



2026 - 2027 Sponsorship Opportunities

Care to Chat
BC Care Awards
Annual Conference
Online Promotions + Advertising



**BC Care
Providers**
ASSOCIATION

For more information please contact:
Cathy Szmaus
VP Operations + Corporate Partnerships
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ABOUT US

BC Care Providers Association (BCCPA) is the leading advocate for non-government operators of seniors' living, wellness, and care services in British Columbia.

Our Association includes over 600 members, spanning long-term care, home health, assisted and independent living organizations, as well as commercial and associate members.



Why Partner with BCCPA?



Unmatched Access

Connect with over 450 owners, operators, and key decision makers from long-term care, assisted living, independent living, and home health.



Powerful Exposure

Amplify your brand across our province-wide events, publications, and online channels.



Tangible Impact

Demonstrate your commitment to quality of life and care for BC's seniors.

Sponsorship Opportunities Overview



Care to Chat

Sector specific events discussing issues that shape seniors' living and care in BC.



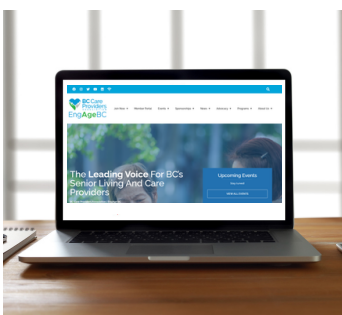
BC Care Awards

An annual celebration recognizing outstanding individuals and organizations advancing excellence in seniors' care.



Annual Conference

Western Canada's only conference that brings the seniors living, wellness, and care sector together.



Online Promotions & Advertising

Cost effective way to promote your organization using our reach across BC

Care to Chat: Season 14



New format, great feedback: Target your audience

This past season, Care to Chat took a more tailored approach, with sector-specific conversations and dedicated events for Independent Living, Home Health, Assisted Living, and Long-Term Care.

We introduced a dynamic mix of formats—from traditional fireside chats to World Café-style discussions and half-day symposiums—all designed to spark meaningful dialogue around the key issues shaping B.C.'s senior living, wellness, and care sectors.

What remained unchanged is our commitment to creating valuable opportunities for networking and fostering meaningful connections with clients, colleagues, and prospects.

SPONSORSHIP PACKAGES AT A GLANCE

There will be four Care to Chat events this season
starting in Fall 2026 and ending Spring 2027

PRESENTING PARTNER  **savaria**
handicare | span

SESSION SPONSOR

Each session sponsor will receive:

- Reserved table of 8 for you to invite your clients & prospects
- Option to display banner on stage
- Logo on table tent cards
- Opportunity to provide promotional materials to all attendees
- 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
- Promotion on all BCCPA social media platforms of your sponsorship to over 2,500+ Twitter, Facebook and LinkedIn followers
- Marketing promotion eblast included

INDEPENDENT LIVING
SESSION SPONSOR

\$5,500

HOME HEALTH
SESSION SPONSOR

\$5,500

ASSISTED LIVING
SESSION SPONSOR

\$5,500

LONG TERM CARE
SESSION SPONSOR

\$5,500

- Sponsorships will be released on September 1
- Will be awarded on a first come first served basis



SESSION SUPPORTER

Each session supporter will receive:

- Two tickets to the session
- Logo on table tent cards
- Recognition of sponsorship and hyperlinked logo on BCCPA Care to Chat [webpage](#) & registration site
- Promotion on all BCCPA social media platforms of your sponsorship to over 2,500+ Twitter, Facebook and LinkedIn followers

INDEPENDENT LIVING
SESSION SUPPORTER

\$1,500

HOME HEALTH
SESSION SUPPORTER

\$1,500

ASSISTED LIVING
SESSION SUPPORTER

\$1,500

LONG TERM CARE
SESSION SUPPORTER

\$1,500

- Sponsorships will be released on September 1
- Will be awarded on a first come first served basis

BC Care Awards

Fairmont Empress Victoria

Late February 2027

An annual celebration recognizing outstanding individuals & organizations advancing excellence in seniors' care held in Victoria in late February of 2027.

The Minister of Health is invited to present the awards and all members of the Legislative Assembly are invited to attend.

We are pleased to offer opportunities to sponsor individual awards and align your organization with excellence in the continuing care sector.

RECEPTION SPONSORED BY

McKESSON
Canada



Each \$5,500 individual award sponsorship includes:

- Hyperlinked logo recognition on all BC Care Award web posts and our website
- Two tickets to the Awards Ceremony
- Photo opportunity with Award Winner and Minister of Health
- On-site branding

- Sponsorships will be released on September 1st
- Will be awarded on a first come first served basis



BC CARE PROVIDER OF
THE YEAR HOME HEALTH

\$5,500

BC CARE PROVIDER OF
THE YEAR ASSISTED LIVING

\$5,500

BC CARE PROVIDER OF
THE YEAR LONG TERM CARE

\$5,500

FAMILY CHAMPION

\$5,500

WORKPLACE OF THE YEAR

\$5,500

ED HELFRICH LONG SERVICE
EXCELLENCE AWARD

\$5,500

DON HO LONG SERVICE
EXCELLENCE AWARD

\$5,500

- Sponsorships will be released on September 1st
- Will be awarded on a first come first served basis

50th Annual Conference

Victoria Conference Centre

June 6-8, 2027



Celebrating 50 Years!

We look forward to welcoming you to our 50th Annual Conference **June 6 to 8, 2027**, at the Victoria Conference Centre.

The BC Care Providers Association 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 2026 conference had over 650 attendees, 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.

Our 50th Annual Conference will be the must attend event for the seniors living, wellness, and care sector. All sponsors will receive priority booth purchasing and guarantees that you will be part of the celebration.

We are pleased to offer sponsorship opportunities that have been created to meet a wide range of budgets and scope.

Sponsorships start at \$1500 and guarantee the option of purchasing an exhibit booth with priority booth selection.



As our tradeshow sells out quickly a sponsorship is the only way to ensure you that you will be able to market your goods and services at the largest seniors living, wellness, and care conference in Western Canada.

TITLE SPONSOR

Arjo was the successful bid in the RFP for conference title sponsor.



PLATINUM SPONSOR

The SGP Purchasing Partner Network is proud to return as the Platinum Sponsor of our 50th Annual Conference.



Conference Sponsorships will go on sale Monday, October 5th, 2026

Booths in prime locations have been reserved for our Gold and Silver sponsors and are included in the price of sponsorship. Booths will be allocated on a first come first served basis.

GOLD SPONSOR

\$15,000

- 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
- Two complimentary golf passes

SILVER SPONSOR

\$12,000

- 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



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TOM FRAME MEMORIAL GOLF TOURNAMENT



Our Annual Golf tournament on Sunday, June 6th, 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 sponsored by his former employer MIP.

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

GOLF CART BREAKFAST

\$2,500

Ready to go in players' carts upon arrival

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

BACK NINE BEVERAGE

\$2,000

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

\$5,000

Buffet lunch served in the 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

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

- Logo recognition on signage and pickup and drop off locations
- Includes one golf ticket

GOLF PRIZES

- Prizes are included in cost of sponsorship
- Logo recognition on hole signage
- Opportunity to program the tee - we will provide table and chairs - you provide the rest! Please note all food and beverage must be purchased through the Olympic View Golf Club.
- Opportunity to award the prize

WOMEN'S LONGEST DRIVE

\$1,500

MEN'S LONGEST DRIVE

\$1,500

WOMEN'S CLOSEST TO
THE PIN

\$1,500

MEN'S CLOSEST TO
THE PIN

\$1,500

WINNING TEAM

\$2,500



POLICY CAFE

\$3,500

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

WELCOME TEA

\$3,500

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





WATER BOTTLES

\$3,500

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



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SUNDAY WELCOME RECEPTION

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

WELCOME BUBBLES

\$5,000

Cheers to 50! Each guest will receive a glass of bubbly as they make their way into the Sunday Night Welcome Reception.

WELCOME RECEPTION

\$8,000

Guests will enjoy grazing from chef activated stations, with passed canapes at the opening networking reception dinner.

EVENING ENTERTAINMENT

\$5,000

Do you believe in magic? Sponsor the evening's roving magician.

Conference Sponsorships will go on sale
Monday, October 5th, 2026

PLENARY SESSIONS

CONFERENCE OPENING PANEL

\$5,000

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

CONFERENCE CLOSING KEYNOTE SPEAKER

\$5,000

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



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Monday, October 5th, 2026



CONCURRENT SESSIONS STREAMS

Sponsor one of our current session streams. Your logo will appear on the session description on the conference website and mobile app. Each stream will have four sessions.

WORKFORCE + LEADERSHIP

\$2,500

CREATING QUALITY

\$2,500

INNOVATION + OPERATIONS

\$2,500

BRIGHT IDEAS

\$2,500

Conference Sponsorships will go on sale
Monday, October 5th, 2026

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.

Your corporate branding will be featured on signage prominently displayed.

You will receive a sponsor profile on the conference website and mobile app.

MONDAY NETWORKING
BREAKFAST

\$4,000

MONDAY MORNING
NETWORKING COFFEE BREAK

\$3,000

MONDAY NETWORKING
LUNCH

\$5,000

MONDAY AFTERNOON
NETWORKING COFFEE BREAK

\$3,000

TUESDAY NETWORKING
BREAKFAST

\$4,000

TUESDAY MORNING
NETWORKING COFFEE BREAK

\$3,000

TUESDAY TO-GO LUNCH

\$4,000

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Monday, October 5th, 2026

MONDAY FUN NIGHT

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

Our Monday theme night will kick off with a cocktail reception in the tradeshow. Exhibitors are encouraged to decorate their their booths to fit the theme and delegates will vote on best booth.

Guests will make their way to the Crystal Gardens for a delicious dinner followed by dancing to a live band.

Theme will be revealed when delegate registration opens February 2027.



DINNER & DANCING

Haddon Equipment & Supplies is proud to return as our Dinner and Dance sponsor.

MONDAY FUN NIGHT

COCKTAIL HOUR

\$5,000

Guests will be greeted with a celebratory cocktail and will 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 is available. Please email cathy@bccare.ca for more information.

TABLE WINE SPONSOR

\$5,000

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

- Corporate branding onsite
- Sponsor profile on conference website

CENTREPIECE SPONSOR

\$5,000

Make the evening special by sponsoring the centerpieces that delegates can take home.

- Corporate branding on centerpieces
- Sponsor profile on conference website

PHOTOBOOTH SPONSOR

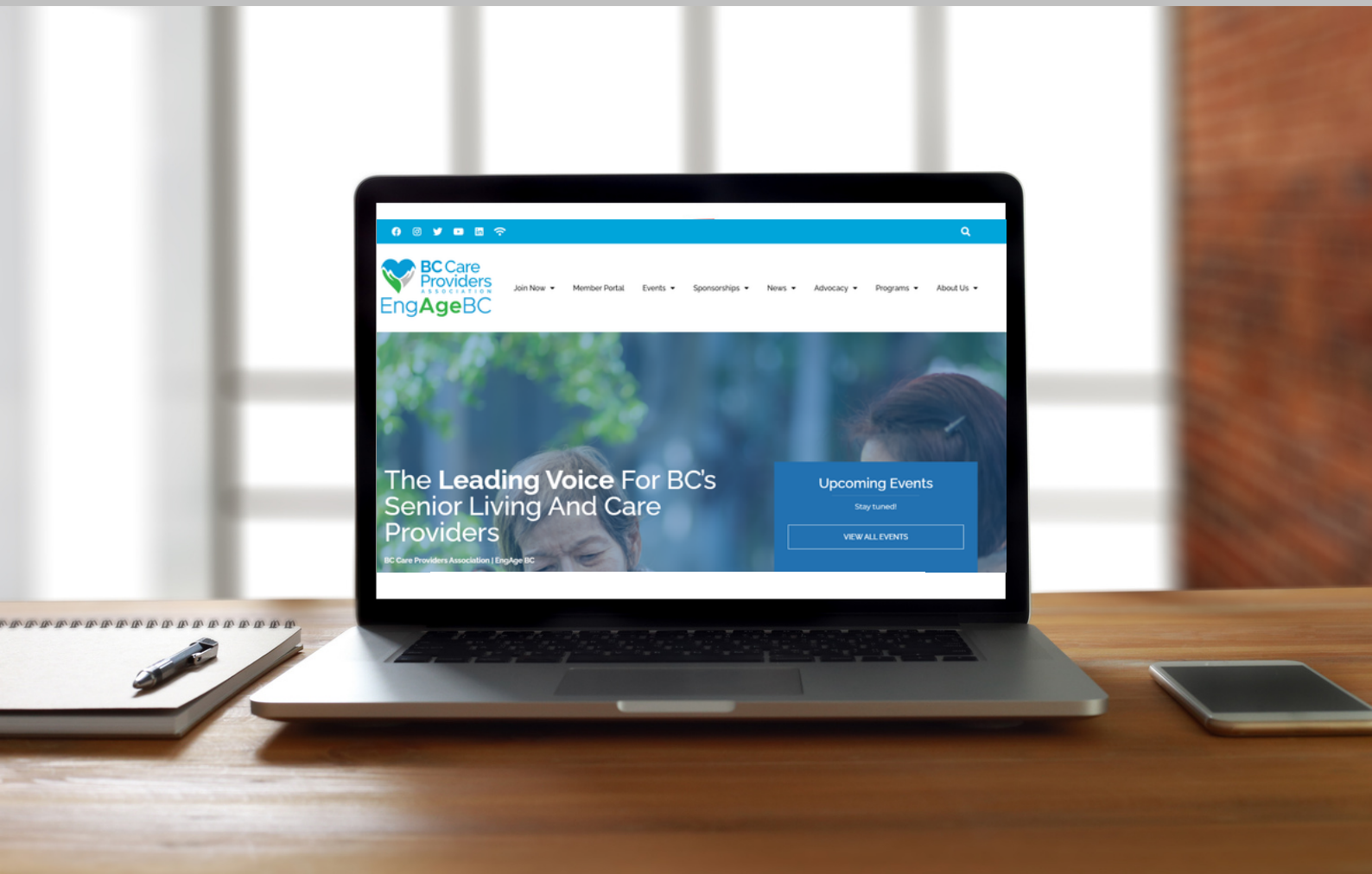
\$4,000

Be a part of the memories!

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

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Monday, October 5th, 2026

Online Promotions & Advertising



BCCPA members can promote jobs and marketing messages through our website, which receives over 200,000 annual page views, targeted e-blasts to hundreds of sector stakeholders, and social media channels reaching 7,600+ followers.

Advertising with us is a cost-effective way to maximize your reach across B.C. and Canada's continuing care sector.

Website analytics available upon request.

Note: Sponsored communications are not endorsements by BCCPA.

ONLINE PROMOTIONS

PLATINUM

- Leaderboard banner (homepage and all news posts) 728 x 90 pixels

\$2,500

GOLD

- Home page medium square 250 x 250 pixels

\$1,500

SILVER

- Medium square (right of the page fold, excluding homepage) 250 x 250 pixels

\$750

MARKETING PROMOTION

- 30-day rotating square web ad on bccare.ca home page and all news posts
- One e-blast to ~2000 key stakeholders in B.C.'s continuing care sector (please note that only one marketing promotion e-blast can run per week)

\$750

ENHANCED JOB PROMOTION

- Posted on the Jobs Board
- 30-day rotating square web ad on bccare.ca
- Posted to Facebook, Twitter, LinkedIn
- One e-blast to ~2000 key stakeholders in B.C.'s continuing care sector

\$750

SECTOR UPDATE CONTENT SPACE

Share your message in our biweekly Sector Update e-newsletter that reaches over 3000 key stakeholders across the seniors living, wellness, and care sector.

Great opportunity to promote your products and services or upcoming events.

\$500
Members

\$1000
Non-Members



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