



2027 Annual Conference Sponsorship Opportunities

June 6-8
Victoria Conference
Centre



**BC Care
Providers**
ASSOCIATION

For more information please contact:
Cathy Szmaus
VP Operations + Corporate Partnerships
cathy@bccare.ca

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.



the MAGIC of connection

50th Annual Conference

For 50 years, our conference has brought together the people who share a passion for improving the lives of older adults. This milestone celebration is an opportunity to reflect on the relationships, ideas and partnerships that have shaped our industry, and to look ahead to what is possible when we connect.

The Magic of Connection celebrates the power of bringing people together: leaders and innovators, operators and caregivers, policymakers and partners, exhibitors and delegates, and the many people who make seniors living and care better every day.

- Connections spark ideas.
- Connections inspire innovation.
- Connections create partnerships.
- And connections turn possibilities into meaningful change.



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Our 50th annual conference will be a celebration of where we have been, where we are today, and where we can go together. Through inspiring speakers, thought-provoking conversations, networking opportunities and our vibrant tradeshow, attendees will have countless opportunities to discover new ideas, share experiences, build relationships and find inspiration.

Because sometimes the most meaningful moments happen in an unexpected conversation, a new introduction, a shared idea or a chance encounter on the tradeshow floor.

After 50 years, we know that the real magic has always been the people... and the connections we make along the way.

Join us as we celebrate 50 years of connection and create the next chapter together.

the Magic of Connection

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



Start your sponsorship application here.

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

[Start your sponsorship application here.](#)

GOLF PRIZES

- Prizes are included in cost of sponsorship
- Logo recognition on hole signage
- 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



[Start your sponsorship application here.](#)



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.

[Start your sponsorship application here.](#)

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



Start your sponsorship application here.



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

[Start your sponsorship application here.](#)

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

[Start your sponsorship application here.](#)

50 YEARS OF MAGIC

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 booths to fit the theme and delegates will vote on best booth.

Guests will make their way to the Crystal Gardens for a delicious plated dinner, speeches, and celebration of the past 50 years of BCCPA.

There will be dancing of course...



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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