

# Care to Chat

BC Care Providers Association

SPONSORSHIP PROSPECTUS



BC Care  
Providers  
ASSOCIATION

EngAgeBC

# Care to Chat

BC Care Providers Association

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 Fall 2021 and ending in Spring 2022. If public health orders dictate virtual events, we will make create engaging virtual events as we did this past year.

- 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.

Best,



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

## Title Sponsor

Awarded by RFP

## Gold Sponsor

\$5,000

- Three unreserved seats at each Care to Chat event
- Option to display one banner at front of the room
- Medium logo on tent cards at each table
- Onstage recognition of sponsorship
- Recognition of sponsorship and hyperlinked-logo on BCCPA Care to Chat webpage & registration site
- Right medium square web ad above fold to run during Care to Chat Season
- One Marketing Promotion
- Promotion on all BCCPA social media platforms of your sponsorship to over 2,500+ Twitter, Facebook and LinkedIn followers

## Silver Sponsor

\$3,500

- One unreserved seat at each Care to Chat event
- Option to display one banner at the back of the room
- Small logo on tent cards at each table
- Onstage recognition of sponsorship
- Recognition of sponsorship and hyperlinked-logo on BCCPA Care to Chat webpage & registration site
- Right medium square web ad below fold: 250x250 pixels
- One Marketing Promotion
- Promotion on all BCCPA social media platforms of your sponsorship to over 2,500+ Twitter, Facebook and LinkedIn followers

# Sponsorship Submission Form

Company Name:

Address:

Contact Name:

Position:

Email:

Industry:

Sponsorship Commitment Level:

Authorized Signature:

Name:

Title:

Date:

Please send completed form to:

**Cathy Szmaus**  
Vice President, Operations & Corporate Partnerships  
cathy@bccare.ca