
SPONSORSHIP PACKAGE

ORCA CON 2025

WHITE OAKS RESORT, NIAGARA-ON-THE-LAKE
SEPTEMBER 9-11, 2025



ORCACON 2025

NETWORKING · EDUCATION · LEADERSHIP

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Sponsorship plays a vital role in the success of our annual conference, helping us deliver exceptional programming and experiences for our delegates. **Secure your opportunity today** and showcase your organization to leaders across the sector.

ORCA CON 2025

SPONSORSHIP OPPORTUNITIES



ABOUT ORCA

Since 1977, the Ontario Retirement Communities Association (ORCA) has been the voice of Ontario's retirement communities, representing more than 90 per cent of all licensed retirement community suites in Ontario, employing 30,000 front line workers and caring for nearly 64,000 seniors who choose to call retirement communities their home.

ORCA's membership also includes over 200 commercial partners who provide essential products and services to retirement communities throughout the province.

For almost 50 years, ORCA has been committed to providing our members with first-class education and training through our learning platform, The Learning Centre for Senior Living, and advocating for a strong and prosperous retirement community sector by collaborating with government and other stakeholders.



ABOUT ORCA CON

ORCA CON is the signature event of ORCA. After over a decade, it has become one of the most respected retirement communities conferences in Canada. This conference is a popular meeting place for retirement community leaders and provides a great opportunity to connect with peers, commercial partners, speakers, and other community members. As an attendee you will have the chance to learn, network, and share valuable insights that will improve your professional success and help further enhance the future of the sector.



SPONSOR BENEFITS

ORCA CON provides sponsors with many benefits including the opportunity to:



**Build relationships
with leaders in the
sector**



**Learn about the
newest trends &
challenges**



**Grow your reputation
with branded event
marketing**



**Demonstrate
your support &
commitment**



**Gain exposure to
customers in a
growing sector**



**Showcase or
launch new
products or services**



BECOME A SPONSOR TODAY

Sponsorships are awarded on a first-right-of-refusal basis. Sponsors from 2024 were given the opportunity to rebook the same sponsorship in 2025. The remaining sponsorship opportunities are awarded on a first-come, first-served basis. If you are interested, email Member Services at memberservices@orca retirement.com. All sponsors must be an ORCA member in good standing.

Premier

Sponsorship Opportunities

PRESENTING SPONSOR

Over a Decade of Support

A message from **Angelo Colalillo**, Vice President, Eastern Canada, Complete Purchasing Services Inc.



SOLD

Complete Purchasing Services is proud to celebrate over 10 years of continuous support for the annual ORCA Conference. ORCA CON 2025 marks yet another exciting chapter in our longstanding partnership as the Presenting Sponsor of this incredible event.

Over the years, we've watched this conference evolve and grow, becoming a highly anticipated event for our team and the retirement sector as a whole. We're once again thrilled to be part of the experience and hope you join us this September in beautiful Niagara-on-the-Lake - we can't wait to see you there.

GOLD SPONSOR

\$10,000

LIMITED AVAILABILITY

- Includes sponsorship of a plenary session, the opportunity to introduce the speaker and briefly speak about your company
- Gold Sponsor banner located strategically throughout the venue
- Logo recognition as Gold Sponsor on promotional emails and material, conference program, website, signage and conference presentation loop
- Verbal recognition as Gold Sponsor
- Stand alone e-blast recognizing each Gold Sponsor to 2000+ members, key stakeholders, and contacts
- One complimentary Marketplace booth
- Two ORCA CON All-Inclusive Registrations with your choice of Golf or Alternative Activity (*does not include accommodation*)
- Two tickets to Tuesday's Dinner with a Board Member
- One insert in delegate bags (*see delegate bag guidelines*)
- Gold Sponsor status on ORCA website and at all other ORCA events
- List of all attendees one week prior to the event

SILVER SPONSOR

\$8,000

- Silver Sponsor banner located strategically throughout the venue
- Logo recognition as Silver Sponsor on promotional emails and material, conference program, website, signage and conference presentation loop
- Verbal recognition as Silver Sponsor
- Included in group e-blast recognizing all Silver Sponsors to 2000+ members, key stakeholders, and contacts
- One complimentary Marketplace booth
- One ORCA CON All-Inclusive Registration with your choice of Golf or Alternative Activity (*does not include accommodation*)
- One ticket to Tuesday's Dinner with a Board Member
- One insert in delegate bags (*see delegate bag guidelines*)
- Silver Sponsor status on ORCA website and at all other ORCA events
- List of all attendees one week prior to the event

Marketplace

Sponsorship & Exhibitor

LIMITED AVAILABILITY

\$3,650

Showcase your products and services directly to key decision-makers in Ontario's retirement community sector with this exclusive Marketplace Sponsorship opportunity. With limited availability, this package offers premium visibility, valuable networking, and targeted promotion - plus, exhibitors are welcome to attend the Education Days to engage even further with delegates and learn more about the sector.

SPONSORSHIP HIGHLIGHTS

- All networking breakfasts and lunches will be held in the Marketplace.
 - This sponsorship contributes to the drinks and hors d'oeuvre served at the Marketplace Reception.
 - Marketplace exhibitors can attend all plenary sessions including keynotes.
-
- Tabletop display (6 ft. draped) during Wednesday Education Day, Marketplace Cocktail Reception and Thursday Education Day
 - Recognition as key contributor and co-sponsor of Wednesday's popular Marketplace Reception
 - One all-inclusive registration includes Tuesday Activity (Golf or Alternative) & Lunch, Wednesday breakfast, lunch & dinner; Thursday breakfast, lunch and Education Day *(does not include accommodation or Tuesday's Dinner with a Board Member)*
 - List of all attendees one week prior to the event
 - Participants will be featured in lead-up promotional emails, logo & verbal recognition throughout 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 grand prize)*



Tuesday

Sponsorship Opportunities

GOLF TOURNAMENT SPONSOR

SOLD

- Logo recognition as the lead golf tournament sponsor on signage, golf handbook, program and conference presentation loop
- Logo recognition on golf cart signage
- Verbal recognition
- Opportunity to announce golf team prize and contest hole winners
- Sponsor logo printed on mulligan balls (*cost of golf balls included in the sponsorship*)
- Opportunity to meet golfers at the registration table and personally hand out mulligan balls
- Opportunity to place promotional product in each cart

CONTEST HOLES

\$1,000

ONE REMAINING

- Men's Closest to the Pin available
- Logo recognition on signage, golf handbook, and conference presentation loop
- Verbal recognition as sponsor
- Prize bags will have sponsor branding (*ORCA will purchase prizes*)

PUTTING CONTEST

SOLD

- Logo recognition on signage, golf handbook, and conference presentation loop
- Verbal recognition as sponsor
- Prize bags will have sponsor branding (*ORCA will purchase prizes*)
- Choose from Ladies' & Men's Longest Drive and Ladies' & Men's Closest to the Pin

GOLF MORNING REFRESHMENT

SOLD

- Logo recognition on golf handbook, signage, program, and conference presentation loop
- Opportunity to greet golfers at the morning break station

GOLF LUNCH

\$2,500

- Logo recognition on signage, golf handbook, and conference presentation loop
- Sponsor logo on golf lunch vouchers
- Verbal recognition
- Opportunity to welcome golfers at lunch station

GOLF TEAM PRIZE: WINNING TEAM

\$1,500

- 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*)



ALTERNATIVE ACTIVITIES & LUNCH

SOLD

- Lead sponsor of alternative (non-golfing) activities and lunch
- Logo recognition as sponsor on signage, program and conference presentation loop
- Verbal recognition
- Option to provide one-pager/flyer to be set at delegate lunch tables

PRE-DINNER WITH A BOARD MEMBER RECEPTION

SOLD

- Logo recognition as sponsor on program, signage, and conference presentation loop
- Logo recognition as sponsor on signage on each table
- Verbal recognition
- Drink tickets with sponsor logo provided to distribute and greet delegates (*one drink ticket per delegate*)
- One ticket to Dinner with a Board Member

DINNER WITH A BOARD MEMBER EVENT SPONSOR

SOLD

- 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
- Two tickets to Dinner with a Board Member

DINNER WITH A BOARD MEMBER WINE SPONSOR

SOLD

- Logo recognition as sponsor on program, signage, and conference presentation loop
- Logo recognition as sponsor on signage on each table
- Verbal recognition
- One ticket to Dinner with a Board Member

CONFERENCE WELCOME RECEPTION

SOLD

- Logo recognition as sponsor on program, signage, and conference presentation loop
- Logo recognition as sponsor on signage on each table
- Verbal recognition
- Drink tickets with sponsor logo provided to distribute to delegates (*one drink ticket per delegate*)



Wednesday

Sponsorship Opportunities

NETWORKING BREAKFAST & ASSOCIATION UPDATE

SOLD

- 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's CEO
- Option to provide one-pager/flyer to be set at delegate breakfast tables

NETWORKING REFRESHMENT BREAKS

SOLD

- Logo recognition on signage, program, and conference presentation loop
- Tent cards placed throughout the refreshment area for all networking breaks on Wednesday

NETWORKING LUNCH

SOLD

- 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
- Option to provide one-pager/flyer to be set at delegate lunch tables

BANQUET EVENT SPONSOR

SOLD

- Logo recognition as sponsor on program, signage and conference presentation loop
- Logo recognition as sponsor on signage on each table
- Verbal recognition
- One All-Inclusive registration (*accommodations & Dinner with a Board Member not included*)

BANQUET WINE SPONSOR

SOLD

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

WEDNESDAY NIGHT COCKTAIL MIXER

SOLD

- Logo recognition as sponsor on program, signage, and conference presentation loop
- Logo recognition as sponsor on signage on each table
- Verbal recognition
- Drink tickets with sponsor logo provided to distribute and greet delegates (*one drink ticket per delegate*)



THE ORCA INNOVATION **AWARD SPONSOR**

\$2,250

- Logo recognition on signage, program, and conference presentation loop
- Verbal recognition
- Logo recognition on ORCA website awards page and on pre & post conference social media promotions about the award
- Opportunity to present the award to the winner on stage at the Wednesday Banquet & Awards Night

THE ORCA COMMERCIAL PARTNER OF THE YEAR **AWARD SPONSOR**

\$2,250

- Logo recognition on signage, program, and conference presentation loop
- Verbal recognition
- Logo recognition on ORCA website awards page and on pre & post conference social media promotions about the award
- Opportunity to present the award to the winner on stage at the Wednesday Banquet & Awards Night

THE ORCA COMMUNITY & SOCIAL ENGAGEMENT **AWARD SPONSOR**

\$2,250

- Logo recognition on signage, program, and conference presentation loop
- Verbal recognition
- Logo recognition on ORCA website awards page and on pre & post conference social media promotions about the award
- Opportunity to present the award to the winner on stage at the Wednesday Banquet & Awards Night

This year, ORCA is launching **three new member awards** – in addition to the annual Donna Holwell Legacy Award – to highlight the exceptional efforts made by our members in making the retirement community sector a better place. Show your support today!



Thursday

Sponsorship Opportunities

NETWORKING BREAKFAST

\$3,150

- Logo recognition on signage, program, and conference presentation loop
- Logo recognition as sponsor on signage on each table
- Verbal recognition
- Option to provide one-pager/flyer to be set at delegate breakfast tables

NETWORKING REFRESHMENT BREAK

\$1,500

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

TO-GO LUNCH BOXES

\$2,500

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



Don't miss your chance to get involved at the only event of its kind dedicated to Ontario's retirement community sector - limited opportunities available!

A la Carte

Sponsorship Opportunities

CLOSING KEYNOTE

\$5,000

- Logo recognition in on-site program, presentations, and signage
- Verbal recognition
- Opportunity to introduce closing keynote

PRINTED PROGRAM

SOLD

- 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



MOBILE APP SPONSOR

\$2,500

- Recognition on the mobile app as the sponsor
- Logo recognition on signage, conference presentation loop, and email promotions leading up to the event
- Verbal recognition



Questions?

If you have questions about sponsorship opportunities or about the conference, please contact **Member Services.**