



June 14, 2021

The BC Care Providers Association (BCCPA) is seeking a Title Sponsor for our 2021-22 [Care to Chat](#) season. Please find enclosed our **Sponsorship Package**, the **Special Request for Sponsorship Proposal**, as well as the **Submission Form**. Proposals are due **Friday, July 9th, 2021, by 5:00 pm PDT**.

Care to Chat is a high-profile 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 sector. The talks are held as either breakfast or lunch sessions with plenty of time to network before the program begins. Audience members include key decision makers from seniors living and care sector, government and health authority representatives, health and legal professionals, as well as seniors and families.

We didn't let the COVID-19 pandemic stop our conversations and we held several virtual Care to Chat sessions this past season including:

- [COVID-19 and Seniors Care in BC: Navigating the Next Wave](#)
- [Putting Seniors and Families First](#)
- [A Conversation with BC Health Minister Adrian Dix](#)

We are looking forward to holding three in-person Care to Chat events this season starting in September 2021 and ending in March 2022.

- 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 more than 1,000 direct hits a day
- We will ensure that each event provides the opportunity to network and create those valuable connections.

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

Sincerely,

Cathy Szmaus
VP Operations + Corporate Partnerships
604-736-4233 x 226 or cathy@bccare.ca



Title Sponsor Benefits	
Complimentary Reserved Seats at VIP table (up to \$500 value)	2
Complimentary Unreserved Seats (up to \$500 value)	2
Opportunity for sponsor representative to introduce keynote speaker or moderator	✓
Reserved “green room” at the venue for up to 20 guests (up to \$1000 value)	✓
Option to provide a promotional item at each table seat	✓
Option to display your banner on main stage	2
Logo on tent cards at each table	✓ large
Onstage recognition of sponsorship by BCCPA	✓
Recognition of sponsorship and hyperlinked logo on BCCPA Care to Chat webpage & registration page	✓ large
Ad on www.bccare.ca to run during Care to Chat season: right medium square web ad above fold: 250x250 pixels (\$750 value)	✓
Special stand-alone e-blast recognizing title sponsorship to 2500 + members, key stakeholders, and contacts (up to \$1200 value)	✓
Member profile on website (up to \$1200 value)	✓
Promotion on all BCCPA social media platforms of your sponsorship to over 2500 + Twitter, Facebook and LinkedIn followers	✓
Number of guests invited to private BCCPA Board & Key Sponsor Recognition Breakfast	3
First right of refusal for 2021-2022 Care to Chat season	✓



Title Sponsorship Submission Form	
Company name:	
Address:	
Contact Name:	
Position:	
Telephone:	
Email:	
Industry:	
Sponsorship amount offered:	
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.	
Name:	
Title:	
Date:	

All proposals will be irrevocable for a period of ninety (90) days from the date of the proposal submission deadline.



Proposal Content – for RFP of Title sponsorship only

1. Letter of Introduction introducing the proponent and signed by the person(s) authorized to sign on behalf of and bind the proponent to the proposal.
2. Proposal Submission Form(s) signed by the person(s) authorized to sign on behalf of and bind the proponent to the proposal.

Proposal Evaluation Criteria

Proposals will be evaluated by the BC Care Providers Association, using the Evaluation Criteria Table:

Criteria	Points available to be awarded
Title sponsorship amount being offered	60
Additional sponsorship and advertising with BCCPA	20
BCCPA members	15
Social media promotion of <i>Care to Chat</i>	5
TOTAL	100

Confidentiality

Proposals will be kept confidential.

Right to Cancel

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

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

The 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 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 the BC Care Providers Association is final and binding.

Timeline

Special Request issued:	June 14, 2021
Proposals due:	July 9, 2021, 5:00 pm PDT
Notice to successful proponents:	On or before July 16, 2021