

# REACH, INFLUENCE & ENGAGE

## *ORCA'S 2016 SPONSORSHIP PLANNER*

For information on sponsorship and advertising, please contact  
Joan Livermore, Manager Commercial Membership at  
[joan@orcaretirement.com](mailto:joan@orcaretirement.com) or 905-403-0500 ext. 227.



## WHY SPONSOR?

ORCA is *the association* for Ontario's retirement homes. Only ORCA provides the education and resources that operators need to succeed in today's regulatory environment. We are also the voice of Ontario's operators – speaking on their behalf to government, stakeholders and beyond.

*Our members include:*

- 577 member homes, representing over 52,400 suites
- Broad continuum of care, from independent living to assisted living to memory care
- Homes up to and including 300+ suites
- National retirement home chains, midsize regional chains and small operators
- Homes in Windsor, Toronto, Ottawa, Sudbury and everywhere in between

### When you sponsor an ORCA event, tutorial or webinar, or advertise in the ORCA Express, you:

#### **Obtain valuable exposure and prominence with key decision makers**

*Our events are regularly attended by the C-suite executives you want to reach.*

#### **Elevate and enhance your brand**

*You need to get your name out there –and we have the tools to reach over 1800 industry professionals.*

#### **Generate leads, make new connections and build long-lasting business relationships**

*Sometimes the best conversations are held over a round of golf or a glass of wine – our Summer Conference has both.*

#### **Network and nurture existing business relationships**

*Out of sight, out of mind. Stay in touch with your existing clients through our events and education.*

#### **Gain a competitive edge**

*Your competitor may also be a member of ORCA, but your sponsorship puts you front and centre in our members' minds.*

#### **Position yourself and your company as an industry leader**

*Sponsorship is a great mechanism for introducing your new product or service – and for showing that you are a leader in innovation.*

#### **Convey your commitment to ORCA, our members and the sector**

*Our operators know that your support is crucial for the education they need – by sponsoring you give a very powerful motivator to seek out your expertise.*

## ORCA SPONSORSHIPS AT-A-GLANCE

E-Learning		2016 Pricing
Learning Centre for Senior Living	Presenting Sponsor <b>*new for 2016</b>	<b>SOLD</b>
Webinars	Individual webinar	\$500
	Customized webinar	See page 8
ORCA Express		
ORCA Express	Banner ads, per edition	\$300
	Product/service feature, per edition	\$300
Events		
Road Shows Fall Shows – October/November 2016	Presenting Season Sponsor – Fall 2016	\$7,000
	Single Show Sponsor	\$1,200
Summer Conference	Presenting Sponsor	<b>SOLD</b>
Monday – Wednesday	Video Event Sponsor <b>*new for 2016</b>	\$2,000
Monday September 26, 2016	Pre-Dinner Cocktail Party <b>*new for 2016</b>	<b>SOLD</b>
	Dinner with a Board Member—Event Sponsor	<b>SOLD</b>
	Dinner with a Board Member-Wine Sponsor <b>*new for 2016</b>	\$1,000
	Welcome Reception	<b>SOLD</b>
Tuesday September 27, 2016  <b>Do you have a unique sponsorship idea you don't see listed here? We can work with you to make it happen.</b>	Golf Day Breakfast	<b>SOLD</b>
	Banquet Dinner	<b>SOLD</b>
	Wine & Chocolate at Banquet Dinner	<b>SOLD</b>
	Hospitality Suite after Banquet Dinner	<b>SOLD</b>
	Photo Booth	<b>SOLD</b>
	Golf Day Refreshment Cart	<b>SOLD</b>
	Golf Cart Partner	<b>SOLD</b>
	Golf Luncheon	<b>SOLD</b>
	Regular Holes (1 bundles of 7 available)	<b>SOLD</b>
	Contest Holes (1 available)	<b>SOLD</b>
	Golf Team Prizes (2 available)	<b>SOLD</b>
	Water Bottles for Golfers	<b>SOLD</b>
	Mulligans	<b>SOLD</b>
	Putting Contest	<b>SOLD</b>
Alternate Activity	<b>SOLD</b>	
Wednesday, September 28, 2016	Education Day Breakfast & Association Update	<b>SOLD</b>
	Morning Education	<b>SOLD</b>
	Education Day Lunch	<b>SOLD</b>
	Afternoon Education	<b>SOLD</b>
	Refreshment Breaks	<b>SOLD</b>
	Marketplace	<b>SOLD</b>
	Delegate Bag Inserts	\$200
Together We Care April 3-5 , 2017	Sponsorships - visit <a href="http://www.together-we-care.com">www.together-we-care.com</a>	\$2 - \$25,000

# EVENTS

## ORCA FALL ROAD SHOWS

### Building a Better Customer Experience: From First Contact to Residency

The ORCA Fall Road Shows offer operators a full day of learning from experts and networking with their peers. In the morning, attendees will hear from the RHRA on inspections and analysis, learn from legal experts on medical assistance in dying, and get an ORCA update. To serve a wide variety of staff learning needs, we offer two separate afternoon themes (which take place concurrently).

Our first theme, **Customer Service and Sales & Marketing**, will address strategies that leverage cross-departmental collaboration and integration to deliver better customer service. It will also feature an experienced sales and marketing professional on topics ranging from determining marketing priorities, to managing leads, to effectively disseminating messages. Plus, members will take home a comprehensive **Sales and Marketing toolkit!**

Our second theme will address **Enhancing Quality of Life: Wellness and Recreation**. We know that good programming can significantly enhance and even extend residents' quality of life. This session will cover best practices for developing programming and activities for independent, assisted living, and memory care residents. Emphasis will be placed on the importance of offering both group and individual activities.

### PRESENTING SEASON SPONSOR\* (Fall 2016)

**\$7,000**

- 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 profile page within the delegate packages
- List of all Road Show delegates (excludes email addresses)
- Provide and present a door prize
- Option to join a member table for the afternoon program, in either room **(new for 2016)**

Fall Road Show 2016	
Location	Date
Ottawa	October 20
Barrie	October 26
London	November 1
Ajax (GTA)	November 2
Mississauga	<b>SOLD</b>

### PRESENTING SEASON SPONSOR ADD-ONS OR TALK TO US ABOUT AN ORCA CHAMPIONS PACKAGE

Talk to us about Presenting Season Sponsor Add-Ons like customized professional video clips supporting the Road Show Program. The video clips are shown during the day and are available for sponsor use afterwards.

## ORCA FALL ROAD SHOWS

### SALES AND MARKETING TOOLKIT SPONSOR *(new for 2016)*

**\$3,000**

This comprehensive toolkit is being developed by ORCA's Communications & Marketing Committee along with a third party Marketing Consultant and will be a valuable tool for ORCA members. The toolkit will be provided to delegates on a USB Stick with your logo. Following the Road Shows, the toolkit will be available to all members through the Learning Centre for Senior Living.

- Your logo on a USB stick given to members attending the Road Shows
- Recognition on **The Learning Centre for Senior Living** as toolkit sponsor
- Video introduction to toolkit on The Learning Centre

### SINGLE SHOW SPONSOR (Limited spots available – Mississauga sold) *(20 available in total - only 4 per Road Show)*

**\$1,200**

- Table top display at chosen Road show; up to 2 representatives may attend each Road Show (includes lunch)
- Verbal recognition as sponsor 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 *(new for 2016)*

**Please note that all Road Show sponsorships are annual and do not include a first right of refusal for subsequent years.**

## Summer Conference

The 2016 Summer Conference will take place September 26 - 28, 2016 at Blue Mountain near Collingwood.

### EVENT VIDEO (\*NEW FOR 2016)

**\$2,000**

Professional video covering Summer Conference including *Dinner with a Board Member, Welcome Reception, Golf Tournament, Team building activity and Cocktail & Dinner Reception*. To be presented the next day at the Education Day and posted on ORCA Website.

- Signage on site, videographers wearing t-shirts with your logo throughout the conference!
- Video introduction as sponsor at start of video
- Recognition as Video Sponsor on ORCA website and in ORCA Express Newsletter

### DINNER WITH A BOARD MEMBER—WINE SPONSOR (\*NEW FOR 2016)

**\$1,000**

Now in its sixth year, Dinner with A Board Member is a popular summer conference mainstay with an opportunity for members to meet the ORCA Board of Directors as they rotate tables between courses.

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

### CELEBRITY GUEST SPEAKERS & JUDGES (\*NEW FOR 2016)

**\$2,000**

#### Chopped Kitchen Lunch & Competition

ORCA is excited to offer the sponsorship of guest celebrity lunch speakers & Chopped Kitchen judges, Michael and Anna Olson (<http://www.annaolson.ca>). Michael and Anna will speak during lunch, setting the stage for this exciting competition. They will also participate as competition judges!

- Logo recognition as sponsor on program, signage and conference presentation loop
- Verbal recognition as sponsor at event
- Introduce Michael and Anna

**Do you have a unique sponsorship idea not listed here?**

**We can create sponsorships at any price point!**

**What's your idea?**



Contact Joan Livermore with your ideas or questions!

[joan@orcaretirement.com](mailto:joan@orcaretirement.com) or 903-403-0500 x 227

# Together We Care Convention and Trade Show

Proudly hosted by the Ontario Retirement Communities Association (ORCA) and the Ontario Long Term Care Association (OLTCA), Together We Care is Canada's largest gathering of owners, operators and senior managers from the retirement living and long-term care sectors.



Together We Care encompasses two days of operator education, a two-day trade show and various networking opportunities. If you have a new product or service to showcase, this is the place to do it.

The 2017 Together We Care Convention will take place April 3-5, 2017 at the Toronto Congress Centre.

## WEBINARS

Webinars are well attended, attracting 200+ participants, including general managers, residence supervisory staff, regional and corporate management. ORCA webinars are delivered on a monthly basis and address legislative requirements and best operational practices that are retirement sector specific.

### INDIVIDUAL 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 supplied short text) or one short video (max 30 seconds) at beginning of webinar (supplied by sponsor)
- 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 has already been pre-selected.

#### **2) Choose to provide content for and deliver pre-scheduled webinar**

**No cost (in kind)**

If one of the existing webinar topics aligns with your organization and expertise, and there is no designated speaker or sponsor, you can request to develop and deliver the webinar.

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. Presentations will be reviewed and final approval rests with the ORCA Education Team.

## CUSTOMIZED WEBINAR SPONSORSHIPS

### Create a proposal for a webinar for future consideration

**No cost (in kind)**

If you have a topic for a webinar that is timely or informative for retirement home operators and aligns with your expertise, we invite you to submit a proposal. Please indicate subject of webinar, length (generally 1 hour with time for questions), preferred timing, and what operators can expect to take away from the webinar.

With this option, there will be no charge and you will receive the entitlements (in kind) as above.

Please note that all presentations must be “generic” and assist operators in addressing a timely and relevant issue or challenge. Presentations will be reviewed and final approval rests with the ORCA Education Team.

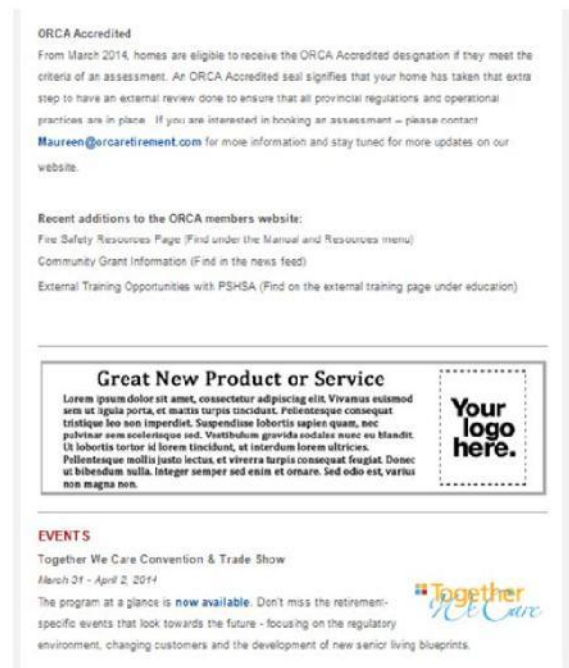
## WEBINARS CURRENTLY AVAILABLE FOR SPONSORSHIP

Date	Title	Description
August 17	<b>Responding to Misconduct and Resident Abuse</b>	A poorly planned and executed investigation can result in damages to an employer, negative compliance findings and legal actions. Learn how to conduct an organized and thoughtful investigation. Presenter: Sherrard Kuzz, LLP
September 14 Part I	<b>Onboarding a New Manager Part I: Transitioning to a Manager’s Role</b>	Learn how to achieve success in your role as you transition from peer to supervisor. Learn tips, strategies and best practices that can really make a difference. Speaker: Laurie Flasko
September 21 Part II	<b>Onboarding a New Manager Part II: Leading Your Team</b>	As a manager, you are both a team leader and team player, with the ultimate goal of ensuring your team is performing and meet its goals. Learn how you can set yourself and your team up for success. Speaker: Laurie Flasko
October 5	<b>Physician Assisted Death: A CNO Update</b>	The Supreme Court vs. Carter decision allowing for physician assisted death is expected to come into effect in 2016. The CNO will provide an update on how this decision will affect the role of registered staff in retirement homes.
November 16	<b>De-escalating Resident Behaviours</b>	Learn how to de-escalate potentially violent situations through assertiveness and communication.
December 14	<b>Assessments and Care Plans</b>	Learn how to conduct an assessment and develop, track and follow up on Plans of Care.



# 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!