

2020 Sponsorship Package



Ania Sawala

Event & Sponsorship Specialist
ania@orcairetirement.com
905-403-0500 ext. 235

2020 ORCA SPONSORSHIPS AT-A-GLANCE

Contents

Below is an outline of what you will find in this package. Our sponsorship opportunities are sorted into 3 categories: **Education**, **Advertising** and **Events**. For more information click the blue highlighted links to be redirected to those pages in the package.

For sponsorships over \$1,000 at our annual ORCA CON, there is a right of first refusal until May 31st, 2020 (excluding the Marketplace).

New Commercial Partners who joined in September 2019 and onwards have a first right of refusal for the Marketplace at ORCA CON until May 31st, 2020. After this date, all Commercial Partners are eligible to book. Please see further details on page 13.

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New for 2020 - ORCA Champion Bronze, Silver and Gold levels!

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<i>Sponsorship opportunities available</i>	

Events

Spring Road Shows	10
<ul style="list-style-type: none">London - June 2Ottawa - June 9Mississauga - June 11	
ORCA Conference	12
<ul style="list-style-type: none">September 15-17 at Blue Mountain (note dates are Tuesday-Thursday for 2020)	
For Marketplace information click here	
Fall Regional Workshops	19
<ul style="list-style-type: none">October/November, dates and locations TBD	
Fall Members' Webcast	19
<ul style="list-style-type: none">November 25th (date subject to change)	
Together We Care	20
<ul style="list-style-type: none">March 30 - April 1, 2020 at Toronto Congress Centre	
<i>Sponsorship and Exhibit opportunities available</i>	

ORCA SPONSORSHIP OVERVIEW

ORCA Sponsorship offers proven channels to reach and influence senior living decision makers in the retirement community sector. ORCA membership represents over 95% of retirement communities in the province with national reach.

We have everything you need for sector-wide exposure including face-to-face relationship-building, lead generation, brand recognition and networking. Amplify your message and exposure through a variety of avenues:

- Digital – distributed to 2,000+ members, our ORCA Express digital newsletter features the latest retirement sector news
- Education – sponsor webinars or become a Learning Centre Education Sponsor - reach over 75,000 users on TLC
- Events – reach targeted audiences through sponsorship support of events
- Thought Leadership – advance your image/brand and add your perspective through support of member driven programs, for example, Leadership Series, Dementia-Inclusive Initiative, CORE, etc.

Please review the sponsorship package to view your options. New this year are the ORCA Champion levels! Use [this checklist](#) to see the menu of available sponsorship options*.

**Please note that most sponsorships are available on a first come, first served basis and some may have a first right of refusal. Contact Ania Sawala, Event & Sponsorship Specialist, at 905-403-0500 ext. 235 or ania@orca retirement.com with any questions you may have.*

ORCA CHAMPIONS

The ORCA Champion program recognizes those Commercial Partners who go above and beyond in supporting the education, events and member services that our operators rely on. ORCA Champions are divided into three levels, based on financial contributions, but also the nature of the company's sponsorship.



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

- Recognition at all ORCA events, including Together We Care as an ORCA Champion
- Recognition on the ORCA Member and Public websites
- ORCA Champion recognition in the ORCA Express and/or on ORCA's social media platforms
- An invitation to lunch with the ORCA Board
- Opportunities to attend external events with ORCA Leaders (ex. Empire Club of Canada, Queen's Park Lobby Day etc.)
- And more!

[Click here](#) to see a sample chart of the entitlements in each level. Each package can be customized to meet your needs.

ORCA INITIATIVES

ORCA identifies key trends and initiatives that evolve in the senior living and retirement community sector. Raising awareness and education is paramount to support best operational practices and quality living for seniors. ORCA looks for key partners and sponsors to support and drive the success of these far-reaching initiatives, some of national and global scope. ORCA is open to partnering on programs and resources. Talk to us if you have any suggestions and check out some of our valuable and sought out initiatives that you can support.

Dementia Inclusive Initiative - \$25,000*

As an Association, we recognize that there is a need for more resources to foster dementia inclusivity, reduce stigmas and raise awareness for staff, residents and families living in retirement communities; this need was the impetus for the development of ORCA's Dementia-Inclusive Initiative in 2016.

As of January 2020, nearly 1,300 managers and frontline staff have completed the online training, which ORCA developed with support from our presenting sponsor and key stakeholders.

Entitlements include:

- Recognition on two new tutorials being developed
- National and International audience reach through webinars and presentations scheduled in the United States and across Canada
- Recognition on ORCA's Public and Member websites
- Recognition on the Dementia-Inclusive Initiative webpage housed on TLC

***This initiative has a first right of refusal**

Leadership Series - \$6,000*

Ontario's retirement community sector is full of exceptional leaders who are changing the way the world thinks about senior living. ORCA has the privilege of sharing these leaders' stories through the ORCA Leadership Series, a collection of interviews highlighting what retirement communities and their leaders are all about. The sector is thriving, and the series serves to inspire, cultivate, and influence future leaders for the industry. Past interviewed leaders include Lois Cormack, Sienna Senior Living, Brent Binions, Chartwell Retirement Residences, and Thomas Wellner, Revera. These interviews can be viewed by [clicking here](#).

Entitlements include:

- Logo recognition at ORCA CON and on all featured interview pieces (in the ORCA Express, Stakeholder communication, ORCA Social Media, on ORCA's Public and Member websites)
- Verbal recognition from the podium at ORCA CON
- Opportunity to announce lunch and introduce Leadership Series at ORCA CON

***This initiative has a first right of refusal**

See our other initiatives on the next page!

"As a long time, avid supporter of ORCA events, we have always 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 amazed at the exposure we received relative to the extra investment. Being an ORCA Champion allowed us to bundle a number of 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. As the Season Sponsor for the [2016] Spring Road Shows, having the videos presented while we were 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

Small to Mid-Sized Operator Sponsor \$10,000

Help elevate the senior living sector by supporting the small to mid-sized independent retirement communities through subsidizing operator attendance at the ORCA Spring Road Shows, ORCA Conference and Fall Regional Workshops. A small to mid-sized operator is defined as any independent home with 50 or less suites.

Entitlements include:

- Logo recognition on ORCA's public and member websites
- Logo recognition in promotional emails leading up to sponsored events
- Opportunity to attend one Spring Road Show and receive a list of all attendees

Regulatory Assessment Program Tool \$10,000*

The Regulatory Assessment Program is an important operator member service, offering numerous helpful resources to support retirement homes' compliance with Ontario legislation. Over 75 residences have utilized the onsite Regulatory Assessment offering over the past three years, including chains and independent operators.

Entitlements include:

- Recognition on new regulatory videos (3+) being developed, which will be available on-demand for members
- Recognition on a new Start-Up Kit and Pre-Licensing Package for operators opening a new residence
- Recognition on dedicated Assessment Program webpage housed on TLC
- Recognition on ORCA's Public and Member websites

**This initiative has a first right of refusal*

"This was an amazing experience for the team. It brought us even closer to reach a common goal."

Here is what Operator Members had to say about the Regulatory Assessment Program Tool!

"I would recommend it to all new homes (We should have done this a year ago) and homes that have been in operation for a while with new Eds."

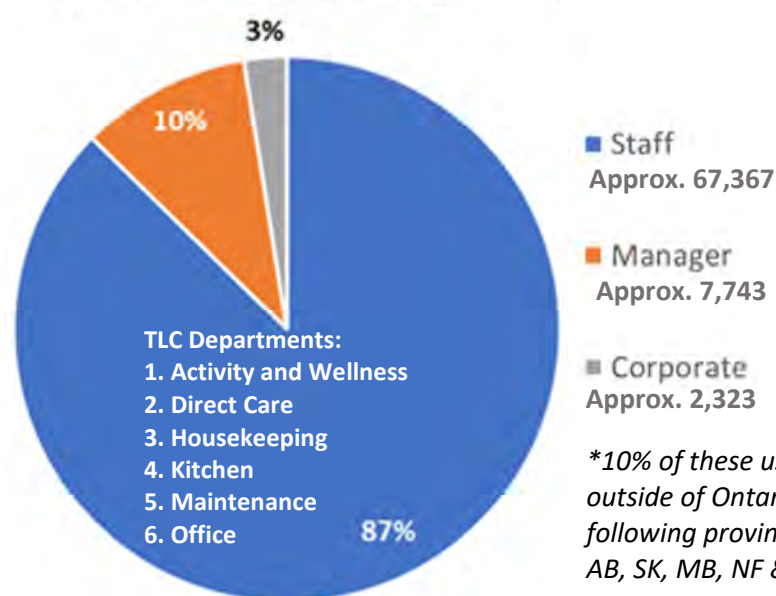
EDUCATION

The Learning Centre for Senior Living

The Learning Centre (TLC) offers education that frontline staff need to be in compliance with sector regulations, as well as optional education to enhance operational excellence and achieve industry best practices. Currently, there are over 77,000 users (8,000 of which are located across Canada in BC, AB, SK, MB, NF & NS) with access to 31 tutorials, 9 toolkits and 21 webinars for all staff levels in retirement communities as well as corporate offices.

JOIN US AS WE BRING LEADING EDUCATION TO THE SENIOR LIVING SECTOR!

Profiles on The Learning Centre - 77,434*



**10% of these users are outside of Ontario in the following provinces: BC, AB, SK, MB, NF & NS*

The Learning Centre Title Sponsors (1 sold, 2 available)

\$10,000

As one of three key Learning Centre (TLC) sponsors, your organization will be front and center on TLC. These high-level sponsorships support staff development by providing additional education to expand best operational practices and enhance quality of senior living. As a sponsor, you can provide subject matter expert knowledge to expand TLC learning offerings and profile your organization and their services as well.

Entitlements may include:

- Recognition on TLC banner that is at all ORCA events
- Verbal recognition at all ORCA events
- Your logo on all TLC publications
- Dedicated Company Page on TLC:
 - ✓ Customizable
 - ✓ Company logo & introduction
 - ✓ Quick links to your website
 - ✓ Ability to upload education, video
 - ✓ HTML based and can support multiple media types

Tutorials - The Learning Centre for Senior Living

Under provincial legislation, including the RHA, retirement community staff are required to complete training across multiple disciplines. The Learning Centre (TLC) makes this possible by using a retirement-specific Learning Management System, available to ORCA member homes as part of membership, to ensure compliance with regulations, operational best practices and employee development. This complete Learning Management System is available to member homes twenty-four hours a day, seven days a week, 365 days a year.

TLC includes:

- 31 Modules
- Real Time Reporting Tools
- Multi-role Logins
- Standards Assessment Tool
- Current and Credible Education
- Access to the ORCA Operations Manual
- Legislative Tracker
- Workforce Management Tools

Individual Tutorial Sponsorship

\$1,500/year

- Recognition page within tutorial
- Recognition on Tutorial Landing Page

(Including logo with clickable link to website)

Customized Tutorial Development Sponsorship

Varied costs (\$5,000 - \$10,000*)

- Must be generic (Proposal to be provided to ORCA for approval)
- Provide Subject Matter Expert (SME) for development
- Developed using ORCA Standards using ORCA eLearning Vendor
- Recognition page within tutorial
- Recognition on Tutorial Landing Page within TLC
(Including logo with clickable link to website)
- Recognition to remain until tutorial is due for an upgrade (minimum of two (2) years)

*Cost dependent on tutorial length.

Webinars

ORCA Webinars are well attended, attracting 125+ participants including general managers, residence supervisory staff, field managers, and regional and corporate directors of operations. Webinars are delivered on a monthly basis and address legislative requirements and best operational practices that are retirement community sector specific. [Click here](#) an example of the 2020 webinar schedule. New additions are possible based on topics. Be a part of ORCA Education!

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 (excluding regulatory webinars)
- Opportunity to introduce and thank presenter(s) (you will be introduced by name)
- Recognition on promotional emails for the webinar and registration page
- Only one sponsor per webinar

SCHEDULED WEBINAR SPONSORSHIP

\$500

Choose a webinar from the schedule ([click here](#)) that has a topic 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.

CUSTOMIZED WEBINAR SPONSORSHIP

No cost (in kind)

You will be 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. 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 through our [Call for Content](#).

Please note:

- Regulatory Webinars will be added throughout the year, as new requirements come into effect!
- Commercial Partners are not eligible to take part in New Member and Accreditation/Assessment webinars and ORCA may occasionally designate select webinars as “operator members only”.
- To register for webinars and events, please visit the ORCA Member website.

“Joining ORCA was the best decision we have made. It helped us greatly in reaching out to dozens of retirement communities. ORCA events are the best place to meet decision makers and make great connections. ORCA educational sessions have also helped us in shaping our products and services to better fit our clients’ needs. I highly recommend joining ORCA for any business that is looking to expand to the Retirement Community sector.”

– Hesam Mahdavi, Senior Project Manager, Zodiac Light Waves Inc.

Do you have a unique idea? We can work with you to make it happen!

Are you looking for innovative ways to combine sponsorships and maximize your exposure throughout the year?

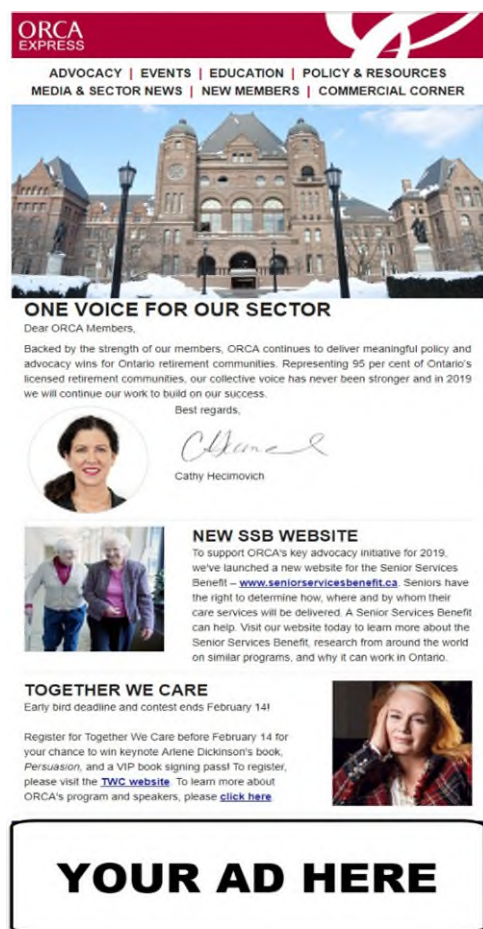
Other sponsorship opportunities are available through discussion.

Talk to us about sponsoring the ORCA Operations Manual, Members’ Webcast and more.

ADVERTISING

ORCA Express E-Newsletter

Our bi-monthly e-newsletter, the ORCA Express, is the best way to get directly into your prospective clients' inbox. The newsletter includes valuable information and insights that keep retirement community owners and operators, as well as fellow commercial partners, in the know on association activities, initiatives, upcoming events, education opportunities, and relevant sector news. The newsletter is distributed to 2,000+ operator members and commercial partners.



BANNER AD: \$300 per issue

- 560 x 150 pixels in size
- Linked to your website
- Placed near the top of the newsletter (see example above)

EDUCATION

Upcoming Webinars - Register Now!

February 13 - Employee Engagement
 February 27 - Accessibility for Ontarians with Disabilities Act (AODA)
 March 20 - ORCA's Dementia-Inclusive Initiative: Is Your Community Taking Part?
 To learn more about the webinars and to register, please [click here](#).

2019 TLC Focus Groups

ORCA is currently planning dates in spring 2019 to conduct focus groups to gather feedback regarding TLC. ORCA values member feedback and is hopeful to gather staff and managers from communities and regional managers to gain insights into TLC usability in member communities. [Learn More](#)

 [2019 ORCA Educational Calendar](#)

**YOUR
PRODUCT/SERVICE
FEATURE HERE**

PRODUCT OR SERVICE FEATURE: \$300 per issue

- Description of product or service offering, up to 75 words
- Logo or product graphic, 150 x 150 pixels (or equivalent)
- 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

Spring Road Shows

Road Shows are single-day, intensive and highly interactive education and networking events geared to senior leaders in the sector. They are held in conference-style venues in various cities across the province. Road Shows give you an opportunity to interact with attendees before the program, at breaks and during lunch. Introduce yourself to potential new clients and check in on existing client relationships.

2020 Theme: Leadership Training

ORCA is committed to optimizing leadership potential and influence. This full day of leadership development will address the latest information from the Retirement Homes Regulatory Authority, best operational practices, and trends, followed by a 3-hour Leadership Development workshop. Learn the tools necessary to grow leaders in your communities, generate purpose driven performance, and create a culture for staff to elevate the resident experience.

London – June 2 | Ottawa – June 9 | Mississauga – June 11



PRESENTING SEASON SPONSOR (1 available)

SOLD

- Provide a 5-minute verbal sponsor profile of your company (can include PowerPoint presentation or video)
- Tabletop display at all 3 Road Shows; up to two representatives may attend each show (includes lunch)
- Verbal recognition throughout the day
- 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 website
- 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

Road Show Passport

Road Show attendees will be given a passport to encourage them to visit each sponsor table. Those who have collected stamps from all of our sponsors will be entered to win a grand prize!

LEADERSHIP ENRICHMENT PROGRAM SPONSOR

Sponsor for the Leadership Training half day workshop that we are bringing in for 2020

- Tabletop display at all 3 Spring Road Shows; up to two (2) representatives, includes lunch
- Sponsor recognition from the podium, on signage and on promotional material leading up to the Spring Road Shows
- Sponsor profile in delegate package
- List of all Road Show Delegates
- Opportunity to provide and present a door prize
- Opportunity to introduce and thank the workshop speakers (Karen Stobbe and Mondy Carter)
- Possibility of continuing as the Leadership Enrichment Program sponsor on a multi-year contract
- Will be recognized as sponsor in the customized workshop developed by the speakers for ORCA Leadership Education

SINGLE SHOW SPONSOR (limited number of single show sponsors per location)

\$1,300

- Tabletop display at chosen Spring Road Show; up to 2 representatives may attend (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

Why Attend?

- Connect with senior leaders from the sector
- Learn what the Association is doing
- Reconnect with current clients
- Meet new clients
- Gain a better understanding of the challenges operators face day-to-day

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

"Being able to not only create a thorough database of great retirement community leads, but also having the opportunity to meet with key stake holders in personal yet relaxed forums such as the Road Shows and the ORCA Conference has made our membership with ORCA paramount to our success in Ontario."

– Ben Martin, President, SonderCare

ORCA Conference *(ORCA CON formerly known as ORCA Summer Conference)*

NEW DATES! Tuesday, September 15 – Thursday, September 17, 2020 at Blue Mountain

Please note that sponsors from last year (with the exception of Marketplace) have first right of refusal for ORCA Conference sponsorship opportunities valued at \$1,000 and up, therefore not all opportunities will be available. Last year's sponsors have until **May 31, 2020** to commit. Please see the Marketplace sponsorship details on the next page for more information on the specific Marketplace application criteria.



PRESENTING SPONSOR

SOLD

- Sponsorship of Opening Keynote on Education Day, including opportunity to introduce the keynote speaker and to speak about your company
- 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) ORCA Conference registrations (does not include accommodation)
- Two (2) tickets to Dinner with a Board Member
- One insert in delegate bags (see delegate bag guidelines)
- Presenting Sponsor status on ORCA website and at all other ORCA events
- Opportunity to present draw prize at close of workshops

DELEGATE SWAG BAG INSERT

\$200

- Over 300 delegate bags are given out to attendees
- Provide your swag items for insertion
- Check with ORCA for some fun ideas and suggestions
- ORCA has final approval of insert

SPECIAL EVENT VIDEOGRAPHY

\$3,000 - \$5,000

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

ORCA Conference attendees are generally C-suite executives, senior management, regional directors and 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.



MARKETPLACE SPONSORSHIP - YOUR OPPORTUNITY TO SHOWCASE *NEW* PRODUCTS OR SERVICES TO THE SECTOR
(limited spaces available) **\$3,000**

- Tabletop display (6 ft. draped) at Wednesday Evening Cocktail Reception and Thursday Education Day
- Recognition as joint sponsor of Wednesday Evening Cocktail Reception
- One all-inclusive registration package for Wednesday and Thursday; includes Wednesday breakfast, lunch & dinner; golf or alternate activity during the day; Thursday breakfast, lunch and Education Day (no accommodation)
- Participants will be featured in lead-up promotional emails, Logo & Verbal recognition throughout Conference
- List of all attendees one week prior to the event
- 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 grand prize
- [Click here](#) to access the Marketplace Registration Form

Please note:

- The Marketplace will be open during the Cocktail Reception on Wednesday (5:30-7pm) and Education Day on Thursday (8am-3pm). In addition, your tabletop representatives will enjoy Thursday's Education Day sessions free of charge!
- **New members** who joined ORCA as of Sept. 1, 2019 will receive first right of refusal for Marketplace participation. The cut-off date will be **May 31, 2020**, after which time, Marketplace sponsorship will be open to all commercial partners.
- **Returning vendors** are encouraged to have a new product or service to introduce to the sector.



TUESDAY SPONSORSHIP OPPORTUNITIES

PRE-DINNER COCKTAIL PARTY

\$1,500

- 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 and greet delegates (additional tickets available for purchase)



DINNER WITH A BOARD MEMBER—EVENT SPONSOR

\$2,000

- An exclusive event with limited seating
- Opportunity to introduce the ORCA Board of Directors
- Logo recognition as sponsor on program, signage and conference presentation loop
- Verbal recognition
- Guaranteed seating next to the Board Member of your choice

DINNER WITH A BOARD MEMBER—WINE SPONSOR

\$1,200

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

WELCOME RECEPTION

\$3,000

- 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 and greet delegates (additional tickets available for purchase)

“Some of the best opportunities to put the spotlight on the services that Greenhouse provides are through our sponsorships with ORCA. The association is always looking at ways to increase sponsor value and allow sponsors the greatest access and visibility to the membership. Our annual sponsorship of an event at the ORCA Conference allows us not only to network with decision makers at the educational and social events, it also is clear and memorable to those attendees that we help make the conference happen. We believe there’s a direct ROI on the dollars invested and we look forward to the sponsorship each year.”

– Heather Green, President & CEO, Greenhouse Marketing

WEDNESDAY SPONSORSHIP OPPORTUNITIES

DELEGATE BREAKFAST	\$1,200
<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 	
ALTERNATE ACTIVITY	TBD
<ul style="list-style-type: none"> Alternate non-golfing activity and lunch Logo recognition as sponsor on signage, program and conference presentation loop Guaranteed participation in activity Previous activities include: Ice Carving, Chopped Kitchen, and Whodunit Challenge 	
BANQUET DINNER	\$3,000
<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 	
WINE AND CHOCOLATE AT DINNER	\$2,500
<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 	
WEDNESDAY NIGHT HOSPITALITY	\$3,000
<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 and greet delegates (additional tickets available for purchase) 	
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 Wednesday 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 	
PARTY GAMES*	\$1,500
<ul style="list-style-type: none"> Logo recognition as sponsor on signage, program and conference presentation loop Verbal recognition as sponsor 	
POPCORN*	\$500
<ul style="list-style-type: none"> Logo recognition as sponsor on signage, program and conference presentation loop Your logo on the popcorn bags 	

**These sponsorships are subject to change due to the new venue location. Previous sponsors will receive first right of refusal and the opportunity to work with ORCA on new sponsorship opportunities.*

WEDNESDAY GOLF SPONSORSHIP OPPORTUNITIES

GOLF MORNING BREAK	\$350
<ul style="list-style-type: none"> • Logo recognition on golf handbook, signage, program and conference presentation loop • Opportunity to greet golfers at the morning break station • Includes one delegate bag insert for 2020 	
REFRESHMENT CARTS	\$1,200
<ul style="list-style-type: none"> • Logo recognition as sponsor on refreshment carts signage (2 carts) 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 LUNCH	\$1,200
<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 (two bundles of seven holes available)	\$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 (four available)	\$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 (three prizes available)	\$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	\$1,000
<ul style="list-style-type: none"> • Sponsor logo printed on golf balls (logo must be received by August 1, 2020) • 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 – see delegate bag guidelines) 	

PUTTING CONTEST

- 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

\$800

THURSDAY EDUCATION DAY SPONSORSHIP OPPORTUNITIES

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 REFRESHMENT BREAK

\$350

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

MORNING 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 alternate morning speaker
- One insert in delegate bag (see delegate bag guidelines)
- 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 (see delegate bag guidelines)

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 (see delegate bag guidelines)

OTHER CONFERENCE SPONSORSHIP OPPORTUNITIES

PRINTED CONFERENCE PROGRAM

\$2,000

- Logo recognition in on-site program, presentations and signage
- Full page ad in on-site printed conference program (*not including the Marketplace booklet or the Education Day booklet*)
- Verbal recognition

SNACK AND GO STATION

\$1,500

- Logo recognition in on-site program, presentations and signage
- Verbal recognition
- Opportunity to greet delegates during main registration times
- Dedicated time slot for networking Wednesday afternoon before evening reception

SHUTTLE BUS

\$1,000

- Logo recognition in on-site program, presentations and signage
- Logo recognition on shuttle buses
- Verbal recognition
- Opportunity to provide a sponsored item to delegates on the shuttle

PATIO SPONSOR

\$800

- Logo recognition on on-site program, golf handbook, signage and conference presentation loop
- Opportunity to provide a cool down lounge for delegates on the golf course (if applicable)
- Opportunity to meet with delegates and provide a gift or promo item

Have an idea for a unique sponsorship?

We can help maximize your company's exposure through customized sponsorship packages!



Fall Regional Workshops

October 19 – October 30, 2020 (dates subject to change)

Fall Regional Workshops are single-day, highly interactive educational sessions held in retirement communities across the province. As a sponsor, you will have a tabletop display in the room for the entire day to showcase your products and services. These workshops will be a great opportunity to reach operator members in an intimate setting.

Locations are not confirmed yet. Venue details to follow. Stay tuned for more information!

PRESENTING SPONSOR (one available)

SOLD

- Provide a 5-minute verbal sponsor profile of your company (can include PowerPoint presentation or video)
- Tabletop display at all Workshops; up to two representatives may attend each workshop (includes lunch)
- Verbal recognition throughout the day
- Welcome back attendees from lunch
- Include your promotional literature in delegate resource package
- Logo recognition as Presenting Season Sponsor in promotional emails/materials, online registration, onsite materials, PowerPoint presentations, and ORCA's member website
- 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 Workshop attendees
- Provide and present a door prize

SINGLE WORKSHOP SPONSOR (limited number of sponsors per location)

\$500

- Tabletop display at chosen Workshop; up to 1 representative may attend (includes lunch)
- Verbal recognition at start and conclusion of sessions
- Logo recognition as sponsor in onsite materials and PowerPoint presentations, and on ORCA's member website
- Logo, company name, description and contact information included on Sponsor Profiles page within the delegate packages
- List of all Workshop attendees
- Opportunity to provide and present a door prize

Fall Members' Webcast

Wednesday, November 25, 2020 (date subject to change)

ORCA's Fall Members' Webcast provides an opportunity to get your company out in front of all our Operator Members as senior leaders and regional managers participate in our annual webcast from the comfort of their own offices.

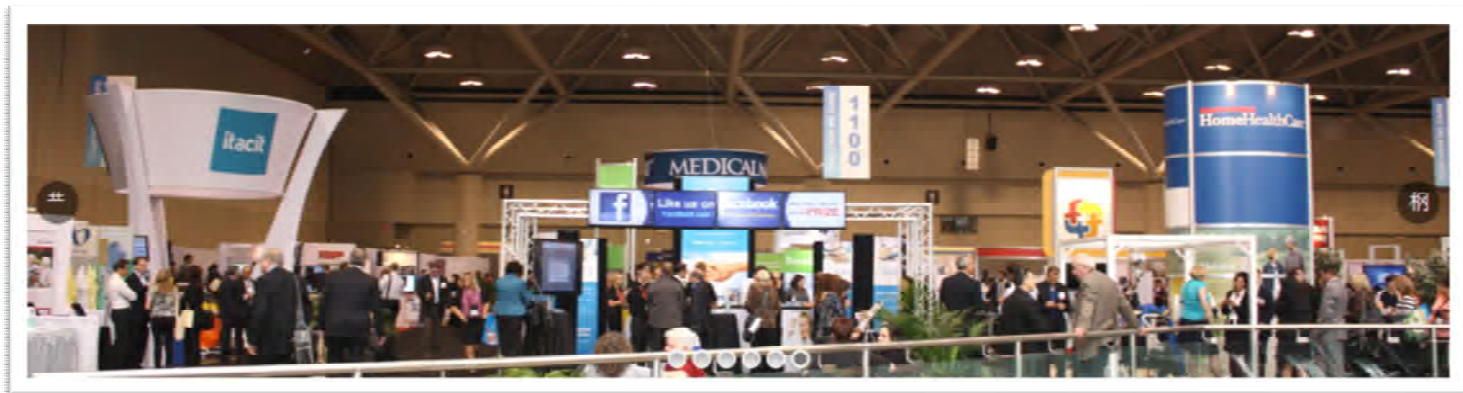
PRESENTING SPONSOR (one available)

\$1,000

- Introduce yourself, your company and ORCA Board Members
- Your banner will appear onscreen multiple times throughout the presentation
- Your logo will appear on the registration form and all promotional material sent to the membership
- You will receive verbal recognition from the ORCA CEO during the webcast

Together We Care Convention and Trade Show

March 30 – April 1, 2020 at Toronto Congress Centre



The Ontario Retirement Communities Association (ORCA) and The Ontario Long Term Care Association (OLTCA) are proud to host Canada's largest gathering of retirement community and long-term care professionals. Join us at the Toronto Congress Centre, March 30 – April 1, 2020.



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.

For additional details, please visit together-we-care.com/sponsorship/

WHAT TO EXPECT

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



Sponsorship Checklist

SPONSORSHIP OPTIONS

Use this checklist to assist you in choosing sponsorships to maximize your exposure across all avenues, understand sponsorship contribution and your eligibility for ORCA Championship levels. **For a full description and entitlements, review the Sponsorship 2020 package (page numbers included).**

If you would like to sponsor any of the ORCA sponsorship options, please complete form and fax to 905-829-1594 or email ania@orcaretirement.com. Sponsorships are awarded on a first come, first serve basis.

RFR = Right of First Refusal

Sponsorship	Description	Value	Pg #	✓
Initiatives and Programs				
Reach: sector wide, national scope, users of TLC (77,000)				
Dementia Inclusive Initiative	Supports Dementia Inclusivity	\$25,000	4	RFR
Leadership Series	Senior Leaders featured on ORCA website	\$6,000	4	RFR
Assessment Program	External and Internal audit tool	\$10,000	5	RFR
Education Support	Supporting stand alone independents (less 50 suites)	\$10,000	5	RFR
The Learning Centre				
Reach: 77,000 users (department heads, front line staff, general managers, senior management & corporate) in 7 different provinces (10% of users located in BC, AB, SK, MB, NS and NF)				
TLC Learning Sponsor	New ! Group of companies offering education, link to their organization	\$10,000	6	
Individual Tutorial	Sponsor a tutorial on TLC	\$1,500	7	
Customized Tutorials	Provide expertise on generic topic, ORCA develops	\$1 – 10K	7	
Education – Webinars				
Reach: 200 -300 people, Key decision-makers, senior management and staff - Average 100 homes 2 staff /line				
Scheduled Webinar	Choose topic from ORCA annual education schedule relevant to your product	\$500	7	
Customized Webinar	Develop and present webinar with ORCA input/approval.	No cost	7	
Advertising				
Reach: 2,000 + get directly into the in-box of prospective clients				
ORCA Express E-Newsletter	Banner Ad – linked to your web-site-location top of newsletter	\$300	9	
Product or Service Feature	Product or service feature – up to 75 words	\$300	9	
Bundle Package	One Banner Ad and one Product Service Feature together in one Express e-newsletter	\$500	9	
ORCA Events				
Spring Road Shows				
Reach: 400 Senior management, General Managers, Department heads and staff - 120 + at each location. Single-day, intensive and highly interactive education and networking events. Held in three/four major cities across Ontario.				
Presenting Sponsor		\$10,000	10	RFR
Leadership Enrichment Program Sponsor		\$8,000	11	RFR
Single Show Sponsor		\$1,300	11	

ORCA CON			
Reach: 300+ C-suite executives, key decision makers, owners and senior management and staff			
Profile your company at this exclusive retirement sector event – ideal for networking, connecting and promoting your products and services. The Marketplace is a vibrant event to show your products and services and talk to operators in an informal setting. Education is dynamic and forward thinking with global speakers on trends and innovation			
Presenting Sponsor	SOLD	12	RFR
Delegate Swag Bag Insert	\$200	12	
Market Place Showcase – tabletop	\$3,000	13	
Day 1 -Pre-Dinner Cocktail Reception	\$1,500	14	RFR
-Dinner with a Board Member – Event Sponsor	\$2,000	14	RFR
-Dinner with a Board Member – Wine Sponsor	\$1,200	14	RFR
-Welcome Reception	\$3,000	14	RFR
Day 2 -Delegate Breakfast	\$1,200	15	RFR
-Alternate Activity	TBD	15	RFR
-Banquet Dinner	\$3,000	15	RFR
-Wine and Chocolate at Dinner	\$2,500	15	RFR
-Hospitality	\$3,000	15	RFR
-Photo Booth	\$2,500	15	RFR
-Party Games	\$1,500	15	RFR
-Popcorn	\$500	15	
-Golf Morning Break	\$350	16	
-Golf Refreshment Carts	\$1,200	16	RFR
-Golf Cart Partner	\$2,000	16	RFR
-Golf Lunch	\$1,200	16	RFR
-Reg holes (2 bundles x7)	\$800	16	
-Contest holes (x 4)	\$500 ea.	16	
-Golf Team prizes (x3)	\$500 ea.	16	
-Water bottles for golfers	\$500	16	
-Mulligans	\$1,000	16	RFR
-Putting Contest	\$800	17	
Day 3 -Breakfast/ORCA Update	\$2,000	17	RFR
-AM Refreshment Break	\$350	17	
-Morning Education	\$2,000	17	
-Lunch	\$2,000	17	
-Afternoon Education	\$2,000	17	RFR
-Printed Conference Program Sponsor	\$2,000	17	RFR
-Snack and Go Station	\$1,200	18	RFR
-Shuttle Bus Sponsor	\$1,000	18	
-Patio Sponsor	\$800	18	
Fall Regional Workshops			
Reach: approx. 40 participants per workshop – smaller, single-day, interactive “grass-roots” sessions held in retirement communities across Ontario			
Presenting Sponsor	\$8,000	19	RFR
Single Workshop Sponsor	\$500 ea.	19	
Fall Members’ Webcast			
Webcast	\$1,000	19	RFR
TOTAL			