



## SPECIAL REQUEST FOR SPONSORSHIP PROPOSALS (RFSP) 2018

DEADLINE TO SUBMIT PROPOSAL: Friday, December 1, 2017, 4:00 pm MST  
Only Email Proposals will be accepted, to [heather.aggus@ab-cca.ca](mailto:heather.aggus@ab-cca.ca)

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### Instructions

1. Submit your proposal by Friday, December 1, 2017 to [heather.aggus@ab-cca.ca](mailto:heather.aggus@ab-cca.ca)
  2. Only emailed proposals will be accepted.
  3. The person(s) authorized to sign on behalf of the proponent and to bind the proponent to the proposal must sign the proposal.
  4. All proposals will be irrevocable for a period of ninety (90) days from the date of the proposal submission deadline.
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The Alberta Continuing Care Association (ACCA) is pleased to issue this Special Request for Sponsorship Proposals (RFSP) for:

- A. *Title Sponsor for our 2018 Inspiring Quality (IQ) Conference*
- B. *Sponsors of Our 2018 Membership Meetings (can bid on one, two, or all three meetings)*
- C. *Sole Sponsor for the 3<sup>rd</sup> Annual Wine & Cheese Corporate Membership Appreciation Reception*

- A. ACCA hosts an annual two-day conference to a targeted audience of over 350 managers, facility operators, care providers and key decision makers meant to truly *Inspire Quality ("IQ")* in Continuing Care. IQ 2017 was one of our biggest and best yet. In fact, 98% of people said IQ provided them with new knowledge for long-term improvement in the quality of life for the people they serve! We had more than double the number of ACCA Awards of Excellence Nominees over the previous year's record-setting amount and, to quote a delegate, "you managed to reignite and motivate me – you did a great job!"

IQ 2018 will be held October 23-24, 2018 in Red Deer, AB at the Sheraton Red Deer. As Title Sponsor, your organization will be provided a unique opportunity to expose your goods and services to the entire Continuing Care sector.

We are looking forward to an even bigger turnout for our 2018 Inspiring Quality Conference celebration and look forward to working with our Title Sponsor to showcase their organization!

- B. **Membership Meetings** for 2018 will feature some leading experts and educators, who will share their ideas, thoughts and insights. They also offer an excellent opportunity for ACCA members and guests to engage in dialogue about important and emerging issues facing Alberta's Continuing Care industry. Audience members include care providers, owners and operators, government and health authority representatives, health and legal professionals, as well as seniors and families.

The 2018 Meetings are scheduled as follows, (a more detailed Membership Meetings package with complete speaker profiles is available):

- Hon. Minister of Health Sarah Hoffman has agreed to join us at one of our Members Meetings, the exact date TBD.
- February 15, 2018 – Calgary, AB – featuring special guest Jack York, President & Co-Founder of It's Never 2 Late, a company dedicated to helping older adults realize the full benefits of adaptive technology.
- May 10, 2018 – Edmonton, AB – with Dr. Carole Estabrooks of the University of Alberta joining us in talking about how both the long term care work environment and workforce shape the experiences of frail and highly vulnerable older residents living with dementia in LTC. She will also draw some inferences with respect to how home care may affect LTC.
- November 15, 2018 – Calgary – Our Annual General Meeting, with special guest Paul McLoughlin, Analyst of Alberta Politics.

- C. **Our 3rd Annual Wine & Cheese Corporate Membership Appreciation Reception** immediately follows our Annual General Meeting. We hosted the first Reception in 2015 to great success, recognizing how important our corporate members are in helping us succeed at our Vision of *The Recognized Voice for Advancing Excellence and Innovation in Continuing Care in Alberta*. The sponsorship comes with many benefits, including complimentary delegate registration to our Annual Inspiring Quality Conference, among others.

Sponsorship proposal instructions are outlined in the enclosed materials. If you have any questions, please do not hesitate to contact your ACCA team at 780.435.0699.

## Scope of Request

The purpose of this request is to select:

- The IQ 2018 Title Sponsor
- Sponsors for the 2018 Membership Meetings
- Sole Sponsor of the 3<sup>rd</sup> Annual Wine & Cheese Corporate Membership Appreciation Reception

## **IQ 2018 TITLE SPONSORSHIP BENEFITS**

The IQ 2018 Sponsor will be entitled to the following benefits as a Title Sponsor:

- Maximum number of sponsors: one
- Cost – RFSP price selected for successful sponsor.
- Exhibit Booth – two booths with up to two booth representatives per booth included at no extra charge.
- The Title Sponsor is guaranteed advance first choice of premiere exhibit location (and for any other extra booth purchases).
- In addition to up to four booth representatives, two complimentary delegate conference registrations, which include all conference meals and the Gala Dinner.
- The Title Sponsor is guaranteed a position on the IQ 2018 Program Committee.
- Custom branded hotel key cards putting your logo in the hands of every single delegate!
- On-stage mention and introduction of Title Sponsor at Conference Opening and Closing, during ACCA Awards of Excellence Gala Dinner, and before All Plenary Panel discussions.
- Prominent branded signage at Registration Desk.
- Up to two promotional inserts in delegate bags.
- Logo displayed on conference webpage (accaiq.com) and app.
- Ad displayed on all electronic displays throughout the event.
- On-site recognition signage displayed throughout the venue.
- Recognition via social media and via ACCA Communiqué.
- 250 word company profile and logo in the 2018 ACCA Annual Report.
- Opportunity to have an ad displayed on ACCA website homepage (ab-cca.ca) promoting your organization for the year.

## **MEMBERSHIP MEETINGS SPONSORSHIP BENEFITS**

Membership Meetings Sponsor(s) will be entitled to the following benefits:

- Opportunity for sponsor's representatives to introduce the guest speaker at Membership Meeting(s).
- Opportunity for sponsor's representatives to speak about their organization during Membership Meeting(s) for up to 10 minutes.
- Option to provide a promotional item or literature to each guest at Membership Meeting(s).
- Option to display medium-large banners at registration desk and inside meeting room.
- Placement of logo on agenda.
- Placement of logo on e-invitation to members and guests.
- Vocal recognition of sponsorship by ACCA.
- Recognition of sponsorship and hyperlinked logo on ACCA website.
- Inclusion of logo recognition on all regular e-communications by ACCA.

- Recognition of sponsorship in ACCA Annual Report.
- One complimentary delegate registration to attend IQ 2018 per Membership Meeting sponsored.

### 3<sup>rd</sup> ANNUAL WINE & CHEESE CORPORATE MEMBERSHIP APPRECIATION RECEPTION BENEFITS

Sole Sponsor of the 3<sup>rd</sup> Annual Wine & Cheese Corporate Membership Appreciation Reception will be entitled to the following benefits:

- Opportunity for sole sponsor’s representative to introduce any government representative guest speakers at Reception.
- Opportunity for sole sponsor’s representative to speak about their organization at start of Reception (for up to 10 minutes).
- Option to be sole member to provide a promotional item or literature at registration desk.
- Option to display up to 2 medium-large banners inside reception room.
- Vocal recognition of sponsorship by ACCA.
- Recognition of sponsorship and hyperlinked logo on ACCA website.
- Recognition of sponsorship in ACCA Annual Report (up to 150 words on your organization).
- One complimentary delegate registration to attend IQ 2018.

### Proposal Content

1. **Letter of Introduction** introducing the proponent and signed by the person(s) authorized to sign on behalf of and bind the proponent to the proposal.
2. **Proposal Submission Form(s)** signed by the person(s) authorized to sign on behalf of and bind the proponent to the proposal.

### Proposal Evaluation Criteria

Proposals will be evaluated by the ACCA, using the below Evaluation Criteria Table:

Evaluation Criteria	Points available to be awarded
Sponsorship amount being offered	65
ACCA members (Contact us if you would like to become a member)	25
Promotion of ACCA (e.g., you will promote ACCA and its various events, including IQ, on your social media channels such as Twitter and Facebook).	10
<b>TOTAL</b>	<b>100</b>

## Confidentiality

Proposals will be kept confidential and the successful bids will be verified by ACCA staff and announced no later than January 15, 2018.

## Right to Cancel

ACCA has the right to cancel at any time this RFSP or any part of any agreement resulting from it.

## Governing Law

This RFSP and any proposal submitted in response to it will be governed by the laws of the Province of Alberta. Any dispute arising out of this RFSP or its process will first be mediated. If mediation is unsuccessful, the dispute will be determined by a court of competent jurisdiction in the Province of Alberta.

## ACCA Rights

ACCA reserves the right to:

- Reject any or all proposals;
- Re-issue this RFSP;
- Cancel this RFSP with or without issuing another RFSP;
- Supplement, amend, substitute or otherwise modify this RFSP;
- Permit or reject modifications to or corrections of proposals; and
- Request any additional or clarifying information or more detailed information from any proponent.

## Decisions

By responding to this Special Request for Sponsorship Proposals, proponents will be deemed to have agreed that the decision of the ACCA is final and binding.

## Timeline

Special Request issued:	<b>November 23, 2017</b>
Proposals due:	<b>December 1, 2017 (no later than 4:00 pm MST)</b>
Notice to successful proponents:	<b>On or before January 15, 2018</b>



SPECIAL REQUEST FOR  
SPONSORSHIP PROPOSALS **SUBMISSION FORM**

Company name:

Address:

City, Province, Postal code:

Contact Name:

Position:

Telephone (cell):

Email:

Industry:

ACCA member: Yes / No

If no, have you enclosed a membership  
application? Yes / No

(membership is not required, but points are  
awarded for being a ACCA member)

Bid Amount of Title Sponsorship of IQ 2018: \$ \_\_\_\_\_

Bid Amount of Sponsorship of 1 Membership Meeting: \$ \_\_\_\_\_

Bid Amount of Sponsorship of 2 Membership Meetings: \$ \_\_\_\_\_

Bid Amount of Sponsorship of 3 Membership Meetings: \$ \_\_\_\_\_

Bid Amount of Sole Sponsorship of 3<sup>rd</sup> Annual Wine & Cheese  
Corporate Membership Appreciation Reception: \$ \_\_\_\_\_

\* GST will be added to all sponsorships

\* Sponsorship Amount in Canadian dollars



Promotion of *Membership Meetings and Inspiring Quality (IQ) Conference* (check all that apply):

- Will promote IQ 2018 (Twitter, Facebook, organization website)
- Will promote Membership Meetings (Twitter, Facebook, organization website)
- Other. Specify:

Additional comments:

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name

\_\_\_\_\_  
Position