



June 14, 2016

The BC Care Providers Association (BCCPA) is seeking a sole Title sponsor of our [Care to Chat](#) series for the 2016-17 season. Please find enclosed a *Special Request for Sponsorship Proposals*, as well as the *Submission Form*. Proposals are due Friday, July 15, 2016 by 5:00 pm PDT.

*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 2016 – 2017 sessions will include four forums tentatively scheduled to take place in:

- Early fall, 2016
- Late fall, 2016
- Spring, 2017
- May, 2017 (at the 40<sup>th</sup> anniversary Annual Conference in Whistler)

HERE'S WHY CARE TO CHAT IS GREAT EXPOSURE FOR YOUR COMPANY OR SERVICE

- Over 725 paid attendees in the 2014/15 season \*
- Over 800 paid attendees in the 2015/16 season \*
- >77% attendees are service provider members of the BCCPA
- Significant coverage in Vancouver Sun and other province-wide media.
- 15,000+ direct hits on the BCCPA website for posts related to *Care to Chat*.
- All events attended by key decision-makers and leaders within BC's Continuing Care sector.

\*includes Annual Conference attendees

Sponsorship proposal instructions are outlined in the enclosed materials. If you have any questions, please do not hesitate to contact me directly.

Sincerely,

Hart Dashevsky  
Director of Membership Services and Sponsorships  
Ph: 604-736-4233, ext.231  
Cell: 604-314-0487  
E-mail: [hart@bccare.ca](mailto:hart@bccare.ca)

# Care to Chat

## SPECIAL REQUEST FOR SPONSORSHIP PROPOSALS

2016 – 2017

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DEADLINE TO SUBMIT PROPOSAL: Friday, July 15, 2016 at 5:00 p.m. PDT

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### Instructions

1. Submit your proposal by Friday, July 15, 2016, 5:00 pm (PDT) to: [hart@bccare.ca](mailto:hart@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:  
Hart Dashevsky  
Director of Membership Services and Sponsorships  
604.736.4233 ext. 231  
[hart@bccare.ca](mailto:hart@bccare.ca)

## Scope of Request

The purpose of this request is to select the Title (1), Gold (1), and Silver (2) sponsors.

Care to Chat 2016-17	Title (1)	Gold (1)	Silver (2)
Number of complimentary seats at the branded VIP table (up to \$125 per seat value*).	3	X	X
Number of complimentary open-seats (up to \$125 per seat value*).	2	2	1 per sponsor
Opportunity for sponsor's representative to introduce the opening keynote speaker or moderator at all four Care to Chat events.	Yes	X	X
Sponsor can reserve a "green room" at the venue to meet with their guests prior to the opening address.	Any three events (Title receives the first option of date selections).	One event date (after Title has selected their up to three dates).	X
Option to provide a promotional item on each table seat or plate.	Yes	X	X
Option to display medium-large banners on both sides of the podium on the back of the main stage. Banners must be the same height.	1 on each side	X	X

Option to display medium-large banners on side walls near the stage, or at the back of the room.	X	1 banner on either side	One at back of room
Option to display a small-medium sized banner near the registration desk.	Yes	Yes	Yes
Placement of logo on display cards at each table.	Prominent display of logo on top of card	Medium-size display of logo in middle of card	Regular-sized display of logo on card
Vocal recognition of sponsorship by BCCPA prior to introduction of Title sponsor.	Yes	Yes	Yes
Recognition of sponsorship and hyperlinked-logo on BCCPA Care to Chat webpage.	Prominent display on top of webpage	Medium display in middle of webpage	Regular display in lower part of webpage
Inclusion of logo recognition on all regular e-blasts by BCCPA	Yes	Yes	Yes
Number of guests allowed to invite to BCCPA complimentary Fall, 2016 sponsor Board breakfast	3	2	1 per sponsor

## Proposal Content – for RFP of Title sponsorship only

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
Title Sponsorship amount being offered.	60
Additional sponsorship and advertising with BCCPA (e.g. <a href="#">purchase ads</a> on BCCPA website and/or commit to attending May 28-31, 2017 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 such as Twitter and Facebook).	5
<b>TOTAL</b>	<b>100</b>

## Confidentiality

Proposals will be kept confidential.

## Right to Cancel

The BC Care Providers Association reserves 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:	<b>June 14, 2016</b>
Proposals due:	<b>July 15, 2016 (no later than 5:00 pm)</b>
Notice to successful proponents:	<b>On or before July 22, 2016</b>



SPECIAL REQUEST  
FOR  
SPONSORSHIP PROPOSALS

Submission Form

Company name:

Address:

City, Province, Postal code:

Contact Name:

Position:

Telephone (cell):

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 amount being offered for Title package (cash value in Canadian dollars), if applicable: (GST will be added to all sponsorships)**

\$ \_\_\_\_\_

\*If your bid for the Title Sponsorship is not successful, please indicate if you would be interested in another level of sponsorship.

Yes       No

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

- Purchase ads on BCCPA website
- Will attend 2017 Annual Conference as exhibitor
- Other – please specify:

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

- Will promote Care to Chat on social media (Twitter, Facebook)
- Other. Specify:

**Additional comments:**

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

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name

\_\_\_\_\_  
Position