



THIS IS LTC2021

VIRTUAL - OCTOBER 26 & 27

2021 Virtual Sponsorship Opportunities

There's one thing we know for sure: The more creative, energetic, and innovative a sponsorship can be, the more engagement and value you will receive! Our team of event experts will work closely with you to design a rewarding investment that results in maximum engagement and value and the only limit is your imagination (and budget)! Connect with us today for an exploratory discussion on all the possibilities to make the TiLTC 2021 Virtual event your best marketing effort of the year!

The Hit List - \$1,195

The Hit List combines the virtual Vendor Directory and The Vault into a hybrid sales opportunity that includes more engagement and networking. We encourage you to offer a special promotion or deal that is only available to *This is Long Term Care* attendees. Your listing will showcase your company logo, link to a video or pdf highlighting your special deal or promotion (just for conference attendees) and a call to action in the form of "I'm interested in your promotion". This year includes a full attendee list for you to view on the virtual platform (regardless of who is on the platform at any given time). *The Hit List* includes post-event analytics and one attendee registration.

Show Host - \$10,000

(One opportunity available – Four sold)

You will be among one of five exclusive Show Hosts to have exceptionally high visibility in all promotions on the virtual platform. Show Hosts will be positioned front and centre with the attendees. Show Host opportunities are available on a first-come, first-served basis and are limited to one company per sector, ensuring exclusivity. This opportunity includes:

- One custom exhibit booth (the exhibit opportunity is only available for the five Show Hosts) with interactive features. You can upload links of your choice (direct company web link, PDF flyer, video etc.) and provide a virtual business card with your contact information for lead generation.
- One space on *The Hit List* (see *The Hit List* deliverables)
- 10 delegate registrations to share with your clients or staff
- Recognition in the opening and closing remarks
- Logo recognition throughout the virtual platform, website and regular e-promos
- Show Host to be included as part of the Leaderboard gamification
- Post-event attendee list with email addresses (for those who have opted in)
- Show Hosts will receive comprehensive post-event statistics specific to your booth and content

**Choose one of the following features as an add-on for Show Hosts in our Casino Room (optional and first-come, first-served) \$3,000 additional

ELEVATE YOUR SHOW HOST EXPERIENCE

by incorporating one of the themed activities as an “add-on” to your show sponsorship. Sponsors will enjoy theme-centered activities and games providing a great networking opportunity that is sure to be a big hit at this year’s event!

SOLD

BAR – host a virtual mixology class with a professional bartender! Select a “featured drink” that attendees can make and enjoy while they network with other attendees.

BAND – your company can sponsor the virtual music with live band features, including an option for attendees to make requests.

SOLD

BLACKJACK TABLE – as a sponsor of the Blackjack table, you will have the opportunity to network in the greenroom live with attendees as they wait their turn to play. 7 players at a time.

SOLD

SPINNING GAME – spin your way to win points towards the gamification!

MENTALIST – everyone loves a Mentalist! How do they do it? A unique opportunity to blow your attendees mind!

Each Sponsorship item below includes one space on *The Hit List* and one attendee registration. Sponsorships valued at \$4,000 and above will also receive the attendee list with email addresses (for those who have opted in).

SOLD
~~Welcome Video - \$5,000~~

The welcome video is the first thing attendees see when they log into the platform. This gives the opportunity to kick off the event and provide a professionally produced video tutorial on the overall platform, the chat feature and the Help Desk. The Welcome Video is one of the most talked about features of any virtual conference!

SOLD
~~Day One Opening Keynote - \$6,000~~



Cheryl Pounder and Becky Kellar

The Dual Power of Coaching and Being Coached & Learning from Success and Failure

Olympians Becky Kellar and Cheryl Pounder, key members of Canada's Women's Hockey Team, share their unique perspectives on leadership and coaching. Both stellar athletes and both having played on winning teams, these two all-star players will reveal "what worked" and "what didn't work" on their journey to excellence. They are known for their determination and feisty resilience, and they will present a lighthearted look at championship traits and how they can be adapted to current life challenges. This duo will give you a fresh perspective on how to overcome roadblocks, and leave you feeling inspired to take on the future.

SOLD
~~Day Two Opening Keynote - \$5,000~~



Hamza Khan

The Burnout Gamble: Achieve More by Beating Burnout & Building Resilience

Hamza Khan is a multi-award-winning marketer, bestselling author, and global keynote speaker whose TEDx talk "Stop Managing, Start Leading" has been viewed over a million times. In a time when work and life blend together, how can you achieve an equilibrium that supports your physical, emotional and mental health? Kahn's talk hones in on the changing nature of work and highlights tools and strategies to teach you how to conquer stress, beat burnout, and stay motivated.

SOLD
~~Closing Keynote - \$5,000~~

TBA

(each Keynote Speaker sponsorship includes an intro video to be played prior to the speaker)

Each Sponsorship item below includes one space on *The Hit List* and one attendee registration. Sponsorships valued at \$4,000 and above will also receive the attendee list with email addresses (for those who have opted in).

**Plenary or
Panel Session - ~~\$4,000~~ ^{SOLD}**

OLTCA will curate key plenary/panel sessions with a roster of highly regarded panelists that will follow the opening keynote address on Day One and Two. Plenary panels are some of the most well-attended sessions and will encourage attendee engagement with a live Q&A post-panel. Details regarding these sessions are still to come.

Main Stage - ~~\$4,000~~ ^{SOLD}

Your logo will be featured on the main stage for the duration of the conference. Please note - this sponsorship opportunity does not include sponsorship of any of the speakers featured on the main stage.

Breakout Room - ~~\$4,000~~ ^{SOLD}

Your company will be the exclusive sponsor of the Breakout Room and all sessions/speakers in this room.

Speaker Showcase - ~~\$5,000~~ ^{SOLD}

This is a speaker gallery where attendees can virtually chat with the speakers following their session. Click on the speaker headshot and it takes you directly to chat LIVE with the speaker for one hour after their session.

**Leaderboard
Sponsorship - ~~\$5,000~~ ^{SOLD}**

The Leaderboard Sponsor provides attendees with the opportunity for fun and engagement throughout the virtual event. Not only will your logo be featured in the main lobby of the platform, you have the opportunity to be

featured in a professionally produced tutorial video explaining the games and rules. The Leaderboard Sponsor is encouraged to provide sponsored prizes for the top 3 winners.

**Client Appreciation
Registration Package -
~~\$2,500~~**

Invite clients of your choice to attend the full two-day virtual conference. Your company will be provided with a complimentary registration code to give your clients and staff, purchased in increments of 10. Your company will be able to provide your clients with the ability to attend this stellar event thanks to your support and generosity. (This package does not include a *Hit List* space or additional complimentary attendee registration.)

**Elevator Pitch - \$2,500
(per submission)**

The 'elevator pitch' is a one-of-a-kind promotional opportunity to showcase your company or product in a 30 second pre-recorded video at TiLTC 2021. Your pitch will be shown within the virtual elevator (directly from the main landing page), with a corresponding floor number that also highlights your company brand. Your promotion will have the capability to link to company contact information and display your promotional information right on screen - front and center! No application is required, but spaces are limited and placed in order of confirmation. Video submissions due by October 1, 2021.

2021 Sponsor & Exhibit Virtual Opportunities Agreement

Company: _____

Contact Name: _____

Phone: _____ Email: _____

Sponsorship Item: _____

Sponsorship Amount: \$ _____

+13% HST \$ _____

Total Fee \$ _____

Please check the appropriate payment category and include payment with your agreement.

Full payment due upon booking and no refunds.

VISA MC AMEX **Cheque enclosed made payable to Ontario Long Term Care Association**

Card No: _____ Expiry Date: ____/____/____

Name on Card: _____ CVV# (security code): _____

Signature: _____

Send completed Agreement to:

Fax: 519-263-2936 or rebecca@bayleygroup.com

Cheques payable to:

Ontario Long Term Care Association

c/o The Bayley Group, PO Box 39, Hensall, ON, N0M 1X0

rebecca@bayleygroup.com

HST/GST: 87467 0920 RT0001

Thank you for your generous support!