



**BC Care  
Providers**  
ASSOCIATION

Celebrating 40 Years | 1977 – 2017



# Sponsorship Prospectus

---

**Providing 40 Years of C.A.R.E.**

*Collaboration. Achievement.  
Research. Excellence.*

May 28-31, 2017  
Fairmont Chateau Whistler

## Dear Prospective Sponsors,

The 2017 Annual BC Care Providers Conference marks our 40th Anniversary. An extra day has been added to the conference in order to include even more exciting and informative plenaries and concurrent sessions focusing on topics pertaining to the continuing care sector.

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, home care, and commercial members from across British Columbia.

Sponsors will receive the highest exposure of any conference in the 40-year history of the BCCPA due to anticipated record attendance. Increase your brand's visibility by becoming an event sponsor and show your support for the continuing care sector.

I look forward to working with you and celebrating the 40th anniversary of the BC Care Providers Association in Whistler.

Best,



**Cathy Szmaus**  
**Director of Events & Administration**  
**BC Care Providers Association**  
**738-4710 Kingsway**  
**Burnaby, BC, V5H4M2**  
**604-736-4233 ext 226**

[www.bccare.ca](http://www.bccare.ca)  
[@bccareproviders](https://twitter.com/bccareproviders)

**"Improving Seniors Care... Together"**



## Title Sponsor **SOLD!**

Title Sponsor awarded by RFP to Angel Accessibility on October 5th 2016. As a commercial member of the BC Care Providers Association and returning title sponsor, Angel Accessibility is looking forward to the 2017 conference and showcasing their growing line of patient handling and bathing products and services focused on making health safer for caregivers and residents.



## Platinum **\$14,000 SOLD!**

- Official designation as the exclusive Platinum sponsor
- One exhibit booth with two delegates included (valued at \$1,940)\*
- Corporate branding on windows at event entrance
- On-stage introduction of BCCPA CEO by Platinum sponsor
- **NEW:** Your own reserved VIP table at Gala “Evening in Black & White” with SafeCare BC Board Chair and Park Place Seniors Living Board President Al Jina and Aly Devji, BCCPA VP Board and Past Chair Annual Conference Committee
- **NEW:** Your own reserved VIP table at the Wednesday Buffet Breakfast and Wednesday Plated Luncheon
- **NEW:** Two complimentary golf passes (valued at \$400)
- Tee Sponsor on two holes of the BCCPA Annual Golf Tournament (valued at \$1000)\*\*
- Premium visibility on conference app
- 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
- Corporate logo displayed on all signage during the conference
- Recognition on the Annual Conference webpage
- Recognition on online delegate registration page
- **NEW:** Special recognition on Member 365 (our new association management software launching October 26th 2016)
- **NEW:** Full page advertisement on inside back cover of commemorative 40th Anniversary printed program (valued at \$1000)
- Option to insert one branded item into each service provider delegate bag
- **NEW:** Four VIP invitations to private BCCPA Board & Key Sponsor Recognition Breakfast in November 2017



## Gold \$9000

- Maximum five sponsorships available
- One exhibit booth with two delegates included (valued at \$1,940)\*
- Corporate branding on windows at event entrance
- **NEW:** Reserved VIP table at Gala “Evening in Black & White” with BCCPA Board Member. You will be asked to indicate the Board Member whom you would prefer to be seated with (excluding Karen Baillie, Aly Devji, and Hendrik Van Ryk) along with two alternatives. We will try our best to assign the Board Member of your choice to your table. Please note, however, that we reserve the right to seat according to availability.
- **NEW:** Reserved VIP table at the Wednesday Buffet Breakfast and Wednesday Plated Luncheon
- One complimentary golf pass (valued at \$200)
- Tee Sponsor on one hole for the BCCPA Annual Golf Tournament (valued at \$500)\*\*
- Frequent visibility on conference app
- 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
- Corporate logo displayed on all signage during the event
- Recognition on the Annual Conference web page
- Recognition on online delegate registration page
- **NEW:** Special recognition on Member 365 (our new association management software launching October 26th 2016)
- **NEW:** Half page advertisement in commemorative 40th Anniversary printed program (valued at \$500)
- Two VIP invitations to private BCCPA Board & Key Sponsor Recognition Breakfast in November 2017

## Silver \$6,000

- Maximum eight sponsorships available
- One exhibit booth with two delegates included (valued at \$1,940)\*
- Corporate branding on windows near event entrance
- **NEW:** Reserved VIP table at Gala “Evening in Black & White”
- **NEW:** Reserved VIP table at the Wednesday Buffet Breakfast and Wednesday Plated Luncheon
- Inclusion on conference app
- 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
- Corporate logo displayed on all signage during the event
- Recognition on the Annual Conference web page
- Recognition on online delegate registration page
- **NEW:** Special recognition on Member 365 (our new association management software launching October 26th 2016)
- **NEW:** Quarter page advertisement in the commemorative 40th Anniversary printed program (valued at \$250)
- One VIP invitation to private BCCPA Board & Key Sponsor Recognition Breakfast in November 2017

\*Booths in prime locations have been reserved for our Platinum, Gold and Silver sponsors. If you would like to select your booth a \$200 priority placement fee will apply.

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

Please note all sponsorships are subject to GST





## BC CARE PROVIDERS ANNUAL GOLF TOURNAMENT

Held on Sunday May 28th 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 \$1000**

- Corporate Branding on lunch boxes to be eaten on course
- Corporate Branding on signage in Clubhouse

### **AFTER GOLF RECEPTION \$1500**

- Corporate Branding on complimentary Drink Ticket provided to each golfer
- Corporate Branding on signage at Clubhouse during reception

### **WOMEN'S LONGEST DRIVE \$500**

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

### **MEN'S LONGEST DRIVE \$500**

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

### **WOMENS' CLOSEST TO THE PIN \$500**

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

### **MEN'S CLOSEST TO THE PIN \$500**

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

### **LOWEST TEAM SCORE \$500**

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

### **TEE SPONSOR \$500 EACH**

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



## Welcome Reception \$5000

For the first time, this year's 40th Anniversary Welcome Reception will be held at the beautiful Squamish Lil' Wat Cultural Centre, located steps away from the Fairmont Chateau Whistler. The evening will feature a culinary experience with a coastal aboriginal twist.

- One sponsorship available for Sunday May 28th Reception
- Corporate branding onsite
- Corporate branding on complimentary drink ticket provided to each delegate
- Recognition on the Annual Conference web page
- Logo recognition on the Annual Conference app
- Recognition on online registration event description
- Opportunity to address delegates for up to 5 minutes after CEO or President's introduction on stage as part of formal ceremony
- Special recognition of sponsor by CEO during formal ceremony



## Networking Breakfast \$2000

- One sponsorship available for Monday May 29th Breakfast
- **NEW:** Opportunity to have your corporate banner on stage, along with table and promotional materials during the break
- Corporate branding on signage prominently displayed
- Corporate branding on table tent cards
- Corporate branding displayed on the electronic signage
- Logo recognition on the Annual Conference app
- Recognition on the Annual Conference web page
- Recognition on online registration session description



## Plenary 1 \$2000

Be a part of the first plenary session focusing on EXCELLENCE 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
- Recognition on the Annual Conference web page
- Logo recognition on the Annual Conference app
- Recognition on online registration session description



## Monday Morning Coffee Break \$2000

- One sponsorship available
- **NEW:** Opportunity to have your corporate banner on stage, along with table and promotional materials during the break
- Corporate branding on signage prominently displayed
- Corporate branding on table tent cards
- Corporate branding displayed on the electronic signage
- Logo recognition on the Annual Conference app
- Recognition on the Annual Conference web page
- Recognition on online registration session description





## Plenary 2 \$1000

Have your logo prominently displayed during the second Plenary focusing on RESEARCH with all delegates in attendance.

- One sponsorship available
- Corporate branding on signs at entrance to plenary
- Corporate branding on two screens beside stage
- Recognition on the Annual Conference web page
- Logo recognition on the Annual Conference app
- Recognition on online registration session description



## Monday Networking Lunch \$3000

- One sponsorship available
- **NEW:** Opportunity to have your corporate banner on stage, along with table and promotional materials during the break
- Corporate branding on signage prominently displayed
- Corporate branding on table tent cards
- Corporate branding displayed on the electronic signage
- Logo recognition on the Annual Conference app
- Recognition on the Annual Conference web page
- Recognition on online registration session description





## Monday Afternoon Coffee Break \$2000

- One sponsorship available
- **NEW:** Opportunity to have your corporate banner on stage, along with table and promotional materials during the break
- Corporate branding on signage prominently displayed
- Corporate branding on table tent cards
- Corporate branding displayed on the electronic signage
- Logo recognition on the Annual Conference app
- Recognition on the Annual Conference web page
- Recognition on online registration session description



## Safety Den \$8000

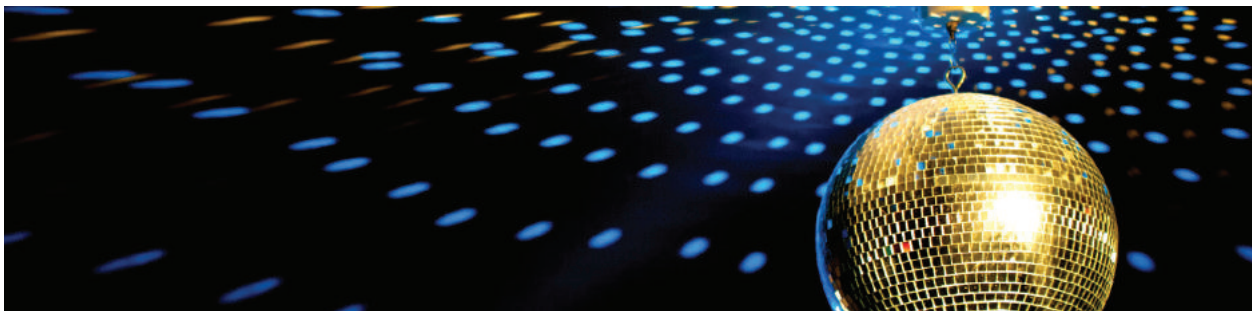
Based on the 2016 pre-conference event, this Dragon's Den style competition will now be integrated into the conference program due to its resounding success. Contestants will compete for prizes awarding the most innovative safety submissions that will reduce worker injury rates and/or improve the lives of seniors in care. Audience electronic voting will decide the winner and make for an entertaining and interactive experience. This will be a plenary session with all delegates in attendance. Production costs and prizes included in price of sponsorship.

- One sponsorship available
- Corporate branding on signs at entrance
- Corporate branding on two screens beside stage
- Recognition on the Annual Conference web page
- 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 on the Annual Conference app
- Recognition on online registration session description



## Monday Cocktail Reception \$2000

- One sponsorship available
- Corporate branding onsite
- Recognition on the Annual Conference web page
- Logo recognition on the Annual Conference app
- Recognition on online registration session description
- Corporate branding 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)



## Monday Night Club Care \$5,000

Everyone's favorite theme night "Club Care" goes back to 1977. Break out the bell bottoms and dust off the disco balls an evening of dining and dancing!

- One sponsorship available
- Corporate branding on signage displayed prominently throughout the "Club"
- Corporate branding on two screens beside the stage
- Corporate branding on drink coasters
- First right of refusal to host VIP lounge (sponsor responsible for cost of programming)
- Recognition on the Annual Conference web page
- Recognition on online registration event description



## Tuesday Networking Breakfast \$2000

- One sponsorship available
- **NEW:** Opportunity to have your corporate banner on stage, along with table and promotional materials during the break
- Corporate branding on signage prominently displayed
- Corporate branding on table tent cards
- Corporate branding displayed on the electronic signage
- Logo recognition on the Annual Conference app
- Recognition on the Annual Conference web page
- Recognition on online registration session description



## Tuesday Morning Networking Coffee Break \$2000

- One sponsorship available
- **NEW:** Opportunity to assist Master of Ceremonies with exhibitor Prize Draw
- Corporate branding on signs prominently displayed
- Corporate branding on table tent cards
- Corporate branding displayed on the electronic signage
- Logo recognition on the Annual Conference app
- Recognition on the Annual Conference webpage
- Recognition on online registration session description



## Tuesday Afternoon Coffee To Go \$500

- Maximum (1) one sponsorship available
- Corporate Branding on 'To-Go' Coffee Cups
- Corporate Branding on signage displayed prominently by coffee stations
- Recognition on the Annual Conference web page
- Recognition on online registration session description



## Care To Debate \$5000

The first annual "Care to Debate" competition will be open to the continuing care sector. Applicants will submit a motion designed to improve seniors care in BC and/or Canada and up to five will be selected to debate their motion during this dynamic session. Electronic voting will allow winner to be chosen in real time. This is a plenary session with all delegates in attendance.

- One sponsorship available
- Corporate branding on signs at entrance
- Corporate branding on two screens beside stage
- 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
- Recognition on the Annual Conference web page
- Logo recognition on the Annual Conference app
- Recognition on online registration session description





## Tuesday Champagne Reception \$2000

New this year! Champagne reception with entertainment before the Gala dinner.

- One sponsorship available
- Corporate branding onsite
- Recognition on the Annual Conference web page
- Recognition on online registration session description
- Corporate branding 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)



## Tuesday Gala Dinner \$5000

New this year! Join us for an evening in "Black and White" to celebrate 40 years of the BC Care Providers Association. Special guests and presentations throughout the evening. Tickets will be available to purchase for those not attending the conference.

- One sponsorship available
- Your own reserved VIP table with BCCPA CEO Daniel Fontaine and VP Mike Klassen
- Opportunity to address delegates for up to 5 minutes after CEO or President's introduction on stage as part of formal ceremony
- Special recognition of sponsor by CEO during formal ceremony
- Corporate branding on signage displayed prominently
- Corporate branding on two screens beside the stage
- Recognition on the Annual Conference web page
- Recognition on online registration event description



## Wednesday Morning Breakfast Buffet \$2000

New this year! Sit down buffet breakfast featuring keynote speaker(s) focusing on CARING.

- One sponsorship available
- VIP Reserved table
- Corporate branding on signage prominently displayed
- Corporate branding on table tent cards
- Corporate branding on two screens beside the stage
- Logo recognition on the Annual Conference app
- Recognition on the Annual Conference web page
- Recognition on online registration session description



## Wednesday Morning Coffee To Go \$500

- Maximum (1) one sponsorship available
- Corporate Branding on 'To-Go' Coffee Cups
- Corporate Branding on signage displayed prominently by coffee stations
- Recognition on the Annual Conference web page
- Recognition on the Annual Conference app
- Recognition on online registration session description



## Wednesday Conference Closing Luncheon \$3000

Your logo will conclude the conference during the sit down lunch and plenary panel discussion celebrating the achievements of the BCCPA over the past 40 years.

- One sponsorship available
- Reserved VIP Table
- Corporate branding on signage prominently displayed
- Corporate branding on table tent cards
- Corporate branding on two screens beside the stage
- Logo Recognition on the Annual Conference web page
- Recognition on the Annual Conference app
- Recognition on online registration session description
- Recognition on the Annual Conference app