

Canada's largest gathering of long-term care and retirement home professionals!

Together We Care

April 1-3, 2019 | Toronto Congress Centre

Sponsorship Opportunities 2019

Sponsorship is one of the most effective platforms to engage with more than 1,000 delegates in advance and on-site during Together We Care. Sponsorship greatly increases your visibility with leaders and decision makers.

Silver Fox Pharmacy sponsored the team building pavilion at TWC 2018 and it was a great experience! OLTC worked with us to ensure the pavilion was a great success! There was a great energy in the booth and the delegates made a point to stop by to see what the pavilion was all about.

GOOD
WORDS

*BASIC SPONSORSHIP PACKAGE ENTITLEMENTS

INCLUDED IN ALL SPONSORSHIPS*

- ★ One complimentary full delegate registration
- ★ Exclusive invitation to VIP Reception at the Convention with OLTC and ORCA Board of Directors
- ★ Recognition in frequent pre-event e-promotions
- ★ Logo and sponsorship recognition on the Convention website, mobile app, signage, A/V and print program
- ★ Verbal acknowledgement of sponsorship from the podium at the Convention
- ★ Complimentary list of delegates with email addresses (sent one-week in advance of Convention and one-week after the Convention)

AWARDING OF SPONSORSHIP

Awarding of Sponsorship is done on a first-come first-served basis. Sponsorship requests must include the completed Sponsorship Agreement.

TRADE SHOW HOURS

MONDAY, APRIL 1

Set Up 1:00 pm - 8:00 pm

TUESDAY, APRIL 2

11:00 am - 5:30 pm

(Trade Show Happy Hour 4:30 -5:30 pm)

WEDNESDAY, APRIL 3

10:00 am - 2:00 pm

Tear Down 2:00 pm - 6:00 pm

HOURS

Sponsorship Opportunities

Overview

Show Sponsor _____	\$25,000
TWC Mobile App _____	\$9,500
Trade Show Delegate Pavillion (1 available) _____	\$8,000
Tuesday Night Dinner Wine on the Table _____	SOLD
Tuesday Night Dinner Box of Chocolates _____	SOLD
Tuesday Night Dinner Photo Booth _____	SOLD
Tuesday Opening Keynote _____	SOLD
Wednesday Plenary _____	SOLD
Wednesday Closing Keynote _____	SOLD
Program Stream Sponsor _____	SOLD
Leadership Dinner _____	SOLD
Delegate Breakfast (Wed. available) _____	\$5,000
Tuesday Trade Show Happy Hour _____	SOLD
Leadership After Party _____	SOLD
Delegate Trade Show Luncheon (Wed. available) _____	\$5,000
Refreshment Breaks (all 4 breaks) _____	SOLD
Hotel Key Cards _____	SOLD
Delegate Bags _____	SOLD
NEW Trade Show Live Feed _____	\$6,000
Printed Program _____	SOLD
Audio Visual _____	SOLD
Shuttle Bus Service _____	\$5,000
NEW Charging Station _____	\$5,000

Sponsorship Opportunities



SHOW SPONSOR \$25,000
One opportunity available



Join confirmed Show Sponsors, Brokerlink and First Quality, for the best visibility and branding opportunity at Together We Care 2019!

As a show sponsor, you will have a high-profile position that will be front and centre with the delegates, and you will be in an ideal position to generate leads and contacts.

SPONSORSHIP INCLUDES:

- 20x20 island exhibit booth in primary position for maximum visibility and traffic
- Logos will be prominent on name badge pouches that are worn by 1000 + delegates for the entirety of the Convention
- Show Sponsors recognized as the official sponsors of the Trade Show Engagement Contest via the mobile app. The app is designed with Show Sponsor engagement as front and centre of the selected games and activities. A banner with Show Sponsor logos will also be included on the app.
- Inclusion of logos in a comprehensive promotional campaign leading up to the event date on the Together We Care website and through regular e-promos
- Sponsor logos will be prominently featured on the impressive registration desk to ensure maximum exposure (Opportunity for sponsor to provide a give-away item at the registration desk or the hotel)

NEW □ 1/2 page ad included in the official printed program

NEW □ Show Sponsor logos included on printed mail out postcard (1000+ delegates)

- One exclusive Show Sponsor e-promo sent to the entire database (content provided by sponsor)
- Aisle signage – sponsor logo will be printed on selected aisle signs placed throughout the Trade Show floor with the other Show Sponsors

ADDITIONAL SPONSORSHIP BENEFITS:

- Exclusive co-sponsorship of the Monday Leadership Reception at the Toronto Congress Centre. (Includes 5 tickets & a reserved table for the Leadership Dinner. The committee will work with you to place up to 3 VIPs at your table).
- Exclusive co-sponsorship of the Tuesday “Fun Night” Dinner which will be themed and acknowledged as generously sponsored by Show Sponsors.
- *NEW*** Includes 5 tickets & a reserved table for the Tuesday Fun Night. The committee will work with you to place up to 3 VIPs at your table.
- Five complimentary delegate registrations and eight complimentary exhibitor registrations
- Complimentary list of delegates with email addresses (sent one-week in advance of Convention and one-week after the Convention)

**TRADE SHOW ENGAGEMENT CONTEST
GRAND PRIZE - \$2,000 Travel Voucher**
(awarded during the Closing Keynote)

LEADERBOARD PRIZE
One complimentary delegate registration
for the 2020 Together We Care Convention
(awarded at the Wednesday Closing Keynote)

Sponsorship Opportunities



TWC MOBILE APP **\$9,500**

Increase your visibility among attendees and grow your business with the mobile app sponsorship. The TWC mobile app provides real time access to all Convention details and is great for delegate networking and engagement.

SPONSORSHIP INCLUDES

- Basic sponsorship package entitlements (pg. 1*)
- Splash screen featuring sponsor logo on TWC mobile app landing page (when app is opened)
- One banner ad across the mobile app footer, to appear during Convention hours
- One message sent via the TWC mobile app during Convention hours thanking the sponsor
- A TWC mobile app poll (3 questions of sponsors choice) sent to all TWC delegates through the app during Convention hours
- Sponsor specific token for the Trade Show Engagement Program (delegates will be required to visit your booth specifically)
- Encourage delegates to use the mobile app with behind the scenes point collection, featuring the mobile app Leaderboard! A points based system that awards delegates points for staying involved (ex: Complete a session survey = 3 points). The delegate with the most points at the end of Tuesday will be the winner of a complimentary 2020 TWC Registration (Sponsor can present prize to the leaderboard winner).

TRADE SHOW DELEGATE PAVILION **\$8,000** (1 AVAILABLE)

VENUE: TRADE SHOW FLOOR

Be the exclusive sponsor of one of our Trade Show Pavilions. These themed areas are designed for delegates to engage, interact, refresh and re-energize!

SPONSORSHIP INCLUDES

- Basic sponsorship package entitlements (pg. 1*)
- Opportunity to staff pavilion with your teams and promotional swag
- Sponsors have the opportunity to provide input on what they would like in their sponsored Pavilion (ex: sponsors can customize and bring their products). To be approved by TWC.
- The Pavilion sponsorship is meant to provide a fun activity for the delegates and is not a hard sell opportunity for the sponsor

TUESDAY DINNER À LA CARTE ITEMS WINE ON THE TABLE **\$4,000 SOLD**

SPONSORSHIP INCLUDES

- Wine on the table (one bottle of red, one bottle of white per table)
- Printed wine bottle hangers with your logo

BOX OF CHOCOLATES **\$3,500 SOLD**

SPONSORSHIP INCLUDES

- Box of chocolates on each table
- Your logo on each box

PHOTO BOOTH **\$4,000 SOLD**

- Photo Booth to capture the memories
- Your logo on the photo

Programming Sponsorships



OPENING KEYNOTE **\$15,000 SOLD**



Arlene Dickinson, *CEO of Venture Communications and YouInc.com*
Life Lessons from Arlene Dickinson
VENUE: LEONARD COHEN BALLROOM

You might know her as one of Canada's leading entrepreneurs. Dickinson is best known to Canadians as one of the venture capitalists on the award-winning CBC series *Dragons' Den* and the author of two national bestselling books, *Persuasion* and *All In*. She is also a generous philanthropist, supporter of many important causes and mother of four and grandmother of seven.

SPONSORSHIP INCLUDES

- Basic sponsorship package entitlements (pg. 1*)
- 5 reserved seats in the front row for sponsor and sponsors guests during the Opening Keynote
- Opportunity to introduce Opening Keynote speaker
- Sponsor kiosk in foyer for book signing

CLOSING KEYNOTE **\$7,500 SOLD**

Jody Urquhart, *Funny Motivational Speaker*
This Would Be Funny... If It Wasn't Happening to Me!
How to Navigate the Future with Enthusiasm & Vigor

VENUE: LEONARD COHEN BALLROOM

Through stand-up comedy, audience engagement and analogy, we will unfold the reality that change is constant, workloads are more demanding than ever and we need tools to maintain our sanity! This hilarious motivational speech inspires healthcare professionals to be focused and productive by nourishing the meaning, fun, and joy of their work. The TWC Closing Keynote sponsor receives great profile and the opportunity to introduce the speaker which is a great opportunity to engage with delegates.

SPONSORSHIP INCLUDES

- Basic sponsorship package entitlements (pg. 1*)
- 5 reserved seats in the front row for sponsor and their guests during the Closing Keynote
- Opportunity to introduce Closing Keynote speaker

WEDNESDAY PLENARY **\$7,500 SOLD**

Michael Landsberg *Canadian sports journalist and former host of Off the Record for TSN*
Darkness and Hope: Depression, Sports and Me

VENUE: LEONARD COHEN BALLROOM

This is a convention highlight that kicks off the Wednesday program and draws a large number of delegates. TWC is known for having exceptional keynote speakers and your company is acknowledged with every promotion.

SPONSORSHIP INCLUDES

- Basic sponsorship package entitlements (pg. 1*)
- 5 reserved seats in the front row for sponsor and their guests during the Wednesday Plenary
- Opportunity to introduce Plenary speaker

PROGRAM STREAM SPONSOR **\$5,000 SOLD**

(4 STREAMS)

Delegates attend and remember TWC as an outstanding experience based on the high quality of education. There are four dedicated program streams that were chosen based on overwhelming requests from delegates that reflect four important areas of focus in the industry today.

PROGRAM STREAM TOPICS:

1. Evolving Operations to Meet the Needs of Tomorrow's Seniors - **SOLD**
2. Prevalent and Emerging Quality of Care and Quality of Life Issues - **SOLD**
3. Investing in our People - Advancing Leadership and Workforce Capacity - **SOLD**
4. Culinary and Nutrition - **SOLD**

SPONSORSHIP INCLUDES

- Basic sponsorship package entitlements (pg. 1*)
- Opportunity to introduce and conclude at least one stream session during the Convention (Session selection at the discretion of the associations)

Networking and Activity Sponsorships



LEADERSHIP DINNER **\$10,000 SOLD**

VENUE: LEONARD COHEN BALLROOM

OLTCA and ORCA senior leaders and officials host this elegant kick-off event for 2019. The annual Leadership Dinner brings together stakeholders, exhibitors, delegates and invited representatives to celebrate the LTC and retirement sectors.

SPONSORSHIP INCLUDES

- Basic sponsorship package entitlements (pg. 1*)
- A reserved table of 8 for the sponsor and their guests
- Sponsor signage at all bars during reception

TUESDAY & WEDNESDAY **\$5,000** DELEGATE BREAKFAST **PER DAY**

VENUE: COURTYARD & HALL C

Host a healthy start to the day with a hot breakfast before the first session. Lots of opportunity to brand the area and make a great first impression!

SPONSORSHIP INCLUDES

- Basic sponsorship package entitlements (pg. 1*)
- Opportunity to have a sponsor table to hand out promotional items or literature to delegates at breakfast

TUESDAY TRADE SHOW **HAPPY HOUR** **\$5,000 SOLD**

VENUE: TRADE SHOW

Day one is capped off with a networking reception in the Trade Show. Let us work with you to maximize your profile!

SPONSORSHIP INCLUDES

- Basic sponsorship package entitlements (pg. 1*)
- Sponsor signage at all bars throughout Trade Show
- Opportunity to theme the Happy Hour

LEADERSHIP AFTER PARTY **\$5,000 SOLD**

VENUE: LOT 41, DELTA TORONTO AIRPORT

This lively gathering after the Leadership Dinner provides an ideal opportunity to network in an intimate environment.

SPONSORSHIP INCLUDES

- Basic sponsorship package entitlements (pg. 1*)
- Sponsor to hand out one drink ticket with company logo per delegate at the after party
- Opportunity to theme the after party at Lot 41

TUESDAY & WEDNESDAY **\$5,000** DELEGATE TRADE SHOW **PER DAY** LUNCHEON

VENUE: TRADE SHOW

This is an excellent time to showcase your company to over 1,000 delegates, while they enjoy a healthy lunch in four lunch areas!

SPONSORSHIP INCLUDES

- Basic sponsorship package entitlements (pg. 1*)
- Sponsor can have a staff person at each of the lunch areas to interact with delegates
- Opportunity to have promotional items or literature on lunch table

REFRESHMENT BREAKS **\$5,000 SOLD** FOR ALL 4 BREAKS

VENUE: LEONARD COHEN FOYER & TRADE SHOW

Keep delegates happy while they are on the run to their sessions! This sponsorship includes four breaks over the two days in various locations. This is a great opportunity to keep your company in front of delegates twice per day!

SPONSORSHIP INCLUDES

- Basic sponsorship package entitlements (pg. 1*)
- Sponsor can have a staff person at each of the break tables to chat with delegates
- Opportunity to have promotional items or literature on break tables

Sponsorship Opportunities



HOTEL KEY CARDS \$6,000 SOLD

Be the brand every attendee sees first thing in the morning, last thing at night and every other time they enter their hotel room!

SPONSORSHIP INCLUDES

- Basic sponsorship package entitlements (pg. 1*)
- Branded hotel key cards with event logo and sponsor logo (used for guest hotel room access at the two Convention hotels: Delta Toronto Airport and Radisson Hotel)
- Two hotel key cards given out to each delegate with your company logo
- Ability to provide delegates swag or other promotional items at time of check-in (item provided by sponsor)

DELEGATE BAGS \$6,500 SOLD

One of the best visual branding opportunities of the Convention! Your logo is featured on the bags given out to each delegate when they arrive at registration, and the delegates carry the bag all Convention.

SPONSORSHIP INCLUDES

- Basic sponsorship package entitlements (pg. 1*)
- Your company logo on 1,000 delegate bags (exclusive)

NEW

TRADE SHOW LIVE FEED \$6,000

Sponsor a large screen in the Trade Show that shows a live feed from the Keynotes.

SPONSORSHIP INCLUDES

- Basic sponsorship package entitlements (pg. 1*)
- Exclusive branding/signage
- Two screens will be used to broadcast a live feed of Keynote and Plenary sessions in two separate high traffic areas. One screen will be situated in a highly visible location within the Trade Show, and a second positioned strategically in the Courtyard for overflow.

PRINTED PROGRAM \$5,000 SOLD

Your logo will appear on the printed program which all delegates refer to throughout the Convention. This is a mini-sized program that fits in the name pouch – people love it!

SPONSORSHIP INCLUDES

- Basic sponsorship package entitlements (pg. 1*)
- Includes a back-cover advertisement in onsite program

AUDIO VISUAL \$5,000 SOLD

Technology is the heart of Together We Care. Gain major profile with the entire audience by becoming the official audio visual sponsor!

SPONSORSHIP INCLUDES

- Basic sponsorship package entitlements (pg. 1*)
- Logo to be showcased on the A/V at ALL sessions during the Convention

SHUTTLE BUS SERVICE \$5,000

A moving sponsorship opportunity, your branding will be on the shuttle bus transporting delegates to and from the TCC and hotels with a 15 minute rolling schedule.

SPONSORSHIP INCLUDES

- Basic sponsorship package entitlements (pg. 1*)
- Exclusive branding of the bus

NEW

CHARGING STATION \$5,000

Help keep everyone charged! Your logo will be featured on the unit.

SPONSORSHIP INCLUDES

- Basic sponsorship package entitlements (pg. 1*)
- Exclusive branding/signage
- The Charging Station will be located in the Registration Area

2019 SPONSORSHIP Agreement



CONTACT INFORMATION

COMPANY NAME (as it should appear in all print): _____

CONTACT: _____

ADDRESS: _____

CITY: _____ POSTAL CODE: _____

PHONE: _____ FAX: _____

EMAIL: _____

Sponsorship Item: _____

METHOD OF PAYMENT (Please select one)

Cheque Enclosed:

Please make cheque payable to **OLTCA c/o The Bayley Group**

Mail to 72924 Airport Line, P.O. Box 39 Hensall, ON NOM 1X0

Visa MasterCard AMEX

Card #: _____ CVV: _____

Expiry Date: _____ / _____ Amount: _____

Name on Card: _____

Date: _____

Signature: _____

HST# 827975293RT0001

Sponsorship Cost: \$ _____

13% HST: \$ _____

Total including HST \$ _____

One Complimentary Delegate:

Name: _____

Email: _____

PLEASE RETURN COMPLETED AGREEMENT TO:

MAIL: The Bayley Group
72924 Airport Line, P.O. Box 39
Hensall, ON
NOM 1X0

EMAIL: rebecca@bayleygroup.com

FAX: 519-263-2936

QUESTIONS? Call Rebecca Darling at 519-263-6001