

# 48th Annual Conference

June 1-3, 2025

Victoria Conference Centre



BC Care  
Providers  
ASSOCIATION

# CHANGES



The BC Care Providers Association's 48th Annual Conference returns to the Victoria Conference Centre June 1-3, 2025.

The conference theme is **Changes** and it will explore the changing landscape of senior care and housing. As our population ages, the demand for innovative solutions, compassionate care, and supportive environments becomes increasingly urgent. This event will bring together experts, operators, policymakers, and community leaders to share insights and strategies for improving the quality of life for seniors.

A new provincial government will be in place and changes in leadership within ministries overseeing senior living, wellness, and care are inevitable. This conference offers a unique opportunity to learn about new directions for addressing the significant challenges faced by our aging province.

The conference will also highlight opportunities for collaboration across all levels of government to ensure that older adults receive the highest quality care and support in their later years.

The 2025 Sponsorship Prospectus offers opportunities that have been created to meet a wide range of budgets and scope. We have worked hard to create opportunities for our sponsors to market their goods and services, as well as make valuable connections with key decision makers from the seniors' living, wellness, and care sector.

Booths in prime locations have been reserved for our Gold and Silver sponsors, which will be allocated on a first come first served basis. All sponsors will be guaranteed the option of purchasing a booth and will be offered priority booth selection. The remaining booths will be released to commercial members on November 4th, 2025.

As our tradeshow sells out quickly, avoid disappointment and book your sponsorship today!

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



Cathy Szmaus  
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# TITLE SPONSOR

## 10 Years of Support!

“For [Savaria Patient Care](#), we are proud to announce that the 2025 BCCPA Annual Conference marks our tenth consecutive year as title sponsor of this prestigious event,” says **Jared Bespalko, Savaria’s Regional Sales Director, Western Canada**. “Year after year, the conference has continued to be an annual highlight for our organization and we are again looking forward to connecting with delegates from across the continuing care sector. Please join us in beautiful Victoria where we will share new and innovative equipment solutions from our Handicare and Span Medical range of products.”



### What did you like best about Come Together?

As an exhibitor I appreciate the large number of delegates and the time dedicated to the tradeshow.

-Response from #BCCPA2024 post conference survey

### What did you like best about Come Together?

Your team is a well-oiled machine and your communication is exceptional. Thank you for this level of professionalism!

-Response from #BCCPA2024 post conference survey

# PLATINUM SPONSOR

The SGP Purchasing Partner Network is proud to return as the Platinum Sponsor of our 48th Annual Conference.



# GOLD SPONSOR

\$11,000

5 opportunities available

- One 8x10 exhibit booth in prime location with two booth managers included
- Corporate branding at venue
- Logo visibility and hyperlink on conference app
- Sponsor profile on conference website
- One reserved VIP table at the Monday Dinner & Dancing Event
- Recognition on all social media platforms of your sponsorship with over 7000 + Twitter, Facebook, and LinkedIn followers
- Stand alone e-blast and web post recognizing each Gold sponsor to 2000 + members, key stakeholders, and contacts
- Option to insert one branded item into each service provider delegate bag
- Two complimentary golf passes

# SILVER SPONSOR

\$9,000

8 opportunities available

- One 8x10 exhibit booth with two booth managers included
- Corporate branding at venue
- Logo visibility and hyperlink on conference app
- Sponsor profile on conference website
- One reserved VIP table at the Monday Dinner & Dancing Event
- Recognition on all social media platforms of your sponsorship with over 7000 + Twitter, Facebook, and LinkedIn followers
- E-blast recognizing all Silver sponsors to 2000 + members, key stakeholders, and contacts
- One complimentary golf pass

# TOM FRAME MEMORIAL GOLF TOURNAMENT



Tom Frame Memorial Golf Tournament

Our Annual Golf Tournament on Sunday, June 1st, will be held at the Olympic View Golf Club and will bring commercial members and service provider members together on the fairway.

The tournament is named after long-time commercial member and friend Tom Frame and is sponsored by his former employer, MIP.

We are pleased to offer several additional sponsorship options. All sponsorships will be promoted on the conference website and through communiqués to the golfers.

## GOLF CART BREAKFAST

\$2,500

1 opportunity available

Ready to go in player's carts upon arrival

- Logo recognition on signage in clubhouse
- Includes one golf ticket

## BACK NINE BEVERAGE

\$1,000

1 opportunity available

Drink ticket for golfers to enjoy a beverage of their choice on-course

- Logo recognition on conference website
- Logo recognition on signage in clubhouse

## TABLE 19 LUNCH

\$3,500

1 opportunity available

Buffet lunch served in private dining room of Table 19 restaurant in clubhouse.

- Logo recognition on signage at clubhouse
- Logo recognition on branded drink tickets
- Includes one golf ticket

## SHUTTLE BUS

\$2,500

1 opportunity available

Sponsor the buses that will shuttle golfers to and from the Empress Hotel and Olympic View Golf course

- Logo recognition on signage at pick up and drop off locations
- Includes one golf ticket

## WOMEN'S LONGEST DRIVE

\$750

1 opportunity available

- Prize is included in cost of sponsorship
- Logo recognition on hole signage
- Opportunity to award the prize

## MEN'S LONGEST DRIVE

\$750

1 opportunity available

- Prize is included in cost of sponsorship
- Logo recognition on hole signage
- Opportunity to award the prize

## WOMEN'S CLOSEST TO THE PIN

\$750

1 opportunity available

- Prize is included in cost of sponsorship
- Logo recognition on hole signage
- Opportunity to award the prize

## MEN'S CLOSEST TO THE PIN

\$750

1 opportunity available

- Prize is included in cost of sponsorship
- Logo recognition on hole signage
- Opportunity to award the prize

## WINNING TEAM

\$1,500

1 sponsorship available

- Prizes are included in cost of sponsorship
- Trophies are included in cost of sponsorship
- Opportunity to award the prize and present tournament trophies

# POLICY CAFE

\$3,500

1 opportunity available

At this world café style pre-conference event, delegates will discuss issues in BC's seniors living and care sector and brainstorm solutions.

Lunch will be served and there will be plenty of time for networking.

- Includes two complimentary tickets
- Logo recognition and hyperlink on conference webpage
- Logo recognition and hyperlink on conference app
- Opportunity to address attendees during welcoming remarks

## Do you have any other suggestions or feedback you would like to share?

Great work BCCPA!! Another success.

-Response from #BCCPA2024 post conference survey

## What do you think we did well?

The event in general. The organization was fantastic. Things ran on time. The event app works well. The networking opportunities were balanced with enough educational content.

-Response from #BCCPA2024 post conference survey

## What do you think we did well?

You had a fantastic collection of vendors and created lots of opportunities to connect and network.

-Response from #BCCPA2024 post conference survey

# WATER BOTTLES

\$3,000

1 opportunity available

The Victoria Conference Centre (VCC) is an environmentally friendly venue:

- **Carbon Neutral:** All venue emissions including energy, water, waste, and stationary are offset.
- **BOMBA Platinum:** The VCC operates to the platinum level of BOMBA's Building Environmental standard.
- **Energy & Water:** per delegate, the VCC has reduced electricity use by 47% and water use by 55%.

The VCC has installed water stations to fill up reusable water bottles instead of providing single use plastic cups or bottles.

Showcase your support for the environment by sponsoring reusable water bottles for all delegates.

- Logo visible on water bottles
- Cost of water bottles included in sponsorship
- Bottle to be included in delegate bags
- Sponsor profile on conference website

# WELCOME TEA

\$3,000

1 opportunity available

Delegates will be welcomed at registration with traditional English Tea and freshly baked Empress Raisin Scones served warm with house-made clotted cream and preserves.

- Onsite signage
- Sponsor profile on conference website

## What did you like best about Come Together?

The conference was exceptional! What was best (for me) was the excitement and electricity of so many people in attendance.

-Response from #BCCPA2024 post conference survey



# SUNDAY NIGHT AT THE MUSEUM

Our welcome reception will be held at the Royal BC Museum, one of the oldest continually operating museums in Canada. A cultural centre of learning and research, it strives to broaden our understanding of British Columbia through collections, exhibits, outreach and community engagement.

We are pleased to offer the following sponsorship opportunities to make the conference opening an experience to remember.

## WELCOME BUBBLES

\$3,500

1 opportunity available

Kick off the conference with a bit of bubbly! Each guest will receive a glass of bubbles as they enter the museum.

- Corporate branding on site
- Sponsor profile on the conference website

## RECEPTION SPONSOR

\$6,000

1 opportunity available

Your sponsorship will make this special evening possible! Guests will enjoy canapes, grazing platters, and chef stations while strolling through the *Natural History Gallery* and the *Becoming BC* exhibit.

- Corporate branding on site
- Sponsor profile on conference website

## SUNDAY NIGHTCAP

\$3,000

1 opportunity available

The Lobby Lounge at the Fairmont Empress will be transformed into a private bar area with your corporate where guests can sit down and enjoy a nightcap after the welcome reception.

- Corporate branding on site
- Sponsor profile on conference website

# PLENARY SESSIONS

## OPENING KEYNOTE PANEL

\$3,500

1 opportunity available

- Onstage introduction of sponsor
- Sponsor will introduce the speaker
- Logo recognition onstage electronic signage
- Sponsor profile on conference website

## MONDAY BIG BREAK OUT: SENIORS HOUSING + PRIVATE PAY

\$3,500

1 opportunity available

- Onstage introduction of sponsor
- Sponsor will introduce the speakers
- Logo recognition onstage electronic signage
- Sponsor profile on conference website

## TUESDAY BIG BREAK OUT: SENIORS HOUSING + PRIVATE PAY

\$3,500

1 opportunity available

- Onstage introduction of sponsor
- Sponsor will introduce the speakers
- Logo recognition onstage electronic signage
- Sponsor profile on conference website

## CLOSING KEYNOTE

\$3,500

1 opportunity available

- Onstage introduction of sponsor
- Sponsor will introduce the keynote speaker
- Logo recognition onstage electronic signage
- Sponsor profile on conference website

# MONDAY NETWORKING BREAKS

Networking meals and breaks will be held in the tradeshow with plenty of time allotted to connect delegates with the products and services you offer.

## MONDAY NETWORKING BREAKFAST

\$3,000

1 opportunity available

- Corporate branding on signage prominently displayed
- Sponsor profile on conference website

## MONDAY MORNING NETWORKING COFFEE BREAK

\$2,500

1 opportunity available

- Corporate branding on signage prominently displayed
- Sponsor profile on conference website

## MONDAY NETWORKING LUNCH

\$3,500

1 opportunity available

- Corporate branding on signage prominently displayed
- Sponsor profile on conference website

## MONDAY AFTERNOON NETWORKING COFFEE BREAK

\$2,500

1 opportunity available

- Corporate branding on signs prominently displayed
- Sponsor profile on conference website

# MONDAY FUN NIGHT

BCCPA conferences are well known for their engaging and entertaining networking events.

Our Monday night theme night will kick off with a cocktail reception in the tradeshow. Guests will cross the street to the iconic Crystal Garden for a delicious plated dinner catered by the Empress Hotel, followed by dancing to a live band. Costumes are encouraged!

This years theme will be revealed when delegate registration opens Feb. 2025

## COCKTAIL HOUR

\$3,500

1 opportunity available

Guests will be greeted with a choice of red or white wine as they enter the tradeshow and enjoy canapes as they wander the tradeshow. .

- Corporate branding on site
- Sponsor profile on conference website

Option to sponsor a fully hosted bar for this cocktail hour available. Please email [cathy@bccare.ca](mailto:cathy@bccare.ca) for more information..

## DINNER + DANCE SPONSOR

\$6,000

1 opportunity available

Put your name on this memorable experience!

- Corporate branding on site
- Sponsor profile on conference website
- Complimentary VIP table

## TABLE WINE SPONSOR

\$3,500

1 opportunity available

Add to the experience by sponsoring a bottle of red and white wine for each table!

- Corporate branding on site
- Sponsor profile on conference website

## PHOTOBOOTH SPONSOR

\$2,500

1 opportunity available

Be a part of the memories!

- Corporate branding on site and on printed photos
- Sponsor profile on conference website

# TUESDAY NETWORKING BREAKS

Networking meals and breaks will be held in the tradeshow with plenty of time allotted to connect delegates with the products and services you offer.

## TUESDAY NETWORKING BREAKFAST

\$3,000

1 opportunity available

- Corporate branding on signs prominently displayed
- Corporate branding on table tent cards
- Sponsor profile on conference website

## TUESDAY MORNING NETWORKING COFFEE BREAK

\$2,500

1 opportunity available

- Corporate branding on signs prominently displayed
- Corporate branding on table tent cards
- Sponsor profile on conference website

## TUESDAY LUNCH BOXES TO GO

\$3,000

1 opportunity available

- Corporate branding on signs prominently displayed
- Sponsor profile on conference website

**Do you have any other suggestions or feedback you would like to share?**

Thank you, you are an amazing organization and I am proud to be part of

-Response from #BCCPA2024 post conference survey

# SPONSORSHIP AT A GLANCE

## BENEFITS

**GOLD**  
\$11,000

**SILVER**  
\$9,000

One 8X10 exhibit booth	In prime location with two booth managers included	Two booth managers included
Corporate branding at venue	✓	✓
Logo visibility and hyperlink on conference app	✓	✓
Sponsor profile on conference website	✓	✓
One reserved VIP table at the Monday Dinner & Dancing Event	✓	✓
Recognition on all social media platforms of your sponsorship with over 7000 + Twitter, Facebook and LinkedIn followers	✓	✓
E-blast sent to 2000 + members, key stakeholders, and contacts	Stand alone e-blast and web post recognizing <u>each</u> Gold sponsor	E-blast recognizing <u>all</u> Silver sponsors
Option to insert one branded item into each service provider delegate bag	✓	
Complimentary golf passes	2	1

# NEXT STEPS...

1. Visit the sponsor registration portal [HERE](#)
2. Enter your contact information
3. Enter your company information & profile details
4. Select your desired sponsorship level
5. Select method of payment
6. Review the Terms & Conditions
7. Submit Application

If the Sponsor is not able to pay the amount of sponsorship in full at the time the sponsorship application is approved; a deposit of 50% of the amount due must be paid by December 31, 2024 and the remainder by March 31st, 2025 unless otherwise agreed to in writing.

For sponsorship enquires please contact:

**Cathy Szmaus**

Vice President, Operations &  
Corporate Partnerships

[cathy@bccare.ca](mailto:cathy@bccare.ca)