration
- Only one corporate sponsor will be permitted – ensuring great visibility with all of our residential care and home care delegates
- Sponsor will supply BCCPA with up to 170 bags and 470 lanyards
- BCCPA's logo will be on one side of the bag
- Bags and logo display by sponsor are subject to approval of BCCPA



**Conference Hotel Window Decals**

**WINDOWS AVAILABLE (JAN. 20/16)**

**\$500 each pane**

- Corporate logo on window decal of Frontenac Foyer
- 24" width X "70" height

For more information or to purchase please contact:

**Hart Dashevsky**

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\*golf tournament hole selection will be limited to non-sponsored holes at time of sponsorship purchase.

\*\*must confirm and secure interest in sponsorship by no later than Aug 30, 2016

NOTE: All sponsorships are subject to GST