

# 4<sup>3</sup><sup>rd</sup> Annual Conference

Fairmont Chateau Whistler, BC  
May 24-26, 2020

20/20: A VISION FOR SENIORS  
Sponsorship Prospectus



**BC Care  
Providers**  
ASSOCIATION

Inspiring and motivating workshops, high-profile opening and closing keynote speakers, engaging networking events, and a dynamic tradeshow make the BCCPA Annual Conference the premiere event to promote your goods and services.

Our 2019 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 grow as we continue delivering a first-class educational program and exciting networking events in the magnificent setting of Whistler.

We are expecting 300 key decision makers to be in attendance including owners, operators, senior management and board directors from the seniors' living and care sector. Our growing membership base includes over 300 residential care, assisted living, independent living, and home health members from across British Columbia.

Increase your brand's visibility by becoming an event sponsor and show your support for the seniors' living and care sector. Booths in prime locations have been reserved for our Platinum, Gold and Silver sponsors, which will be allocated on a first come, first served basis. Event sponsors over \$5,000 will be offered priority booth selection before registration opens to commercial members on November 4<sup>th</sup>.

The 2020 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  
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## PLATINUM \$15,000

- Official designation as the exclusive Platinum sponsor
- One exhibit booth with two exhibitor badges included (*valued at \$2,020*)\*
- 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
- One reserved table at the Monday Night Theme Dinner
- 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 2,500+ Twitter, Facebook, and LinkedIn followers
- Special stand-alone e-blast recognizing your sponsorship to 2,000+ members, key stakeholders and contacts
- Four VIP invitations to a private BCCPA Board & Key Sponsor Recognition Event in Fall 2020

## GOLD \$10,000

- Maximum five sponsorships available
- One exhibit booth with two delegates included (*valued at \$2,020*)\*
- 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
- One reserved table at the Monday Night Theme Dinner
- 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 2,500+ BCCPA Twitter, Facebook and LinkedIn followers
- E-blast recognizing all Gold sponsors to 2,000+ members, key stakeholders, and contacts
- Two VIP invitations to a private BCCPA Board & Key Sponsor Recognition Event in Fall 2020

## SILVER \$8,000

- Maximum eight sponsorships available

- One exhibit booth with two delegates included (valued at \$2,020)\*
- Logo inclusion and hyperlink on conference app
- One reserved table at the Monday Night Theme Dinner
- 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 2,500+ BCCPA Twitter, Facebook and LinkedIn followers
- E-blast recognizing all Silver sponsors to 2,000+ members, key stakeholders, and contacts
- One VIP invitation to a private BCCPA Board & Key Sponsor Recognition Event in Fall 2020

\*Booths in prime locations have been reserved for our Platinum, Gold, and Silver sponsors

\*\*Optional programming of golf hole responsibility of sponsor—create an engaging and interactive experience to connect with service provider golfers.

## TOM FRAME MEMORIAL GOLF TOURNAMENT

Held on Sunday May 24th 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 \$1,500**
  - Logo recognition on signage in Clubhouse
- **AFTER GOLF RECEPTION \$2,000**
  - 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
- **"YOU TOOK A SHOT FOR TOM" PRIZE \$500**
  - Random prize draw
  - Opportunity to award the prize
- **WINNING TEAM \$1,000**
  - Prizes are included in cost of sponsorship
  - Opportunity to award the prize and present tournament trophies
- **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—create an engaging and interactive experience to connect with golfers.

## **POLICY CAFE \$2,000**

The BCCPA Policy Café returns as a pre-conference event! Over a French-themed lunch, registrants will discuss and brainstorm for solutions to the health human resource crisis in the seniors' living and care sector.

This session will include plenty of time for networking.



- One sponsorship available
- Includes one complimentary registration for Policy Café
- Logo recognition and hyperlink on the Annual Conference web page
- Logo recognition and hyperlink on the Annual Conference app
- Logo recognition and hyperlink on online registration event description
- Opportunity to provide welcome remarks to session attendees

### **WELCOME DRINK \$5,000**

Welcome each guest to the conference with a glass of wine at the registration desk. Sponsorship includes the cost of wine and custom branded wine glasses for delegates to enjoy. Sponsor is offered the opportunity to greet guests as they register.

### **WELCOME BACK RECEPTION \$5,000**

The Welcome Back Reception 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 24<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 \$2,500**

- 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 \$2,500

- 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 the keynote speaker
- Logo recognition on electronic signage beside stage
- Logo recognition and hyperlink on the Annual Conference app
- Logo recognition on online registration session description



### PLENARY \$2,500

- Be a part of the plenary session with all delegates in attendance.
- One sponsorship available
- Sponsor will be introduced by BCCPA CEO
- Sponsor will introduce Plenary
- 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 \$2,000

- 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 \$3,000

- 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 \$2,000

- 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 \$8,000



Back for the fifth 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 THEME NIGHT: THE ROARING 20s

Flappers and philosophers, gangsters and molls—the roaring 20s were a time of change and excitement for the future. Dress up and have fun, as we look forward to our own roaring 20s. We are pleased to offer several opportunities for sponsorship for this evening.

### "SPEAKEASY" COCKTAIL RECEPTION SPONSOR \$2,000



Cocktail reception to be held in tradeshow. Exhibitors will be encouraged to decorate their booths with a 1920s "Speakeasy" theme. Signature cocktail will be created for this experience.

- 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

### **ROARING 20s GALA DINNER \$5,000**

- One sponsorship available
- Reserved VIP table with BCCPA CEO Daniel Fontaine
- 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



### **CARESINO SPONSOR \$5,000**

Casino night is back! The casino will be held following the gala dinner in the Empress Ballroom with Poker rooms, Blackjack, Craps and Roulette.

- One sponsorship available
- Private VIP lounge\*
- Logo recognition on online registration session description
- Logo recognition and hyperlink on the Annual Conference app
- Corporate branding on signage displayed prominently
- Corporate branding on two screens beside the stage

\*Cost of programming VIP lounge responsibility of sponsor

## **TUESDAY NETWORKING BREAKFAST \$2,500**

- 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
- Recognition on online registration session description

## **TUESDAY MORNING NETWORKING COFFEE BREAK \$2,000**

- 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 KEYNOTE LUNCHEON \$5,000**

- Your logo will conclude the conference during the sit-down lunch featuring keynote speaker.
- One sponsorship available
- Opportunity to introduce the keynote speaker
- Logo recognition on signage prominently displayed throughout the ballroom
- Logo recognition and hyperlink on the Annual Conference app
- Recognition on online registration session description

