

# 43<sup>rd</sup> Annual Conference

Fairmont Chateau Whistler, BC  
May 24-26, 2020

**TITLE SPONSOR**  
REQUEST FOR PROPOSAL



**BC Care  
Providers**  
ASSOCIATION



Established in 1977, BC Care Providers Association (BCCPA) is the leading voice for British Columbia's continuing care sector.

Our rapidly growing membership includes more than 500 long-term care, assisted living, home health, and commercial organizations from across the province. Following the closure of the BC Seniors Living Association at the end of 2023, we proudly welcomed independent living and private-pay operators into our expanding network.

Collectively, our members support over **19,000 seniors** annually in long-term care and assisted living environments, **6,500 residents** in independent living communities, and deliver close to **2.5 million hours** of home care and support services each year.

Our **Annual Conference** is the premier event for B.C.'s seniors living, wellness, and care sector, attracting leaders and professionals from across the country. The 2025 conference reached a record high in attendance, with over **650 delegates**, including service providers, commercial partners, exhibitors, and community organizations. This flagship event offers a first-class educational program, vibrant networking opportunities, and an engaging tradeshow floor.

As the only conference of its kind in Western Canada, it offers **unmatched access to decision-makers, owners, and operators** in the sector.

We are currently seeking a **Title Sponsor** for our **2026 Annual Conference May 24-26** at the **Fairmont Chateau Whistler**. This premier sponsorship opportunity offers your company exceptional brand visibility and direct engagement with the senior living and care community. The Title Sponsor will receive prominent co-branding across all event platforms—including the conference website, mobile app, registration area, delegate bags and lanyards, as well as throughout the tradeshow and venue—ensuring continuous exposure from the moment delegates arrive until the event concludes.

Enclosed you'll find the **Annual Conference Title Sponsor Request for Proposal (RFP)** and **Submission Form**. Proposals are due by **Friday, August 1st at 5:00 PM (PDT)**. Detailed submission instructions are included in the RFP package.

Should you have any questions or require additional information, please don't hesitate to contact me directly.

We look forward to reviewing your proposal and the opportunity to partner with you.

Sincerely,

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

## Annual Conference Title Sponsor Request for Proposal

### Instructions

- Submit your proposal by **Friday August 1<sup>st</sup> by 5:00 pm (PDT)** by e-mail to [cathy@bccare.ca](mailto:cathy@bccare.ca)
- The person(s) authorized to sign on behalf of the proponent and to bind the proponent to the proposal must sign the proposal.
- All proposals will be irrevocable for a period of ninety (90) days from the date of the proposal submission deadline.

### Scope of Request

The purpose of this Special Request is to select a Title Sponsor for the 2026 Annual Conference.

### Confidentiality

Proposals will be kept confidential, and the successful bid will be verified by BCCPA staff and announced by no later than September 8<sup>th</sup>, 2025.

### Right to Cancel

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

### First Right of Refusal

Subject to approval by the BCCPA, the successful bidder for the 2026 Annual Conference Title Sponsorship will have first right of refusal for the 2027 and 2028 Annual Conferences. The approved terms and conditions for the 2026 Annual Conference will apply.

### 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

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
- request any 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 BC Care Providers Association is final and binding.

## Timeline

Special Request issued: June 23<sup>rd</sup>, 2025

**Proposals due: Friday August 1<sup>st</sup>, 2025, by 5:00 pm (PDT)**

If you have any questions about the proposal, please contact:

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



## Sponsorship Benefits

For the Conference Title Sponsor to have exposure to our members throughout the year we are pleased to offer the following benefits in advance of each conference:

- One BCCPA Marketing Promotion (\$500)
- One year Platinum Web Ad Package (\$5,000)
- Stand-alone e-blast recognizing your Title Sponsorship of the Annual Conference to 7,5000 + members, key stakeholders, and contacts (\$500)
- Recognition on all BCCPA social media platforms of your Title Sponsorship of the Annual Conference (\$500)
- Title sponsor logo will be featured prominently on conference webpage and registration system (\$500)

To showcase the partnership between the Conference Title Sponsor and the BC Care Providers Association at the conference we are pleased to include:

- Branding on lanyards and delegate bags (\$5000)
- Prominent onsite branding (\$3000)
- Branding on the event mobile app
- Speaking opportunity and logo recognition during the conference opening (\$2500)
- Advance booth selection for a 10'x20' booth to optimize show traffic on the main tradeshow floor (\$5,600)
- One conference concurrent session included (\$2500) with topic subject to conference committee approval or sponsorship of a concurrent session.

To enhance networking opportunities, we will include:

- Two golf foursomes (\$2,200)
- Two reserved tables at the Monday evening event (\$2000)

The Title Conference sponsor will have a representative on the Annual Conference Committee, a subcommittee of the Events and Recognition Committee.



## Annual Conference Title Sponsor Request for Proposal

### Submission Form

Company name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Key contact: \_\_\_\_\_

Position: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

### Proposal Amount

Amount of Title Sponsorship proposed: \$ \_\_\_\_\_

*Minimum bid \$25,000*

### Additional Information

### 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: \_\_\_\_\_