



May 6th, 2020

[Care to Chat](#) is a speaker series hosted by the BC Care Providers Association. We invite Canada's opinion leaders and experts to share their ideas, thoughts, and insights; as well as engage in a dialogue about important and emerging issues facing British Columbia's seniors living and care sectors. Subject matter experts from across Canada join the conversation. Audience members include key decision makers from seniors living and care providers, government and health authority representatives, health and legal professionals, as well as seniors and families.

During the 2019-20 season we chatted about:

- [Canada Cares 2.0: Putting Seniors on the National Agenda](#)
- [Hiring for Health: Envisioning the Seniors Care Workforce of the Future](#)
- [Does it take a Village? Changing the Face of Dementia Care](#)

The COVID-19 pandemic has changed the way we meet and share information and ideas – but has not eliminated the need to do so. Our approach to Care to Chat is changing to meet this new reality. If in-person gatherings will not be allowed in the fall, we will continue to produce [virtual Care to Chat](#) events expanding the conversations across the province and beyond. If the conversations can occur in person, they will. For either in-person or virtual events:

- We will create topics that will attract key decision-makers and leaders within BC's seniors living and care sector.
- We will promote each Care to Chat session and its sponsors before and after the event on the BC Care Providers website which now attracts 1,000 direct hits a day
- We will showcase your brand with a [member profile](#) and web ad on our website

Please find our 2020-21 Sponsorship Package for in person and virtual events attached. If you have any questions, please feel free to contact me anytime.

More than ever, we need to come together to create conversations during these challenging times.

Take care,

Cathy Szmaus
Vice President, Operations + Corporate Partnerships
604-736-4233 x 226 | cathy@bccare.ca



2020 – 2021 Season Sponsorship Packages (In-Person Events)			
Level	Title (1)	Gold	Silver
Cost	Rexall	\$7500.00	\$3500.00
Complimentary Reserved Seats at Branded VIP table (up to \$125 value)	2	X	X
Complimentary Unreserved Seats (up to \$125 value)	2	3	1
Opportunity for sponsor representative to introduce keynote speaker or moderator at all three Care to Chat events	✓	X	X
Reserved “green room” at the venue for up to 20 guests	✓	X	X
Option to provide a promotional item on each table seat or plate	✓	X	X
Option to display your banner on main stage	2	X	X
Option to display your banners near the stage or back of the room	X	2	1
Logo on tent cards at each table	✓ large	✓ medium	✓ small
Onstage recognition of sponsorship by BCCPA	✓	✓	✓
Recognition of sponsorship and hyperlinked logo on BCCPA Care to Chat webpage & registration page	✓ large	✓ medium	✓ small
Right medium square web ad above fold: 250x250 pixels	✓	✓	X
Right medium square web ad below fold: 250x250 pixels	X	X	✓
Special stand-alone e-blast recognizing title sponsorship to 2500 + members, key stakeholders, and contacts	✓	X	X
Member profile on website	✓	✓	✓
Promotion on all BCCPA social media platforms of your sponsorship to over 2500 + Twitter, Facebook and LinkedIn followers	✓	✓	✓
Invitation to private BCCPA Board & Key Sponsor Recognition Event	3	2	1



2020 – 2021 Season Sponsorship Packages (Virtual Events)			
Level	Title (1)	Gold	Silver
Cost	Rexall	\$7500.00	\$3500.00
Option to include an up to 2-minute video for commercial break	✓	X	X
Logo in commercial break	2	2	1
Opportunity for sponsor representative to introduce keynote speaker or moderator at all three Care to Chat events	✓	X	X
Logo in opening credits	✓ large	✓ medium	✓ small
Logo in closing credits	✓ large	✓ medium	✓ small
On camera recognition of sponsorship by BCCPA	✓	✓	✓
Recognition of sponsorship and hyperlinked logo on BCCPA Care to Chat webpage & registration page	✓ large	✓ medium	✓ small
Right medium square web ad above fold: 250x250 pixels	✓	✓	X
Right medium square web ad below fold: 250x250 pixels	X	X	✓
Special stand-alone e-blast recognizing title sponsorship to 2500 + members, key stakeholders, and contacts	✓	X	X
Member profile on website	✓	✓	✓
Promotion on all BCCPA social media platforms of your sponsorship to over 2500 + Twitter, Facebook, and LinkedIn followers	✓	✓	✓
Invitation to private BCCPA Board & Key Sponsor Recognition Event	3	2	1



Sponsorship Agreement	
Company name:	
Address:	
Contact Name:	
Position:	
Telephone:	
Email:	
Industry:	
Sponsorship Level:	
Authorized Signature: <small>The person(s) authorized to sign on behalf of the proponent and to bind the proponent to the proposal must sign the submission.</small>	
Name:	
Title:	
Date:	