

# 42<sup>nd</sup> Annual Conference

Fairmont Chateau Whistler, BC  
May 26-28, 2019

**SPONSORSHIP PROSPECTUS**



**BC Care  
Providers**  
ASSOCIATION

**The Q Factor**  
**BC Care Providers Association 42<sup>nd</sup> Annual Conference**  
**May 26-28, 2019 | Fairmont Chateau Whistler**

The Q Factor... what is it? Do you have it? The Q factor or Quality factor is a concept that is applicable in many areas of physics and engineering. The 2019 BCCPA Conference will focus on the Q factor in the continuing care sector. What do owners, operators, leaders, and staff need to do to improve quality of seniors' care? How do you improve the quality of life of the seniors being cared for and for those who care for them?

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 2018 Annual Conference had a record attendance with over 500 service providers, commercial members and exhibitors 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.

We are expecting 300 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 members from across British Columbia.

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. Increase your brand's visibility by becoming an event sponsor and show your support for the continuing care sector.

The 2019 Sponsorship Prospectus offers opportunities that have been created to meet a wide range of budgets and scope. Custom sponsorship opportunities will also be considered.

If you have any questions about the prospectus, please feel free to contact me anytime.

Best,



Cathy Szmaus

Director of Events & Administration

Ph: 604-736-4233 x 226

[cathy@bccare.ca](mailto:cathy@bccare.ca)

## PLATINUM

**\$14,000**

- Official designation as the exclusive Platinum sponsor
- One exhibit booth with two exhibitor badges included (*valued at \$1,950*)\*
- Two complimentary golf passes (*valued at \$500*)
- Tee Sponsor on one hole of the BCCPA Annual Golf Tournament (*valued at \$500*)\*\*
- Premium logo visibility and hyperlink on conference app
- Logo recognition on Q-Factor day sheet
- One reserved table at the Monday Night Mountaintop Experience
- Logo recognition and hyperlink on the Annual Conference webpage
- Logo recognition and hyperlink on online delegate registration page
- 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 Event in November 2019

## GOLD

**\$9,000**

- Maximum five sponsorships available
- One exhibit booth with two delegates included (*valued at \$1,950*)\*
- One complimentary golf pass (*valued at \$250*)
- 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 Q-Factor day sheet
- One reserved table at the Monday Night Mountaintop Experience
- Logo recognition and hyperlink on the Annual Conference web page
- Logo recognition and hyperlink on online delegate registration page
- 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 Event in November 2019

## SILVER

**\$6,000**

- Maximum eight sponsorships available
- One exhibit booth with two delegates included (*valued at \$1,950*)\*
- Logo inclusion and hyperlink on conference app
- Logo recognition displayed on Q-Factor day sheet
- One reserved table at the Monday Night Mountaintop Experience
- Logo recognition and hyperlink on the Annual Conference web page
- Logo recognition and hyperlink on online delegate registration page
- 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 Event in November 2019

## Q-Factor Day Sheet

**\$1000 each day/\$2500 for three**

The day sheet will highlight each day's agenda and events and will be delivered to each guest hotel room each morning, as well as being available at the registration desk. Your logo will be featured.

## Wine Tasting Event

**\$2000**

New for 2019! A one hour 'Masterclass' style wine education on British Columbia wines led by a Certified Sommelier. Sip some wine and nibble on snacks as you learn about BC wines. This pre-conference event will be held on Sunday May 26<sup>th</sup> and will include plenty of time for networking. Includes two complimentary registrations for Whistler Wine Tasting

- Logo recognition on signage prominently displayed at event
- Logo recognition and hyperlink on the Annual Conference app
- Logo recognition and hyperlink on online registration event description

## Welcome Drink

**\$5000**

Welcome each guest to the conference with a glass of wine as they check in at the registration desk on Sunday May 26<sup>th</sup>. Sponsorship includes the cost of wine and custom branded wine glasses for delegates to enjoy.

- Logo recognition on signage prominently displayed at the registration desk
- Logo recognition and hyperlink on the Annual Conference app
- Logo recognition on online registration session description

## TOM FRAME MEMORIAL GOLF TOURNAMENT

Held on Sunday May 26<sup>th</sup> at the beautiful Fairmont Chateau Whistler Golf Club, the Tom Frame Memorial Golf tournament brings together commercial members and service provider members on the fairway. The tournament is proudly sponsored by **MIP** and held in memory of long time MIP employee and loyal BCCPA member Tom Frame.

We are pleased to offer several options for sponsorship at the Tom Frame Memorial Golf Tournament. All sponsorships will be promoted on the delegate on-line registration site and through communiqués to the golfers.

## GOLF CART LUNCH \$1000

- Logo recognition on signage in Clubhouse

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

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

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

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

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

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

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

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

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

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

### **WINNING TEAM \$750**

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

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

- Logo recognition on hole signage
- Opportunity to program the golf hole and meet and greet with golfers
- Optional programming of golf hole responsibility of sponsor

### **WELCOME BACK BBQ**

**\$5000**

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 26<sup>th</sup> Reception



- Logo recognition onsite
- Logo recognition on complimentary drink ticket provided to each delegate
- 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

## **MONDAY NETWORKING BREAKFAST** **\$2000**

- One sponsorship available
- Logo recognition on signage prominently displayed throughout the tradeshow
- Logo recognition and hyperlink on the Annual Conference app
- Logo recognition on online registration session description

## **KEYNOTE SPONSOR** **\$2000**

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 Daniel Fontaine, BCCPA CEO
- Logo recognition on electronic signage beside stage
- Logo recognition and hyperlink on the Annual Conference app
- Logo recognition on online registration session description

## **PLENARY 1** **\$2000**

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

- One sponsorship available
- Sponsor will be introduced by BCCPA CEO
- Sponsor will introduce Plenary 1
- Logo recognition on electronic signage beside stage
- Logo recognition and hyperlink on the Annual Conference app
- Logo recognition on online registration session description

## **MONDAY MORNING COFFEE BREAK** **\$2000**

- One sponsorship available
- Logo recognition on 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

## MONDAY NETWORKING LUNCH

**\$3000**

- One sponsorship available
- Logo recognition on 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

## MONDAY AFTERNOON COFFEE BREAK

**\$2000**

- One sponsorship available
- Logo recognition on signage prominently displayed throughout the tradeshow
- Logo recognition and hyperlink on the Annual Conference app
- Logo recognition and hyperlink on online registration session description

## SAFETY DEN

**\$8000**

Back for the fourth 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. "Safety Dragons" 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 are included in price of sponsorship.

- One sponsorship available
- Logo recognition on signage prominently displayed throughout the ballroom
- 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

## MONDAY NIGHT MOUNTAIN TOP EXPERIENCE

New for 2019! Dinner and networking event designed to bring delegates and exhibitors together atop Whistler Mountain. This mountain top experience is brought to you by **Haddon Equipment and Supplies** – our partners in creating memorable Monday night events for the past several years. Guests will board gondola in Whistler Village, be served a glass of champagne and a canape at mid-station as they make their way up Whistler Mountain for a Sunset Cocktail Reception and dinner. We are pleased to offer several opportunities for sponsorship to be included in this experience.

## MIDSTATION SIP AND SNACK SPONSOR \$1000

- One sponsorship available
- Logo recognition on online registration session description
- Logo recognition and hyperlink on the Annual Conference app

## SUNSET COCKTAIL RECEPTION SPONSOR \$2000

- One sponsorship available
- Logo recognition on online registration session description
- Logo recognition and hyperlink on the Annual Conference app
- Logo recognition on signage prominently displayed throughout the venue
- Logo recognition on complementary drink ticket provided to each attendee

## TUESDAY NETWORKING BREAKFAST

**\$2000**

- One sponsorship available
- Logo recognition on signage prominently displayed throughout the tradeshow
- Logo recognition and hyperlink on the Annual Conference app
- Recognition on online registration session description

## TUESDAY MORNING NETWORKING COFFEE BREAK

**\$2000**

- One sponsorship available
- Opportunity to assist Master of Ceremonies with the Grand Prize Draw
- Logo recognition on signage prominently displayed throughout the tradeshow
- Logo recognition and hyperlink on the Annual Conference app
- Recognition on online registration session description

## TUESDAY CONFERENCE CLOSING LUNCHEON

**\$5000**

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

- One sponsorship available
- Opportunity to introduce the keynote
- Logo recognition on 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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**Sponsorship Commitment:**

*Please note all sponsorships 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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Please send completed sponsorship submission form to  
Cathy Szmaus, Director of Events + Administration  
cathy@bccare.ca