

30 July 2013

Dear Sirs and Mesdames:

The BC Care Providers Association (BCCPA) is seeking sponsors for its new *Care to Chat* speaker series. Please find enclosed a Special Request for Sponsorship Proposals, as well as the Submission Form. Proposals are due Wednesday, August 14, 2013 by 12:00 p.m. (noon).

*Care to Chat* is a special speaker series hosted by the BCCPA. We will be inviting some of 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 continuing care sector. The talks will be held as either breakfast or lunch sessions. Audience members will include residential and home care providers, government and health authority representatives, health and legal professionals, as well as seniors and families.

The 2013 – 2014 sessions will include three talks from November 2013 to March 2014, with a fourth session in May 2014 at the BCCPA Annual Conference in Whistler. The dates are:

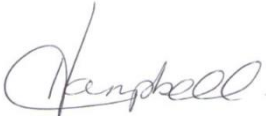
November 7, 2013  
January 22, 2014 (TBC)  
March 12, 2014 (TBC)  
May 26-27, 2014 (TBC)

Rick Cluff, host of CBC Early Edition, has kindly agreed to moderate the first session. It will be held in downtown Vancouver. Our vision is to spread the series across the province in the coming years.

Sponsorship proposal instructions are outlined in the enclosed materials. If you have any questions, please do not hesitate to contact me directly at 604.736.4233 ext. 228 or [hcampbell@bccare.ca](mailto:hcampbell@bccare.ca)

We look forward to receiving your proposal.

Sincerely,



Heather Campbell, LLB  
Director of Policy and Research

Enclosures



**SPECIAL REQUEST  
FOR  
SPONSORSHIP PROPOSALS**

**2013 – 2014**

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**DEADLINE TO SUBMIT PROPOSAL: AUGUST 14, 2013, 12:00 p.m.**

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**Instructions**

1. Submit your proposal by August 14, 2013, 12:00 p.m. (noon) to:

BC Care Providers Association  
301 – 1338 West Broadway  
Vancouver, BC V6H 1H2  
Attn: Heather Campbell

or

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

2. The person(s) authorized to sign on behalf of the proponent and to bind the proponent to the proposal must sign the proposal.
3. All proposals will be irrevocable for a period of ninety (90) days from the date of the proposal submission deadline.
4. If you have any questions about the proposal, please contact:

Heather Campbell  
Director of Policy and Research  
604.736.4233 ex 228  
hcampbell@bccare.ca

## **Scope of Request**

The purpose of this Special Request is to select sponsors for the 2013 – 2014 *Care to Chat* speaker series (four sessions).

2013 – 2014 sponsors will have the first right of refusal for the 2014 – 2015 series.

## **Sponsorship Levels**

There are three sponsorship levels: Platinum, Gold and Silver.

### **Platinum** (1 sponsor maximum)

- 3 complimentary seats at VIP table for each session
- 2 complimentary tickets for each session – open seating
- Opportunity to introduce opening keynote speaker, or the panelists if no keynote
- Company branding on all print & digital materials promoting the sessions
- Sponsor recognition for all RSVP confirmations
- Name and corporate logo on posters and/or table tent cards at the sessions
- Recognition of sponsorship by MC during the sessions
- Opportunity to place corporate promotional material on each table
- Feature story at [www.bccare.ca](http://www.bccare.ca) mentioning sponsorship (including logo placement)
- Promotion of event and sponsorship via BCCPA social media channels

**Gold** (2 sponsors maximum)

- 4 complimentary tickets for each session – open seating
- Company branding on all print & digital materials promoting the sessions
- Sponsor recognition for all RSVP confirmations
- Name and corporate logo on posters and/or table tent cards at the sessions
- Recognition of sponsorship by MC during the sessions
- Feature story at [www.bccare.ca](http://www.bccare.ca) mentioning sponsorship
- Promotion of event and sponsorship via BCCPA social media channels

**Silver** (3 sponsors maximum)

- 2 complimentary tickets for each session – open seating
- Company branding on all print & digital materials promoting the sessions
- Sponsor recognition for all RSVP confirmations
- Name and corporate logo on posters and/or table tent cards at the sessions
- Recognition of sponsorship by MC during the sessions
- Feature story at [www.bccare.ca](http://www.bccare.ca) mentioning sponsorship

Note: Only one sponsor per industry per level (e.g., two beverage companies cannot be Gold sponsors).

Proponents may submit more than one proposal (e.g., you can submit a bid for each sponsorship level). You will only be eligible to be accepted for one level.

**Proposal Content**

1. **Letter of Introduction** introducing the proponent and signed by the person(s) authorized to sign on behalf of and bind the proponent to the proposal.
2. **Proposal Submission Form(s)** signed by the person(s) authorized to sign on behalf of and bind the proponent to the proposal.

## Proposal Evaluation Criteria

Proposals will be evaluated by the BC Care Providers Association, using the Evaluation Criteria Table:

### Evaluation Criteria Table

Criteria	Points available to be awarded
Sponsorship amount being offered	60
Additional sponsorship and advertising with BCCPA (e.g. <a href="#">purchase ads</a> on BCCPA website; commit to attending 2014 Annual Conference as exhibitor)	20
BCCPA members (click <a href="#">here</a> for membership applications)	15
Promotion of <i>Care to Chat</i> (e.g., you will promote it on your social media channels)	5
<b>TOTAL</b>	<b>100</b>

## Confidentiality

Proposals will be kept confidential.

## Right to Cancel

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

## 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**

The 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; and
- request 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 the BC Care Providers Association is final and binding.

## **Timeline**

Special Request issued:	July 30, 2013
Proposals due:	August 14, 2013 (12:00 p.m. Noon)
Notice to successful proponents:	August 26, 2013



## **SPECIAL REQUEST FOR SPONSORSHIP PROPOSALS**

### **Submission Form**

**Company name:**

**Address:**

**Individual contact:**

**Position:**

**Telephone:**

**Email:**

**Industry:**

**BCCPA member:** Yes / No

**If no, have you enclosed a membership application?** Yes / No

(membership is not required, but points are awarded for being a BCCPA member)

**Sponsorship level** (check one; use a separate form for each submission):

- Platinum
- Gold
- Silver

**Sponsorship amount being offered** (cash value in Canadian dollars):

**Additional sponsorship and advertising with BCCPA (check all that apply):**

- Purchase ads on BCCPA website or CEO Member Report
- Will attend 2014 Annual Conference as exhibitor
- Other. Specify:

**Promotion of *Care to Chat* (check all that apply):**

- Will promote Care to Chat on social media
- Other. Specify:

**Additional comments:**

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name

\_\_\_\_\_  
Position