



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

Sponsorship Opportunities 2023

We are excited to confirm that *Together We Care* 2023 will be in-person! The opportunity to learn and collaborate is something our members have been waiting for and we promise a stimulating experience. There is so much to catch up on, so much to share. A robust program is being designed with the industry's leading experts to reflect the lessons learned and best paths forward.

Make plans to join us in Toronto – March 27 - 29, 2023!

Together We Care 2023 is a collaborative forum that joins the long-term care and retirement community sectors to help shape the future of seniors' care. It provides the unique opportunity to come and hear from inspirational keynotes, as well as leaders and change-makers from across the seniors' care continuum about novel ideas and case studies, new models of care, partnerships for success, and hot topics that both challenge and inform delegates.

JOIN US

BASIC SPONSORSHIP PACKAGE ENTITLEMENTS*

***INCLUDED IN ALL SPONSORSHIPS**
(unless otherwise noted)

- ★ One complimentary delegate registration including all education sessions, Trade Show access, nutrition breaks on both days and the Tuesday Dinner Event; the Leadership Dinner is an extra ticket item; post-event access to all recorded sessions is included
- ★ Recognition in frequent e-promotions, leading up to the event
- ★ Logo and sponsorship recognition on the convention website, mobile app, signage, print program
- ★ Verbal acknowledgement of sponsorship from the podium at the convention
- ★ Complimentary list of delegates with email addresses, for those who have opted-in (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

TUESDAY, MARCH 28, 2023

11:00 am - 5:30 pm

WEDNESDAY, MARCH 29, 2023

10:00 am - 2:00 pm

HOURS

Sponsorship Opportunities Menu



SHOW SPONSOR

Show Sponsor **sold \$25,000**

REGISTRATIONS

Registration Packages **\$9,000**
10 REGISTRATIONS
5 REGISTRATIONS **\$5,000**

ACCOMMODATIONS & TRAVEL

Room Drop **\$5,000 per day**

Shuttle Bus Service **\$8,000**
2 AVAILABLE

Hotel Key Cards **not available \$7,000**

TRADE SHOW & FEATURES

Coat Check Area **\$3,500**

Tuesday Trade Show Happy Hour **sold \$6,000**

Loose Leaf Tea Pavilion **sold \$7,000**

Massage Pavilion **sold \$7,000**

Delegate Bags **sold \$7,000**

TWC Mobile App **\$9,500**

NETWORKING, FOOD & BEVERAGE

Tuesday Night Dinner & Entertainment **sold \$10,000**

Tuesday Night Dinner Wine on the Table **sold \$4,500**

NETWORKING, FOOD & BEVERAGE ... continued

Tuesday Night Dinner Late-Night Poutine Station **\$4,000**

Tuesday Fun Night Cowboy Swag
 Cowboy Hats - 250 with your logo **not available \$5,000**
 Bandanas - 250 with your logo **sold \$3,500**

Tuesday Snack in Mirvish Area **sold \$4,000**

Refreshment Breaks (all breaks) **sold \$5,000**

sold Tuesday / Wednesday Delegate Breakfast & Lunch **\$6,000 per day one left!**

Leadership Dinner (Monday) **sold \$12,000**

Sponsored Hospitality (Monday and/or Tuesday) **sold \$4,000 per night**

PROGRAMMING

Breakout Room Sponsor **\$5,000 each**
2 LTC/ 1 Retirement left

Tuesday Opening Keynote **sold \$15,000**

Wednesday Opening Keynote **sold \$12,000**

Recorded Session Sponsor **sold \$5,000**

Printed Program **sold \$5,000**

Quiet Room **\$4,000**

Sponsorship Opportunities

SHOW SPONSOR

SOLD \$25,000

As a show sponsor, you will have a high-profile position that will be front and centre with 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. Includes booth carpet (all other booth furnishings are your cost).
- ★ Logos will be prominent on name badge pouches that are worn by 1,200+ delegates for the entirety of the convention.
- ★ Show Sponsors recognized as the official sponsors of the Trade Show Engagement Program via the Mobile App.

The app is designed with show sponsor engagement as front and centre of the selected games and activities. A banner of show sponsor logos will also be included on the app.

- ★ Inclusion of brand logos in a comprehensive promotional campaign leading up to the event date on the *Together We Care* website and through regular e-promotions.
- ★ Sponsor logo will be prominently featured on the impressive registration desk to ensure maximum exposure. Opportunity to provide a give-away item at the registration desk or at the hotel (item provided by sponsor).
- ★ One exclusive show sponsor e-promotion sent to the entire database (content provided by sponsor).
- ★ Aisle signage – sponsor logo will be printed on selected aisle signs placed throughout the show floor with the other show sponsors.
- ★ *Together We Care* will arrange to hang your banner/sign above your booth, banner provided by sponsor.
- ★ Full page ad in the official printed program.
- ★ Sponsor of the OLTC & ORCA Members' Boxed Lunch – Monday.
- ★ Sponsor of the Snack in the Mirvish Room on Wednesday.



ADDITIONAL SHOW SPONSORSHIP BENEFITS:

- ★ Five complimentary delegate registrations (*includes: sessions on Tues/Wed, breakfast/lunch/breaks on Tues/Wed, Trade Show access, Tuesday Trade Show Happy Hour, Tuesday Fun Night*).
- ★ Eight exhibitor registrations (*includes: Lunch Tues/Wed, Trade Show access, Tuesday Trade Show Happy Hour*).
- ★ Eight tickets to the Tuesday Fun Night. You will have a reserved table for your ticket holders at the dinner!
- ★ Four Leadership Dinner tickets (*includes exclusive co-sponsorship of the Monday Leadership Reception at the Toronto Congress Centre*).
- ★ Delegate list (for those who opt-in) to be provided one week prior to event and post-event.

REGISTRATIONS

REGISTRATION PACKAGES

10 REGISTRATIONS	\$9,000
5 REGISTRATIONS	\$5,000

The registration package sponsorship will help fund event attendance to specific groups that may not have the opportunity to participate in-person. Through your generous support, this event will be enriched with the inclusion of the groups listed below. Includes five or 10 registrations per group.

CHOOSE FROM THE OPTIONS BELOW

- Resident and Family Councils (TWC Secretariat to help distribute tickets)
- Small Independent Operators from the LTC sector (TWC Secretariat to help distribute tickets)
- Small Independent Operators from the Retirement sector (TWC Secretariat to help distribute tickets)
- Sponsor's own clients (sponsor can distribute tickets to their clients or prospective clients)

Please note, this is not considered a conference sponsorship and does not include any of the sponsor benefits.

Sponsorship Opportunities



ACCOMMODATIONS & TRAVEL

ROOM DROP **\$5,000 PER DAY**

Connect with delegates in the most personal way through a branded room drop. Room drops are left inside each delegate's room at the Delta.

SPONSORSHIP INCLUDES

- ✓ Opportunity to provide a gift or take away in each delegate's hotel room (must be approved by TWC and pre-assembled by sponsor)

SHUTTLE BUS SERVICE **\$8,000** 2 AVAILABLE

A moving sponsorship opportunity. Your branding will be on the shuttle bus transporting delegates to and from the TCC and hotel with a rolling schedule.

SPONSORSHIP INCLUDES

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

HOTEL KEY CARDS **NOT AVAILABLE \$7,000**

Be the brand every delegate 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 preferred convention hotel: Delta Toronto Airport)
- ✓ Two hotel key cards given out to each delegate with your company logo and custom design
- ✓ Ability to provide delegates with swag or other promotional items at time of check-in (item provided by sponsor)

TRADE SHOW & FEATURES

COAT CHECK AREA **\$3,500**

The sponsored Coat Check is one of the most visible and appreciated services for delegates.

SPONSORSHIP INCLUDES

- ✓ Signage at the coat check area
- ✓ Your company logo on the coat check tickets

TUESDAY TRADE SHOW HAPPY HOUR **SOLD \$6,000** (does not include booth)

VENUE: TRADE SHOW FLOOR

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*)
- ✓ Have a bar close to your own booth on the Trade Show floor during the reception (booth not included in sponsorship price, this feature does not apply if no booth is purchased)
- ✓ Sponsor signage at all bars throughout the Trade Show
- ✓ Opportunity to theme the Happy Hour and provide branded napkins or swag (sponsor provides)

Sponsorship Opportunities



LOOSE LEAF TEA PAVILION **SOLD \$7,000**

VENUE: TRADE SHOW FLOOR

Brand your own loose leaf tea station to help keep delegates engaged, refreshed and energized!

SPONSORSHIP INCLUDES

- ✓ Basic sponsorship package entitlements (pg. 1*)
- ✓ Includes a 10x20 space on the show floor
- ✓ Includes 4 exhibitor badges
- ✓ Add branded tea tumblers with your logo for \$2,500 more

(The Pavilion sponsorship is meant to provide a fun activity for the delegates and is not a hard sell opportunity for the sponsor.)

MASSAGE PAVILION **SOLD \$7,000**

VENUE: TRADE SHOW FLOOR

Provide the gift of relaxation to delegates at your own hosted massage feature, with two in-person massage therapists, pre-booked in 10-minute increments, or as a walk-in appointment.

SPONSORSHIP INCLUDES

- ✓ Basic sponsorship package entitlements (pg. 1*)
- ✓ Includes a 10x20 space on the show floor
- ✓ Includes 4 exhibitor badges

(The Pavilion sponsorship is meant to provide a fun activity for the delegates and is not a hard sell opportunity for the sponsor.)

DELEGATE BAGS **SOLD \$7,000**

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 for the entirety of the convention.

SPONSORSHIP INCLUDES

- ✓ Basic sponsorship package entitlements (pg. 1*)
- ✓ Your exclusive company logo on up to 800 delegate bags

Sponsorship Opportunities

TWC MOBILE APP

\$9,500

(The exact details below will be confirmed closer to the convention.)

Increase your visibility among delegates and grow your business with the TWC Mobile App sponsorship. The 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 your sponsor logo on the 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 mobile app during convention hours thanking the sponsor
- ✓ A mobile app poll (three questions of sponsor's choice) sent to all TWC delegates through the app during convention hours
- ✓ Sponsor specific scavenger hunt item 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 (e.g.: complete a session survey = 3 points). The delegate with the most points will be the winner of a complimentary 2024 TWC registration (sponsor can present prize to the leaderboard winner at the closing keynote).



NETWORKING, FOOD & BEVERAGE

TUESDAY NIGHT DINNER & ENTERTAINMENT

SOLD \$10,000

Your company will host the most fun event of the convention! Every delegate gets one sponsored drink ticket with your logo. Your sponsorship also includes acknowledgement as the entertainment sponsor.

SPONSORSHIP INCLUDES

- ✓ Basic sponsorship package entitlements (pg. 1*)
- ✓ Signage at the Dinner, logo on the printed menus
- ✓ Logo on the sponsored drink ticket
- ✓ A reserved table of 8 for the sponsor and their guests (tickets included in sponsorship)

TUESDAY NIGHT DINNER WINE ON THE TABLE

SOLD \$4,500

SPONSORSHIP INCLUDES

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

TUESDAY NIGHT DINNER LATE-NIGHT POUTINE STATION

\$4,000

SPONSORSHIP INCLUDES

- ✓ Poutine station self-served in individual take out containers for each guest as a late-night snack!
- ✓ Sponsor recognition at the poutine station

Sponsorship Opportunities



TUESDAY FUN NIGHT COWBOY SWAG

Saddle up, throw your boots on and mosey on over for a great evening of cocktails, dinner, dancing and entertainment. So come on y'all! Your staff can hand these out as people are arriving at the dinner on Tuesday night.

COWBOY HATS

250 hats with your logo **NOT AVAILABLE \$5,000**

BANDANAS

250 bandanas with your logo **SOLD \$3,500**

TUESDAY SNACK IN MIRVISH AREA

SOLD \$4,000

VENUE: MIRVISH

Provide delegates with a pre-determined snack throughout the event! You're sure to make yourself popular by keeping delegates fed and happy!

SPONSORSHIP INCLUDES

- ✓ Sponsor opportunity to staff the station and hand out snacks in order to connect with delegates
- ✓ Signage at snack table
- ✓ Opportunity to have promotional items or literature on snack tables

REFRESHMENT BREAKS

SOLD \$5,000 FOR ALL 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 opportunity to staff the station and hand out snacks in order to connect with delegates
- ✓ Opportunity to have promotional items or literature on break tables

SOLD TUESDAY / WEDNESDAY DELEGATE BREAKFAST & LUNCH

\$6,000 PER DAY

VENUE: COURTYARD & HALL C

Host a healthy start to the day with a hot breakfast before the first session. Keep your brand going when lunch is served. You'll be recognized as both the breakfast and lunch sponsor!

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 and lunch

LEADERSHIP DINNER (MONDAY)

SOLD \$12,000

VENUE: LEONARD COHEN BALLROOM

OLTCA and ORCA senior leaders and officials host this elegant kick-off event for 2023. 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 (tickets included in sponsorship)
- ✓ Sponsor signage at all bars during reception

SPONSORED HOSPITALITY (MONDAY AND/OR TUESDAY)

SOLD \$4,000 PER NIGHT

VENUE: DELTA TORONTO AIRPORT

Host your own after-party on Monday after the Leadership Dinner or after the Tuesday Night Dinner! Invite your own clients or make it open to all delegates. Includes room rental at the hotel (food and beverage, entertainment and decor is an additional expense for the sponsor). Details must be approved by OLTCA and ORCA.

Programming Sponsorships



PROGRAMMING

BREAKOUT ROOM SPONSOR **1 RETIREMENT/2 LTC AVAILABLE \$5,000 EACH**

Delegates attend and remember TWC as an outstanding experience, based on the high quality of education. Breakout sessions are chosen based on previous requests from delegates that reflect important areas of focus in the industry today.

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)

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

Speaker: TBA

Venue: Leonard Cohen Ballroom

SPONSORSHIP INCLUDES

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

WEDNESDAY OPENING KEYNOTE **SOLD \$12,000**

Speaker: TBA

Venue: Leonard Cohen Ballroom

SPONSORSHIP INCLUDES

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

RECORDED SESSION SPONSOR **SOLD \$5,000**

Technology is the heart of *Together We Care*. Gain a major profile with the entire audience by becoming the official recorded session sponsor!

SPONSORSHIP INCLUDES

- ✓ Basic sponsorship package entitlements (pg. 1*)
- ✓ Logo to be showcased on the recorded sessions landing page

PRINTED PROGRAM **SOLD \$5,000**

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

SPONSORSHIP INCLUDES

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

QUIET ROOM **\$4,000**

VENUE: ETROG ROOM

Provide a quiet room for nursing, prayer, or just an escape. The room will feature flavoured waters for a soothing delegate experience.

SPONSORSHIP INCLUDES

- ✓ Basic sponsorship package entitlements (pg. 1*)
- ✓ Your logo featured at the entrance
- ✓ Opportunity to display your brochures or literature in the space

2023 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 N0M 1X0

Visa MasterCard AMEX

Card #: _____ CVV: _____

Expiry Date: _____ / _____ Amount: _____

Name on Card: _____

Date: _____

Signature: _____

HST# 827975293RT0001

Payment for sponsorship is due upon booking and is non-refundable.

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 N0M 1X0

EMAIL: rebecca@bayleygroup.com

FAX: 519-263-2936

QUESTIONS? Call Rebecca Darling at 519-263-6001