



2017 Sponsorship Package

Joan Livermore

Manager, Commercial Membership

joan@orcairetirement.com

905-403-0500 ext. 227

2017 ORCA SPONSORSHIPS AT-A-GLANCE



Page	New Sponsorship Items **new for 2017		Pricing
2	ORCA Champions**	Two levels of ORCA Champions	\$12,000+
3	Small Operator Sponsor**	Subsidized attendance at events for small operators	SOLD
E-Learning			
4-7	Webinars	ORCA scheduled webinar	\$500
		Customized webinar (Sponsor provides content)	No Cost (in kind)
ORCA Express			
8	ORCA Express	Banner ads, per edition	\$300
		Product/service feature, per edition	\$300
Events			
9-11	Road Shows Spring May 2017 & Fall October 2017	Season Sponsor <i>(Spring Season – SOLD Fall Season – SOLD)</i>	\$8,000
		Single Show Sponsor	\$1,200
12-17	Summer Conference Wednesday September 13, 2017	Presenting Sponsor	SOLD
		Pre-Dinner Cocktail Party	SOLD
		Dinner with a Board Member - Event Sponsor	\$1,500
		Dinner with a Board Member - Wine Sponsor	SOLD
		Welcome Reception	SOLD
	Thursday September 14, 2017	Delegate Breakfast	SOLD
		Golf Day Refreshment Carts (2 available – 1 SOLD - 1 available)	\$1,000
		Golf Cart Partner	SOLD
		Golf Luncheon	SOLD
		Regular Holes (2 bundles of 7 available)	SOLD
		Contest Holes (4 available)	SOLD
		Golf Team Prizes (3 available) 2 SOLD – Second Place available	\$500
		Water Bottles for Golfers	SOLD
		Mulligans	SOLD
		Putting Contest	SOLD
Friday September 15, 2017	Banquet Dinner	SOLD	
	Wine & Chocolate at Banquet Dinner	SOLD	
	Hospitality Suite after Banquet Dinner	SOLD	
	Photo Booth	SOLD	
	Alternate to Golf & Lunch Activity <i>Whodunit Team Challenge</i>	SOLD	
	Education Day Breakfast & Association Update	SOLD	
	Morning Education	SOLD	
18	Together We Care April 9-11, 2018	Education Day Lunch	\$2,000
		Afternoon Closing Speaker	SOLD
		Refreshment Breaks (2 available)	SOLD
		Marketplace	SOLD
		Delegate Bag Inserts	\$200
		Sponsorships Visit www.together-we-care.com	\$2000-\$25000

Have a unique sponsorship idea? We can work with you to make it happen!

ORCA CHAMPIONS ****new for 2017**



Limited Availability - First Come First Served basis

ORCA Champions is our new program to recognize those companies that go above and beyond in supporting the education, events and member services that our operators rely on.

This year we are offering **two levels** of ORCA Champion.

Level One ORCA Champion

Your commitment of \$12,000 - \$15,000 per year can include a variety of sponsor commitments over the course of the year adding up to ORCA Champion Level One. The ORCA Team will work with you to customize a sponsorship package combining events and opportunities across the association to increase your company's exposure and profile.

Level Two ORCA Champion

Your commitment of \$20,000+ for a multi-year commitment towards "ownership" of an ORCA Product or Service will gain you access to additional entitlements and benefits. We are always happy to work with you to find a customized strategic sponsorship to maximize your strategic sponsorship.

ORCA Champions will have access to additional entitlements and benefits. These may include:

- Promotion and recognition at all ORCA events and on the ORCA website as *Champions*
- An invitation to lunch with the board
- A chance to join key members at our Queen's Park Lobby Day
- Opportunities to attend external events with ORCA Leaders

"As a long time, avid supporter of ORCA events and initiatives, we have always felt that we received tremendous value from the various events we sponsored. This year, we were fortunate to be part of the ORCA Champions sponsorship program and were quite literally amazed at the additional exposure we received relative to the extra investment. Being an ORCA Champion allowed us to bundle a number of individual sponsorships and create subject specific videos for use at various events to get our message to the membership in a very ingenious and clear, yet cost effective way. In particular, as the Season Sponsor for the Spring Roadshows, having the video clips presented while we were actually in the room made a tremendous impact and we were able to generate significant new business leads, while continuing to build credibility with our existing clients."

– Bill Stoyles, National Program Director, Healthcare Services, BrokerLink Insurance

This sponsorship will subsidize attendance at ORCA events including Road Shows for **small operators**. Small Operators include any homes with 30 or less suites.

Homes may apply to be considered for the education subsidy, attendees will also be required to pay a minimal amount of the registration cost.

Additional details to follow.

Entitlements: *(open to discussion based on level of commitment)*

- Opportunity to attend one Road Show
- Opportunity to include promotional literature in the Resource Package provided to attendees
- List of all Road Show attendees
- Verbal recognition
- Logo, company name, description and contact information included on Sponsor Profiles page within the attendee packages
- Logo recognition as sponsor in Road Show onsite materials and PowerPoint presentations and ORCA's Member website
- Logo recognition as **Small Operator Sponsor** on promotional emails and materials leading up to Road Shows and other events as applicable

Are you looking for innovative ways to combine sponsorships and maximize your exposure throughout the year?
Do you have a unique idea? We can work with you to make it happen.
Other sponsorship opportunities are available through discussion.
Talk to us about sponsoring the ORCA Operations Manual, Members Webcast and more.

WEBINARS

Webinars are well attended, attracting 200+ participants, including general managers, residence supervisory staff, field management, and regional and corporate operations. ORCA webinars are delivered on a monthly basis and address legislative requirements and best operational practices that are retirement sector specific. Attached are the currently scheduled Webinars for 2017. New additions are possible base on topics.

ORCA SCHEDULED WEBINAR SPONSORSHIPS

If you are considering sponsoring a webinar, there are two options to choose from, that provide the following entitlements:

- Verbal recognition at the start and end of the webinar presentation
- One slide advertisement (with approved short text)
- Recorded and housed on The Learning Centre
- Logo recognition on presentation and inclusion of your contact information
- Attendance during the webinar (you will be introduced by name)
- Recognition on promotional emails for the webinar and registration page
- Only one sponsor per webinar

1) Choose a Webinar from the pre-scheduled list (see next page for list)

\$500

Select a topic from the ORCA Webinar Menu that is relevant to your product or service and use this opportunity to reach key decision makers and staff. The content and speaker of the webinar have already been pre-selected.

2) Customized Webinar Sponsorships

Create a proposal for a webinar for future consideration

No cost (in kind)

Either choose an existing webinar or propose a topic of your own. You are responsible for developing and presenting the Webinar with ORCA input and approval. With this option, there will be no charge and you will receive the entitlements (in kind) as above as sponsor. Please note that all presentations must be “generic” and assist operators in addressing a timely and relevant issue or challenge.

If you have a topic for a webinar that is timely or relevant for retirement home operators and aligns with your expertise, we invite you to submit an ORCA Customized Webinar Proposal. Form available on request.

July 31 (TBC)
2:00 – 3:00 pm

NEW

Introducing Medical Cannabis in Retirement

Join us as our presenters discuss various topics relating to medical cannabis use. Learn more about the applicable legislation, the process for accessing medical cannabis, licensed producers and more! You will hear from a variety of presenters including a licensed producer, pharmacy clinician, a clinic network, and an operator who will be available to answer questions on the subject. ORCA’s new Medical Cannabis Use policy and resources will be provided during the webinar.

Webinar

August 16
2:00 – 3:00 pm

Enhancing the Resident Dining Experience

Learn how to provide appealing and nutritious meals taking into account food allergies, special diets and residents’ preferences.

**SPONSORSHIP
OPPORTUNITY
AVAILABLE**

**September
13 – 15**
*Nottawasaga Inn
Alliston*

Summer Conference: Building the Future Senior Living Workforce

Learn how we can build and lead the future senior living workforce by exploring labour market trends, understanding different generations and cultures, and drawing directly from the experience of top employers in North America.

**SPONSORSHIP
OPPORTUNITIES
AVAILABLE**

September 20
2:00 – 3:00 pm

Onboarding: Customer Service

Learn the fundamentals of customer service and exceptional telephone skills to ensure your community is providing a positive and welcoming environment for current and prospective residents.

Sponsored by:



September 27
2:00 – 3:00 pm

NEW

TSSA Unplugged: Information on Elevators in Retirement:

Join us for an informative hour with the TSSA’s Director of Elevating and Amusement Devices as key elevator topics relevant to retirement homes are discussed. Learn more about safe operating and maintenance, issues such as elevator entrapment, and how to improve resident safety by slowing down door speeds to reduce door closing incidents. Have your elevator questions answered by the Director at this informative webinar.

Presenters: Roger Neate (TSSA), Michael Ayers (Simcoe Terrace, Co-Chair ORCA/TSSA Ad Hoc)

Webinar



Online Webinar



Sponsorship Opportunity Only



Event

To register for free webinars and events, please log on to the ORCA Member website. For questions, please email info@orcairetirement.com.

October 11
2:00 – 3:00 pm

NEW

TSSA Unplugged: Information on Gaseous Fuels in Retirement:

Webinar

Learn from a TSSA Fuel Safety Inspector about your responsibilities under the Act regarding the maintenance and documentation of gas fueled equipment and appliances, including generators and boilers. The TSSA will also debunk common myths, speak to frequently asked questions, and educate members about the relative roles of the TSSA, fuel supplier, maintenance contractor, and equipment owner. Do you have questions about your job-specific obligations around gas fuels? Have them answered by the TSSA Inspector.

Presenters: David LeVasseur (TSSA, Co-Chair ORCA/TSSA Ad Hoc), Michael Ayers (Simcoe Terrace, Co-Chair ORCA/TSSA Ad Hoc)

October 18
2:00 – 3:00 pm

Medical Assistance in Dying (MAID) in Retirement Communities:

**SPONSORSHIP
OPPORTUNITY
AVAILABLE**

Learn what federal Bill C-14 (making medical assistance in dying (MAID) legal in Canada) means for your home, and how you can respond to a request for MAID from a resident.

October 2017
Barrie: Oct 17 - TBC
GTA: Oct 19
London: Oct 24
Ottawa: Oct 26
Mississauga: Oct 31

Fall Road Shows: HR Strategies - The Right Hire

**SPONSORSHIP
OPPORTUNITIES
AVAILABLE**

The Workplace is changing. Join us for a full day of learning how to harness and retain the right talent, build a sustainable workforce and foster a workplace culture that values relationships, diversity, personal growth and empowers people to live and work stress free and understand more about compassion fatigue and how to recognize and deal with team Stress!

November 15
2:00 – 3:00 pm

Diversity and Inclusion

**SPONSORSHIP
OPPORTUNITY
AVAILABLE**

Learn how to manage diversity in the workplace. From ethnicity, to gender, age, national origin, disability, sexual orientation, education, and religion – get insight on how embracing a diverse workforce can benefit your home.

December 6
2:00 – 3:00 pm

Employment Standards Update

**SPONSORSHIP
OPPORTUNITY
AVAILABLE**

A legal representative will provide an update on the latest changes with regards to the Changing Workplace Review and Employment Standards.



Online Webinar



Sponsorship Opportunity Only



Event

To register for free webinars and events, please log on to the ORCA Member website. For questions, please email info@orcaretirement.com.

TBD	ORCA – Sudbury Bound! Northern Ontario members: join ORCA’s CEO and team to learn about programs and initiatives, a Learning Centre demo, legislative and policy updates, and information on RHRA. More details to come!	SPONSORSHIP OPPORTUNITIES AVAILABLE
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Please note: commercial members are not eligible to take part in New Member and Accreditation/Assessment webinars and ORCA may occasionally designate select webinars as “operator member only”.

To register for webinars and events, please log on to the [ORCA Member website](#).

For questions or inquiries regarding sponsorship opportunities, please contact Joan Livermore 905-403-0500, ext. 227 or by email joan@orcaretirement.com.



Online Webinar



Sponsorship Opportunity Only

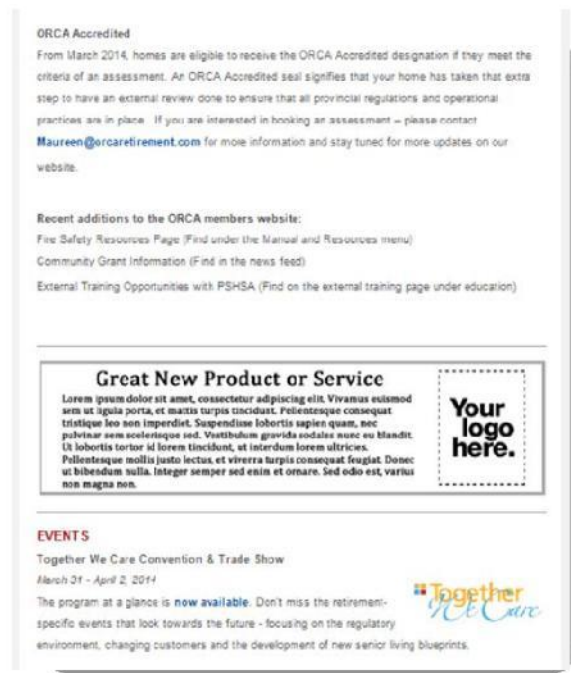


Event

To register for free webinars and events, please log on to the ORCA Member website. For questions, please email info@orcaretirement.com.

ORCA EXPRESS E-NEWSLETTER

Our monthly e-newsletter, the ORCA Express, is the way to get directly into your prospective client’s inbox. The newsletter includes valuable information and insights that keep retirement home owners and operators, as well as fellow commercial members, in the know on association activities and initiatives, upcoming events, education opportunities and relevant sector news. The newsletter is distributed to 2,500 operator and commercial members.



BANNER ADS \$300 PER ISSUE

- 560 x150 pixels in size
- Linked to your website
- Placed near the top of the newsletter
(see example above)

PRODUCT & SERVICE FEATURE \$300 PER ISSUE

- Description of product or service offering (up to 75 words)
- Logo or product graphic, 150x150 pixels (or equivalent space)
- Link to your website or document
- Position within the body of the email (see above)

DOUBLE YOUR IMPACT
COMBINE A BANNER AD WITH A PRODUCT AND SERVICE FEATURE
FOR ONLY \$500

EVENTS

Road Shows 2017



Road Shows are single-day, intensive and highly interactive education events, held in the Spring and Fall in various cities across the province. Road Shows give you an opportunity to interact with attendees before the program, at breaks and during lunch. They are an excellent opportunity to introduce yourself to potential new clients and check in on existing client relationships.

2017 Road Show Dates and Locations	
	Fall
Barrie	Oct 17 TBC
Ajax	Oct 19
London	Oct 24
Ottawa	Oct 26
Mississauga	Oct 31

Spring Road Shows

Dementia Friendly Communities

Sector experts will share best practices on how to make your community dementia friendly. The afternoon session will address how to meet the RHA regulation.

Two afternoon Streams: 1) Dementia Care Program Regulations and 2) Memory Care Models and Approaches

Fall Road Shows

The workplace is changing. Join us for a full day of learning how to harness and retain the right talent, build a sustainable workforce and foster a workplace culture that values relationships, diversity, personal growth and empowers people to live and work stress free and understand more about compassion fatigue and how to recognize and deal with team stress!

New for 2017
The Road Show Marketplace Passport
Get your Road Show Marketplace Passport stamped by all our sponsors and enter to win a prize!

PRESENTING SEASON SPONSOR 2 AVAILABLE; (SPRING **SOLD**) and (FALL **SOLD**)

\$8,000

- Provide a **5-minute verbal Sponsor Profile** of your company (can include PowerPoint presentation or video)
- Table top display at 5 Road Shows; up to 2 representatives may attend each Road Show, includes lunch
- Verbal recognition throughout the day
- Highlight afternoon programming before we break for lunch
- Include your promotional literature in delegate resource package
- Logo recognition as Presenting Season Sponsor in Road Show promotional emails/materials, online registration, onsite materials, PowerPoint presentations, and ORCA's member web-site
- Logo, company name, description and contact information included on sponsor profiles page within the delegate packages
- Logo on the online event registration page
- List of all Road Show attendees
- Provide and present a door prize
- Option to join a member table for the afternoon program, in either room

ROAD SHOW PRESENTING SEASON SPONSOR ADD-ONS

Toolkit Sponsor (*First Right of Refusal*)

\$2,500

Spring: A Comprehensive Dementia Toolkit developed by industry experts will be provided to delegates on a USB Stick with your logo. It will include a Dementia Friendly Guide and Dementia Program policies and templates. Following the Road Shows, the toolkit will be available to members on the Learning Centre for Senior Living.

Fall: An HR Strategies toolkit /policies and template will be available – additional details to follow.

- Your logo on a USB stick given to members attending the Road Shows
- Recognition on **The Learning Centre for Senior Living** as toolkit sponsor
- Recognition in the ORCA Express E-Newsletter
- Video introduction to toolkit on The Learning Centre
- Opportunity to provide a generic webinar to members to follow up information provided at the Road Show

Video Clips

\$2,500

One professional video clip, approximately 45 seconds in length providing generic information/tips for our members tying into the Road Show theme.

- Video clip to be shown at all five Fall Road Shows
- ORCA CEO will reference clip from the podium
- Link to the video clip will be included in one edition of the ORCA Express E-Newsletter
- Video clip will be available on the Member website
- Video clip will be available through the Learning Centre for Senior Living

Video available for use by Sponsor

SINGLE SHOW SPONSOR (*Limited number of single show sponsors per location*)**\$1,200**

- Table top display at chosen Road show; up to 2 representatives may attend each Road Show (includes lunch)
- Verbal recognition at start and conclusion of sessions
- Logo recognition as sponsor in Road Show onsite materials and PowerPoint presentations, and also on ORCA's member website
- Logo, company name, description and contact information included on Sponsor Profiles page within the delegate packages
- List of all Road Show delegates
- Opportunity to provide and present a door prize
- Option to join a member table for the afternoon program, in either room

The Road Shows are attended by an average of 100 regional managers, specialized corporate office staff, general managers and department managers. They are an excellent platform for you to:

- share information about your organization and its services with retirement home executives and managers
- re-connect with current clients
- better understand the challenges operators face day to day

“Our goal was to get our name and product known within the ORCA retirement communities’ membership and these opportunities certainly allowed us to achieve that goal.”

–Susan Brown, BINPAK 2015 & 2016 Road Show Sponsor

PLEASE NOTE: All Road Show sponsorships are annual and do not include a first right of refusal for subsequent years.

Summer Conference 2017

September 13-15 at Nottawasaga Inn Resort & Conference Centre

Please note that sponsors from last year (*with the exception of the Marketplace*) have first right of refusal for all Summer Conference sponsorship opportunities, therefore not all opportunities will be available. Last year's sponsors have until **April 1st, 2017** to commit.

Please see the Marketplace Sponsorship details on page 17 for more information on the specific Marketplace application criteria.

PRESENTING SPONSOR

\$7,500

- Sponsorship of Opening Keynote, including opportunity to introduce the keynote speaker and **to speak about your company**
- **New for 2017!** Presenting Sponsor Banner located strategically throughout the venue
- Logo recognition as Presenting Sponsor on promotional emails and material, conference program, website, signage and conference presentation loop
- Verbal recognition as Presenting Sponsor
- Logo recognition as Presenting Sponsor on delegate bags
- Two (2) Summer Conference registrations (does not include accommodation)
- Two (2) tickets to Monday's Dinner with a Board Member
- One insert in delegate bags
- Presenting Sponsor status on ORCA website and at all other ORCA events
- Opportunity to present draw prize at close of workshops

WEDNESDAY SPONSORSHIP OPPORTUNITIES

PRE-DINNER COCKTAIL PARTY

\$1,000

- Logo recognition as sponsor on program, signage and conference presentation loop
- Logo recognition as sponsor on signage on each table
- Verbal recognition
- Opportunity to distribute drink tickets (additional tickets available for purchase)

DINNER WITH A BOARD MEMBER—EVENT SPONSOR

\$1,500

An exclusive event with limited seating

- Logo recognition as sponsor on program, signage and conference presentation loop
- Verbal recognition
- Guaranteed preferred seating at Dinner with a Board Member for 2 representatives from your company
- Exclusive seat selection next to the board member of your choice for your 2 representatives

DINNER WITH A BOARD MEMBER—WINE SPONSOR

\$1,000

- Logo recognition as sponsor on program, signage and conference presentation loop
- Logo recognition as sponsor on signage on each table
- Verbal recognition

WELCOME RECEPTION

\$2,000

- Logo recognition as sponsor on program, signage and conference presentation loop
- Logo recognition as sponsor on signage on each table
- Verbal recognition
- Opportunity to distribute drink tickets (additional tickets available for purchase)

THURSDAY SPONSORSHIP OPPORTUNITIES

DELEGATE BREAKFAST	\$1,000
<ul style="list-style-type: none">• Greet Delegates as they start their day• Brochure drop on all breakfast tables• Logo recognition as sponsor on program, signage and conference presentation loop• Logo recognition as sponsor on signage on each table• Verbal recognition	
BANQUET DINNER	\$2,600
<ul style="list-style-type: none">• Logo recognition as sponsor on program, signage and conference presentation loop• Logo recognition as sponsor on signage on each table• Verbal recognition as sponsor	
WINE AND CHOCOLATE AT DINNER	\$2,000
<ul style="list-style-type: none">• Logo recognition as sponsor on program, signage and conference presentation loop• Logo recognition as sponsor on signage on each table• Verbal recognition as sponsor	
THURSDAY NIGHT HOSPITALITY	\$2,000
<ul style="list-style-type: none">• Logo recognition as sponsor on program, signage and conference presentation loop• Logo recognition as sponsor on signage on each table• Verbal recognition• Opportunity to distribute drink tickets	
PHOTO BOOTH	\$2,500
<ul style="list-style-type: none">• Logo recognition as sponsor on program, signage and conference presentation loop• One full registration for Tuesday Evening Events to include; cocktail reception, dinner, hospitality suite and entertainment (no accommodation)• Opportunity to place your company banner beside the booth• Photo booth is on site for the start of the cocktail reception and remains open throughout the evening events• Custom design on each print attendees take with them	

Let us help you maximize your company's exposure through customized sponsorship packages.

THURSDAY GOLF SPONSORSHIPS



REFRESHMENT CARTS <i>(TWO CARTS AVAILABLE)</i>	\$1,000
<ul style="list-style-type: none">• Logo recognition as sponsor on refreshment cart signage and conference presentation loop• Logo recognition as sponsor on program	
GOLF CART PARTNER	\$2,000
<ul style="list-style-type: none">• Logo recognition as sponsor on signage on each golf cart and conference presentation loop• Opportunity to place promotional product in each cart• Opportunity to meet each golf team by accompanying photographer around the course• Team photo provided to each foursome with your company logo	
GOLF LUNCHEON	\$1,000
<ul style="list-style-type: none">• Logo recognition on program, golf handbook, signage and conference presentation loop• Logo included on lunch tickets• Opportunity to welcome golfers at lunch station	
REGULAR HOLES <i>(TWO BUNDLES OF SEVEN HOLES AVAILABLE)</i>	\$800
<ul style="list-style-type: none">• Recognition on hole signage, golf handbook and conference presentation loop• Opportunity to provide short slogan/tagline from sponsor on signage• Opportunity to greet golfers at one of your holes and hand out gift or promo item	
CONTEST HOLES <i>(FOUR AVAILABLE)</i>	\$500
<ul style="list-style-type: none">• Logo recognition on signage, golf handbook and conference presentation loop• Verbal recognition as sponsor• Prize bags will have sponsor branding (ORCA will purchase prizes)	
GOLF TEAM PRIZES <i>(THREE PRIZES AVAILABLE)</i>	\$500
<ul style="list-style-type: none">• Logo recognition as sponsor on signage, golf handbook and conference presentation loop• Verbal recognition as sponsor• Prize bags will have sponsor branding (ORCA will purchase prizes)• Choose from First Place Team, Second Place Team or Most Honest Golfers	
WATER BOTTLES FOR GOLFERS	\$500
<ul style="list-style-type: none">• Each water bottle will be labelled with your logo	

MULLIGANS

\$800

- Sponsor logo printed on golf balls (logo must be received by August 1, 2017)
- Logo recognition as sponsor on signage, golf handbook and conference presentation loop
- Meet golfers at the registration table and personally hand out mulligans
- Includes one delegate bag insert (a \$200 value)

PUTTING CONTEST

\$800

- Logo recognition on signage, golf handbook and conference presentation loop
- Verbal recognition as sponsor
- Prize bags will have sponsor branding
- Opportunity to greet each golfer at the putting contest location

THURSDAY ALTERNATE ACTIVITY SPONSORSHIP

WHODUNIT TEAM CHALLENGE - ALTERNATE ACTIVITY

\$3,000

- Alternate non-golfing activities and lunch
- Logo recognition as sponsor on signage, program and conference presentation loop
- Guaranteed participation in Whodunit

Previous Alternate Activities include: Ice Carving, Cake Decorating, Wine Blending and Chopped Kitchen



FRIDAY EVENT/EDUCATION SPONSORSHIP

BREAKFAST AND ASSOCIATION UPDATE

\$2,000

- Logo recognition on signage, program and conference presentation loop
- Logo recognition as sponsor on signage on each table
- Verbal recognition
- Opportunity to welcome delegates and introduce ORCA CEO

MORNING EDUCATION \$2,000

- Logo recognition on signage, program and conference presentation loop
- Logo recognition as sponsor on signage on each table
- Verbal recognition
- One insert in delegate bag
- Opportunity to introduce alternate morning speaker
- **Please Note:** Sponsorship of opening keynote speaker is included in Presenting Sponsor entitlements

LUNCH \$2,000

- Logo recognition on signage, program and conference presentation loop
- Logo recognition as sponsor on signage on each table
- Verbal recognition
- Opportunity to announce lunch and reference the afternoon program
- One insert in delegate bag

AFTERNOON EDUCATION \$2,000

- Logo recognition on signage, program and conference presentation loop
- Logo recognition as sponsor on signage on each table
- Verbal recognition
- Opportunity to introduce speaker
- One insert in delegate bag

REFRESHMENT BREAKS *(TWO AVAILABLE)* \$350

- Logo recognition on signage, program and conference presentation loop
- Tent Cards placed throughout the refreshment area

OTHER CONFERENCE SPONSORSHIP

DELEGATE BAG INSERT *(OVER 300 DELEGATE BAGS ARE GIVEN OUT)* \$200

- Sponsor provides insert in advance
- Get your message out to all attendees
- ORCA has final approval of insert

Summer Conference attendees are generally C-suite executives, senior management, regional directors or specialized corporate staff. As it is a very intimate setting, it is your best opportunity all year to have meaningful conversations with high level decision makers.

SUMMER CONFERENCE MARKETPLACE

LIMITED SPACES AVAILABLE

\$2,000

- Table Top display (6 ft draped) at Thursday Evening Cocktail reception and Friday Education day
- One all-inclusive registration package for Thursday and Friday; includes Thursday breakfast, lunch & dinner; golf or alternate activity during the day; Friday breakfast, lunch and Education day. *(no accommodation)*
- Participants will be featured in lead-up promotional emails
- List of all attendees one week prior to the event
- Logo and Verbal recognition throughout Summer Conference
- Your company products/services featured in an exclusive ORCA Marketplace handbook
- Inclusion in a special "ORCA Marketplace" feature in the ORCA Express E-newsletter
- Recognition on ORCA's website as an ORCA Marketplace sponsor
- Inclusion in the Marketplace "Shopping list" - a passport to encourage attendees to visit your table for a chance to win a special prize



Customize sponsorship opportunities to maximize your exposure. We can work with you to make it happen.

TOGETHER WE CARE CONVENTION AND TRADE SHOW



The Ontario Retirement Communities Association and The Ontario Long Term Care Association are proud to host Canada's largest gathering of retirement home and long term care professionals. Save the date for 2018 and join us at the Toronto Congress Centre, April 9-11, 2018.

Together
We Care

Awarding of Sponsorship is done on a first-come first-served basis. Sponsorship requests must include the completed Sponsorship Agreement. Together We Care exhibiting and sponsorship is handled by a third party on behalf of ORCA and the OLTCA. To explore sponsorship opportunities, please contact Rebecca Darling of The Bayley Group at 519.263.6001 [or rebecca@bayleygroup.com](mailto:rebecca@bayleygroup.com).

For additional details visit www.together-we-care.com.

WHAT TO EXPECT

- Outstanding Keynote Speakers
- Be Engaged, Be Inspired
- Innovation in LTC and Retirement Sectors
- Senior Living Culinary and Nutrition Summit
- Inspiring ideas and leading edge technology are showcased