



# 2017 Sponsorship Package

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# 2017 ORCA SPONSORSHIPS AT-A-GLANCE



Page	New Sponsorship Items <b>**new for 2017</b>		Pricing
2	<b>ORCA Champions**</b>	Two levels of ORCA Champions	<b>\$12,000+</b>
3	<b>Small Operator Sponsor**</b>	Subsidized attendance at events for small operators	<b>TBD</b>
<b>E-Learning</b>			
4	<b>Webinars</b>	ORCA scheduled webinar	<b>\$500</b>
		Customized webinar (Sponsor provides content)	<b>No Cost (in kind)</b>
<b>ORCA Express</b>			
7	<b>ORCA Express</b>	Banner ads, per edition	<b>\$300</b>
		Product/service feature, per edition	<b>\$300</b>
<b>Events</b>			
8	<b>Road Shows Spring May 2017 &amp; Fall October 2017</b>	Season Sponsor	<b>\$8,000</b>
		Single Show Sponsor	<b>\$1,200</b>
11	<b>Summer Conference Wednesday September 13, 2017</b>	Presenting Sponsor	<b>\$7,500</b>
		Pre-Dinner Cocktail Party	<b>\$1,000</b>
		Dinner with a Board Member - Event Sponsor	<b>\$1,500</b>
		Dinner with a Board Member - Wine Sponsor	<b>\$1,000</b>
		Welcome Reception	<b>\$2,000</b>
12	<b>Thursday September 14, 2017</b>	Golf Day Breakfast	<b>\$1,000</b>
		Golf Day Refreshment Carts (2 available)	<b>\$1,000</b>
		Golf Cart Partner	<b>\$2,000</b>
		Golf Luncheon	<b>\$1,000</b>
		Regular Holes (2 bundles of 7 available)	<b>\$800</b>
		Contest Holes (4 available)	<b>\$500</b>
		Golf Team Prizes (3 available)	<b>\$500</b>
		Water Bottles for Golfers	<b>\$500</b>
		Mulligans	<b>\$800</b>
		Putting Contest	<b>\$800</b>
		Banquet Dinner	<b>\$2,600</b>
		Wine & Chocolate at Banquet Dinner	<b>\$2,000</b>
		Hospitality Suite after Banquet Dinner	<b>\$2,000</b>
		Photo Booth	<b>\$2,500</b>
14	<b>Friday September 15, 2017</b>	Alternate to Golf & Lunch Activity ( <i>see page 14</i> )	<b>TBD</b>
		Education Day Breakfast & Association Update	<b>\$2,000</b>
		Morning Education	<b>\$2,000</b>
		Education Day Lunch	<b>\$2,000</b>
		Afternoon Education	<b>\$2,000</b>
		Refreshment Breaks (2 available)	<b>\$350</b>
		Marketplace	<b>\$2,000</b>
Delegate Bag Inserts	<b>\$200</b>		
19	<b>Together We Care April 3-5, 2017</b>	Sponsorships Visit <a href="http://www.together-we-care.com">www.together-we-care.com</a>	<b>\$2000-\$25000</b>

*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) or one short video (max 30 seconds) at beginning of webinar (supplied by sponsor)
- 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.

<p>February 15 2:00 – 3:00 pm</p>	<p><b>Sales &amp; Marketing Fundamentals &amp; Toolkit</b>  <b>Sponsored by PointClickCare</b>  Join this two-part series for a walkthrough of ORCA’s Sales &amp; Marketing Tool Kit, originally presented at the Fall Road Show and now available on The Learning Centre. Presenter: <a href="#">Jodi Flanagan</a>, President, Accompany.  <b>Part 1 (Feb. 15):</b> Learn about sales and marketing topics ranging from determining priorities, to managing leads, and review tools.  <b>Part 2 (Feb. 22):</b> Learn how to maximize your social media presence and monitor your reputation online.</p>	<p><b>Sponsorship Sold</b></p>
<p>Wednesday February 22 2:00 – 3:00 pm</p>		
<p>April 4 – April 5 <i>Toronto Congress Centre</i></p>	<p><b>Together We Care Convention</b>  ORCA’s convention includes an interactive trade show with expanded streams/ topics: Operational Excellence, Workplace Development, Quality of Life and Quality of Care, Culinary and Nutrition, Environmental</p>	<p><b>SPONSORSHIP OPPORTUNITIES AVAILABLE</b></p>
<p>May 17 2:00 – 3:00 pm</p>	<p><b>Contenance Care Program</b>  <b>Sponsored by Cardinal Health Canada</b>  Learn how to develop and maintain a successful and compliant Contenance Care Program with policies and templates provided to support the program. Presenter: Cardinal Health Canada</p>	<p><b>Sponsorship Sold</b></p>
<p>May 2017  <i>Barrie: May 9 - TBC  GTA: May 11 - TBC  London: May 16  Ottawa: May 18  Mississauga: May 24</i></p>	<p><b>Spring Road Shows: Dementia Friendly Communities</b>  <b>[Registration open to operator members only]</b>  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</p>	<p><b>SPONSORSHIP OPPORTUNITIES AVAILABLE</b></p>
<p>June 2017 - TBC</p>	<p><b>ORCA – Sudbury Bound!</b>  <b>[Registration open to operator members only]</b>  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!</p>	<p><b>SPONSORSHIP OPPORTUNITIES AVAILABLE</b></p>
<p>Wednesday August 16 2:00 – 3:00 pm</p>	<p><b>Enhancing the Resident Dining Experience</b>  Learn how to provide appealing and nutritious meals taking into account food trends, sensitivities and allergies, special diets and residents’ preferences.</p>	<p><b>SPONSORSHIP OPPORTUNITY AVAILABLE</b></p>



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](mailto:info@orcairetirement.com).

<p>September 13 – 15 <i>Nottawasaga Inn Alliston</i></p>	<p><b>Summer Conference: Building the Future Senior Living Workforce</b> 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.</p>	<p><b>SPONSORSHIP OPPORTUNITIES AVAILABLE</b></p>
<p>September 20 2:00 – 3:00 pm</p>	<p><b>Onboarding: Customer Service</b> 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.</p>	<p><b>SPONSORSHIP OPPORTUNITY AVAILABLE</b></p>
<p>October 18 2:00 – 3:00 pm</p>	<p><b>Medical Assistance in Dying (MAID) in Retirement Communities</b> 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.</p>	<p><b>SPONSORSHIP OPPORTUNITY AVAILABLE</b></p>
<p>October 2017 <i>Barrie: Oct 17 - TBC GTA: Oct 19 - TBC London: Oct 24 Ottawa: Oct 26 Mississauga: Oct 31</i></p>	<p><b>Fall Road Shows: HR Strategies - The Right Hire</b> <b>[Registration open to operator members only]</b> Staff roles and demands are changing in retirement communities to meet the evolving resident needs. Hiring the right staff will be key! Fall Road Shows will provide attendees with the tools to recruit and retain the best candidates, as well as create a meaningful volunteer program. Two afternoon Streams: 1) HR Strategies.....continued, and 2) End of Life/Palliative Care</p>	<p><b>SPONSORSHIP OPPORTUNITIES AVAILABLE</b></p>
<p>November 15 2:00 – 3:00 pm</p>	<p><b>Diversity and Inclusion</b> 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.</p>	<p><b>SPONSORSHIP OPPORTUNITY AVAILABLE</b></p>
<p>December 6 2:00 – 3:00 pm</p>	<p><b>Employment Standards Update</b> A legal representative will provide an update on the latest changes with regards to the Changing Workplace Review and Employment Standards.</p>	<p><b>SPONSORSHIP OPPORTUNITY AVAILABLE</b></p>

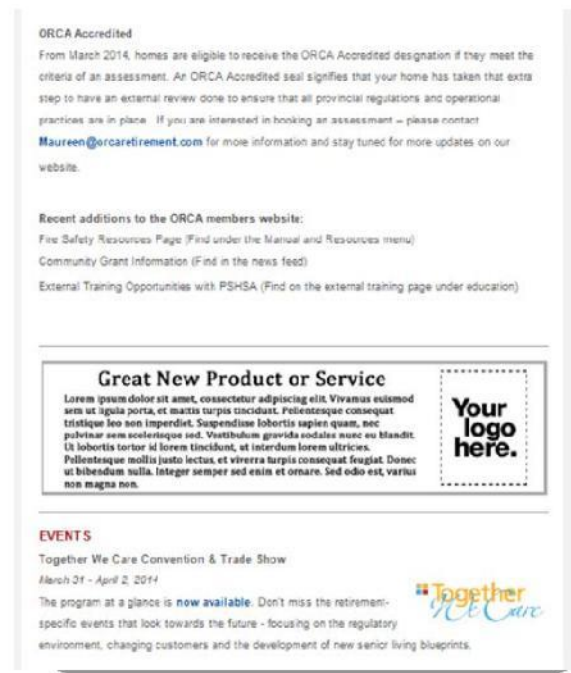
To register for webinars and events, please log on to the [ORCA Member website](#). For questions or inquiries regarding sponsorship opportunities, please contact Joan Livermore 905-403-0500, ext. 227 or by email [joan@orcairetirement.com](mailto:joan@orcairetirement.com).

Online Webinar    
  Sponsorship Opportunity Only    
  Event

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# 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		
	Spring	Fall
<b>Barrie</b>	May 9	Oct 17
<b>Ajax</b>	May 11	Oct 19
<b>London</b>	May 16	Oct 24
<b>Ottawa</b>	May 18	Oct 26
<b>Mississauga</b>	May 24	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

#### *HR Strategies: The Right Hire*

Staff roles and demands are changing in retirement communities to meet the evolving resident needs. Hiring the right staff will be key! Fall Road Shows will provide attendees with the tools to recruit and retain the best candidates, as well as create a meaningful volunteer program.

Two afternoon Streams: 1) HR Strategies.....continued, and 2) End of Life/Palliative Care

**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 AND FALL)

**\$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
- 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.

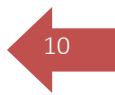
- Video clip to be shown at all five Fall Road Shows
- ORCA CEO will reference clip from the podium
- Link to the video clip will be included in one edition of the ORCA Express E-Newsletter
- Video clip will be available on the Member website
- Video clip will be available through the Learning Centre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

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

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## 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 1<sup>st</sup>, 2017** to commit.

Please see the Marketplace Sponsorship details on page 16 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

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

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

## THURSDAY GOLF SPONSORSHIPS



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

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

ALTERNATE ACTIVITY

Entitlements may include:

TBD

- Alternate non-golfing activities and lunch (may be two separate sponsorships)
- Logo recognition as sponsor on signage, program and conference presentation loop
- Guaranteed participation in alternate activity
- Could include morning and afternoon activity, lunch, featured speaker and other add-ons as per final programming

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

16

This unique opportunity is being offered first to all Commercial Members that have joined the association as new members since September 1st, 2016. The Marketplace Sponsorship will open to all commercial members on **April 15, 2017**.

- 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.



## The ORCA Marketplace Opportunity

**\$2,000**

Welcome to the ORCA Marketplace - ORCA's summer conference promotion showcase available to Commercial Members, in particular those who have recently joined the ORCA family. ORCA recognizes the challenges new members face to raise Operator awareness for their products and services and we believe the **Marketplace** will help accelerate your integration in to the sector and our membership. This is a limited access and time sensitive marketing event.

### ORCA Marketplace First right of Refusal Criteria—limited spots available!

- Your company must have joined ORCA on or after **September 1<sup>st</sup>, 2016**
- Return your commitment form by **April 1<sup>st</sup>, 2017**

### ORCA Marketplace Benefits and Entitlements

- Face-to-face time with key decision makers and opportunity to showcase your product or service.
- Table Top display (6ft draped) at Thursday Evening's cocktail reception and Friday's Education Day with designated time for delegates to explore the ORCA Marketplace.
- One (1) all-inclusive registration package for the Thursday/Friday (September 14-15) at the ORCA Summer Conference—includes Thursday breakfast, lunch and dinner, golf or alternative activity during the day. Friday's breakfast, lunch and Education Day (no accommodation).
- Participants will be featured in all lead-up promotional emails informing our membership of your participation in the ORCA Marketplace.
- Your company will be showcased in prime locations at the ORCA Summer Conference.
- List of all attendees one week prior.
- Logo and verbal recognition throughout Summer Conference.
- Your company's products/services will be featured in an exclusive ORCA Marketplace handbook.
- Inclusion in ORCA Express, ORCA's monthly newsletter, August edition - in the special "ORCA Marketplace" feature.
- 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.

ORCA is the definitive voice in marketing to retirement communities in Ontario.  
We invite your business to be a part of this amazing collaborative event that will kick start your profile within the Ontario Senior's Housing sector.



## Marketplace Commitment Form

This unique opportunity is being offered first to all our **NEW** Commercial Members as of September 1st, 2016. Commitment forms must be received by April 1, 2017 after which time the **Marketplace** will be open to all ORCA Commercial Members.

Please email the completed form to Joan Livermore at [joan@orcaretirement.com](mailto:joan@orcaretirement.com) or fax to 905.829.1594.

NAME:	
COMPANY:	
EMAIL:	
PHONE:	
JOIN DATE:	

Please provide a brief description of the product or service you intend to feature at the 2017 ORCA Marketplace.

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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. Join us at the Toronto Congress Centre, April 3-5, 2017.



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 OLTC. 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](http://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