



# FOR YOUR CONSIDERATION YOUR BRAND IN THE HANDS OF *Heroes.*

## 3

### AMAZING CONFERENCES + DIGITAL EXPERIENCE

LANGLEY • KELOWNA • VICTORIA  
OCT. 26 OCT. 28 Nov. 1

Hearts and Hands is the premier annual conference for healthcare assistants in BC, with the goal to **CELEBRATE, EDUCATE, AND INSPIRE**. Last year, there was a record 960 participants. This year, with three in-person conferences, combined with a digital experience to reach a greater audience, Hearts and Hands will be even **BIGGER!**

Your participation as one of our event partners will show your support for the work healthcare assistants do in providing care in our society, but you will also positively position your brand with participants. Your brand awareness will extend beyond the conferences, as your organization will receive recognition and promotion leading up to the event.

*Our healthcare heroes have been taking care of us during this challenging time. Now, is your opportunity to show your support, and positively position your brand.*

Healthcare assistants work in our homes, hospitals, long-term care homes, and assisted living residences. They are the unsung heroes of our healthcare system.

SafeCare BC is the health and safety association for 30,000 workers who work in long-term care and home and community care.

#### Gold \$4,000

THREE CONFERENCE PACKAGE  
6 PARTNERSHIPS AVAILABLE  
**SOLD OUT!**

- Company logo prominently displayed on all conference materials and conference app
- Verbal acknowledgement during three conferences
- Logo placement in pre-event video announcement
- Promotional item in conference bags (sponsor to provide)
- Promotional opportunity through sponsor spotlight
- Logo and link on conference website
- Acknowledgement in SafeCare BC e-newsletter (distribution 4,200)
- Acknowledgement in social media posts
- Projection of logo during conferences
- One exhibitor booth at three conferences (\$1,500 value)

#### Silver \$3,000

THREE CONFERENCE PACKAGE  
8 PARTNERSHIPS AVAILABLE

- Company logo displayed on all conference materials and conference app
- Logo and link on conference website
- Verbal acknowledgement during three conferences
- Acknowledgement in SafeCare BC e-newsletter (distribution 4,200)
- Acknowledgement in social media posts
- Projection of logo during conferences
- Promotional item in conference bags (sponsor to provide)

featuring  
acclaimed speaker

*Michelle Cederberg*

at all three  
conferences



**OUR ATTENDEES  
LOVE HEARTS &  
HANDS!**

“So inspiring. Feels good to be recognized for our work.”

“All the topics were so interesting and practical. I fully recommend this experience.”

“Great speakers! Amazing! Very encouraging!”

SEE MORE INDIVIDUAL CONFERENCE  
OPPORTUNITIES BELOW

# 2022 INDIVIDUAL PARTNERSHIP OPPORTUNITIES

	LANGLEY	KELOWNA	VICTORIA
<p><b>KEYNOTE PRESENTER \$1,000</b></p> <ul style="list-style-type: none"> <li>• One sponsor per conference</li> <li>• Sponsor representative to introduce keynote presenter</li> <li>• Logo prominently displayed during during conference</li> </ul>	✓	✓	✓
<p><i>So inspiring. Feels so good to be recognized for our work.</i></p> <p><b>GREEN AND BLUE LIVE PERFORMANCE \$1,000</b></p> <ul style="list-style-type: none"> <li>• Be part of a live performance of country musician Todd Richard's inspirational tribute to healthcare workers, <i>Green and Blue</i></li> <li>• One sponsor per conference</li> <li>• Sponsor representative to introduce Todd and his band</li> </ul>	✓	✓	✓
<p><b>INSPIRATION WALL \$500</b></p> <ul style="list-style-type: none"> <li>• One available per conference</li> <li>• Help our participants share inspiration</li> <li>• Logo prominently displayed on Inspiration Wall</li> </ul>	SOLD OUT!	SOLD OUT!	SOLD OUT!
<p><i>So inspiring. Feels so good to be recognized for our work.</i></p> <p><b>BREAKOUT SESSION PRESENTERS \$500</b></p> <ul style="list-style-type: none"> <li>• Three available per conference</li> <li>• Logo prominently displayed during morning and afternoon session</li> <li>• Verbal acknowledgement during sessions</li> </ul>	✓	✓	✓
<p><b>BREAKFAST \$500</b></p> <ul style="list-style-type: none"> <li>• One available per conference</li> <li>• Logo prominently displayed on catering tables</li> <li>• Verbal acknowledgement during conference</li> </ul>	✓	✓	✓
<p><i>So inspiring. Feels so good to be recognized for our work.</i></p> <p><b>LUNCH \$500</b></p> <ul style="list-style-type: none"> <li>• One available per conference</li> <li>• Logo prominently displayed on catering tables</li> <li>• Verbal acknowledgement during conference</li> </ul>	✓	✓	SOLD OUT!
<p><b>COFFEE BREAK \$250</b></p> <ul style="list-style-type: none"> <li>• One available per conference</li> <li>• Logo prominently displayed on catering tables</li> <li>• Verbal acknowledgement during conference</li> </ul>	SOLD OUT!	✓	SOLD OUT!
<p><i>So inspiring. Feels so good to be recognized for our work.</i></p> <p><b>EXHIBITOR BOOTH \$500</b></p> <ul style="list-style-type: none"> <li>• Limited number available. Don't delay!</li> </ul>	✓	✓	✓



# 2022 PARTNERSHIP PACKAGES

As a partner of the SafeCare BC Hearts and Hands conference, you will have the satisfaction knowing that you are contributing to the goal of celebrating, educating, and inspiring healthcare assistants across BC. **Your brand will be seen by more conference participants than ever before. There's never been a better time than NOW to show your support for our healthcare heroes!**

## Gold PARTNER \$4,000

The Gold Partner package offers outstanding value and brand awareness, leading up to and throughout the conference period, including logo on all materials and app and incentivized click-thrus in our sponsor spotlight, complimentary exhibitor booth and much more.  
**SIX PARTNERSHIPS AVAILABLE**

## Silver PARTNER \$3,000

The Silver Partner package is the perfect opportunity to support healthcare assistants, while enhancing your brand. **EIGHT PARTNERSHIPS AVAILABLE**

### OR SELECT FROM THESE EXCEPTIONAL INDIVIDUAL PARTNER OPPORTUNITIES

#### KEYNOTE PRESENTER

- LANGLEY \$1,000
- KELOWNA \$1,000
- VICTORIA \$1,000
- LANGLEY \$1,000
- KELOWNA \$1,000
- VICTORIA \$1,000

#### BREAKOUT SESSION

- LANGLEY \$500
- KELOWNA \$500
- VICTORIA \$500
- LANGLEY \$500
- KELOWNA \$500
- VICTORIA \$500

#### BREAKFAST

- LANGLEY \$500
- KELOWNA \$500
- VICTORIA \$500
- LANGLEY \$500
- KELOWNA \$500
- VICTORIA \$500

#### COFFEE BREAK

- LANGLEY \$250
- KELOWNA \$250
- VICTORIA \$250
- LANGLEY \$500
- KELOWNA \$500
- VICTORIA \$500

#### GREEN AND BLUE LIVE PERFORMANCE

#### INSPIRATION WALL

#### LUNCH

#### EXHIBITOR BOOTH

## CONTACT INFORMATION

SafeCare BC will contact the individual below to review and finalize partnership benefits and other event details

PARTNERING ORGANIZATION

CONTACT PERSON

MAILING ADDRESS

CITY

PROVINCE

POSTAL CODE

TELEPHONE

EMAIL

SIGNATURE

DATE

Send completed partnership application to Ken Donohue at [kdonohue@safecarebc.ca](mailto:kdonohue@safecarebc.ca)