

# 43<sup>rd</sup> Annual Conference

Fairmont Chateau Whistler, BC  
May 24-26, 2020

**TITLE SPONSOR**  
REQUEST FOR PROPOSAL



**BC Care  
Providers**  
ASSOCIATION

**August 19, 2019**

Established in 1977, **BC Care Providers Association** (BCCPA) is the leading voice representing non-government operators of seniors' living and wellness services in British Columbia. BCCPA's membership includes over 350 organizations delivering long-term care, assisted living, independent living, and home health; as well as commercial and associate members. BCCPA members support more than 17,000 seniors annually in the long-term care and assisted living setting, and over 10,000 each year through home care & home support services.

Our **43rd Annual Conference** will be held May 24-26th, 2020 in Whistler, B.C. at the Fairmont Chateau Whistler. Please find enclosed the **Annual Conference Title Sponsor Request for Proposal**, as well as the **Submission Form**. Proposals are due by **Friday September 27, 2019 5:00 pm (PDT)**. Sponsorship proposal instructions are outlined in the enclosed materials.

Our 2019 Annual Conference had a record attendance with over 500 service providers, commercial members and 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 the premier event for the continuing care sector. With a 60% growth in size since 2012, the BCCPA Annual Conference provides direct access and exposure to service provider members and their key decision makers.

As Title Sponsor, your company will be provided with a unique opportunity to expose your goods and services to the continuing care sector. We look for every opportunity to showcase our Title Sponsor and will incorporate cobranding on our conference app, hotel room keys, registration area, delegate bags and lanyards, and throughout the exhibit hall and conference area for unparalleled exposure from the time the delegate checks into the hotel until the closing of the conference.

If you have any questions, please don't hesitate to reach out to me directly.

I look forward to receiving your proposal.

Sincerely,



Cathy Szmaus  
Vice President, Operations + Corporate Partnerships  
[cathy@bcccare.ca](mailto:cathy@bcccare.ca)  
604-736-4233 x 226

# Annual Conference Title Sponsor Request for Proposal

**DEADLINE TO SUBMIT PROPOSAL: Friday September 27, 2019 5:00 pm (PDT)**

## Instructions

- Submit your proposal by **Friday September 27, 2019 5:00 pm (PDT)** by e-mail to: [cathy@bccare.ca](mailto:cathy@bccare.ca)
- The person(s) authorized to sign on behalf of the proponent and to bind the proponent to the proposal must sign the proposal.
- All proposals will be irrevocable for a period of ninety (90) days from the date of the proposal submission deadline.

## Scope of Request

The purpose of this Special Request is to select a Title Sponsor for the BCCPA Annual Conference in Whistler May 24-26th, 2020.

## Confidentiality

Proposals will be kept confidential and the successful bid will be verified by BCCPA staff and announced by no later than Tuesday October 1<sup>st</sup>, 2019.

## Right to Cancel

BC Care Providers Association has the right to cancel at any time this Special Request or any part of any agreement resulting from it.

## First Right of Refusal

Subject to the approval by the BCCPA, the successful bidder for the 2020 Annual Conference Title Sponsorship will be offered an exclusive opportunity to become the Title Sponsor for the 2021 Annual Conference [NOTE: The approved terms and conditions for the 2020 Annual Conference Title Sponsorship will apply for the 2021 Annual Conference].

## 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

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 any 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 BC Care Providers Association is final and binding.

## Timeline

Special Request issued: **August 15, 2019**

Proposals due: **Friday September 27, 2019 5:00 pm (PDT)**

If you have any questions about the proposal, please contact:

Cathy Szmaus  
Vice President, Operations + Corporate Partnerships  
604.736.4233 X 226  
[cathy@bccare.ca](mailto:cathy@bccare.ca)

## Sponsorship Features

Title sponsor will be entitled to the following benefits:

- Title sponsor guaranteed a position on the *2020 Annual Conference Committee*
- Title sponsor logo featured prominently on conference webpage and registration system
- Special stand-alone e-blast recognizing your sponsorship to 2000 + members, key stakeholders, and contacts (estimated value \$1,200)
- Recognition on all BCCPA social media platforms of your sponsorship
- VIP Invitation to BCCPA exclusive events outside of the annual conference for period of one year from October 2019 – August 2020



*Title sponsor branding will be located behind registration desk*

## Registration

- Custom branded hotel key cards (estimated value \$3,000)
- Custom branded delegate bags (estimated value \$2,500)
- Custom branded lanyards (estimated value \$1,500)
- Prominent branded window signage behind main registration desk. (Estimated value \$2,000)
- On-site recognition signage displayed throughout the venue

## Conference App

- Logo featured on app splash screen and weighted logo rotation



*Cobranding on conference app splash screen*



## Tradeshow

- One exhibit booth including two booth representatives included at no extra charge (estimated value \$1,950)
- Additional booth representatives permitted at reduced rates
- Guaranteed advance first choice of premiere exhibit location (estimated value \$200)



*Premiere exhibit location*

## Golf Tournament

- One complimentary golf foursome (estimated value \$1,000)
- Two complimentary golf tee sponsorships with the option to program (estimated value \$1,000)



*Program your golf tee for an interactive experience*

# Special Request for Sponsorship Proposal

## Submission Form

Company name: \_\_\_\_\_

Address: \_\_\_\_\_

Key contact: \_\_\_\_\_

Position: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

BCCPA member: Yes / No

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

Additional comments:

Amount of Title Sponsorship proposed: \$ \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

