



# Sponsor & Program PROSPECTUS '22

Take this opportunity to elevate your brand and engage over 300 health care leaders from home and community care. This year's Speaker Series takes place virtually every Thursday morning in October.

## SPONSORSHIP OPPORTUNITIES



### Speaker Sponsor (4 Spots)

Price - \$3,000

Help us kick off the morning session by delivering short remarks to attendees, introducing our speaker(s), and sharing information on your company's products and services. Four speaker sponsor spots are available on the following dates:

- Week 1 Opening Speaker (Thursday, October 6)
- Week 2 Speaker (Thursday, October 13)
- Week 3 Speaker (Thursday, October 20)
- Week 4 Closing Speaker (Thursday, October 27)

#### The Speaker Sponsorship includes the following benefits:

- Acknowledgment and thank-you during program
- Your company name + logo + link in sponsor list on OCSA website
- Your company name + logo in sponsor list in event program
- Your company name + logo + link in sponsor list in email blast
- Your company name + logo profiled across event platform
- 2 complimentary registrations



### Session Break Sponsor (4 Spots)

Price - \$2,000

Take advantage of our morning breaks to promote your company's products and services, while engaging our attendees in a number of creative ways:

- Lead a 5-minute **wellness break** for attendees to join a **yoga** or **meditation** practice
- Purchase a digital **coffee card** for attendees
- Purchase a digital **lunch card** for attendees
- Use this air time to run your company's **commercial**
- **Create your own!** Send us your ideas and we'll help build your custom sponsorship

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### **The Session Break Sponsorship includes the following benefits:**

- Acknowledgment and thank-you during program
- Your company name + logo + link in sponsor list on OCSA website
- Your company name + logo in sponsor list in event program
- Your company name + logo + link in sponsor list in email blast
- Your company name + logo profiled across event platform
- 2 complimentary registrations

Any break-related expenses (i.e. gift cards, prizes, etc.) made on behalf of OCSA will be added on to the total sponsorship price.



## **Gamification Sponsor (1 Spot)**

**Price - \$2,500**

Gamification is a fantastic way to engage attendees and promote your company! The gamification module works like a virtual scavenger hunt: participants search and find scavenger spot codes during the event, and enter them in to claim prizes. Gamification also has the benefit of drawing traffic your way. We can place scavenger spot codes on your website, in company newsletter sign-ups, and on social media.

### **The Gamification Sponsorship includes the following benefits:**

- Acknowledgment and thank-you during program
- Your company name + logo + link in sponsor list on OCSA website
- Your company name + logo in sponsor list in event program
- Your company name + logo + link in sponsor list in email blast
- Your company name + logo profiled across gamification module
- 1 complimentary registration

Any gamification-related expenses (i.e. gift cards, prizes, etc.) made on behalf of OCSA will be added on to the total sponsorship price.



## **Gift Card Sponsor**

**Price - \$500 + Gift Cards**

Gamification can help promote your company and turn attendees into participants through a virtual scavenger hunt. Consider donating a prize by purchasing gift cards from a number of Canadian retailers including Shoppers Drug Mart, Canadian Tire, Tim Horton's, Loblaws, Indigo/Chapters, or from your own company!

### **The Gift Card Sponsorship includes the following benefits:**

- Your company name + logo on a customized digital gift card graphic
- Acknowledgment and thank-you during program
- Option to include your company's brochure in the mail-out of gift cards

Any break-related expenses (i.e. gift cards, prizes, etc.) made on behalf of OCSA will be added on to the total sponsorship price.



## Custom Sponsor Proposal

Price - TBD

Whether it's online trivia, an engaging survey or post, or an activity challenge, we want to hear your unique ideas on virtually engaging our delegates! Many of our most successful sponsorships were co-created by our sponsors themselves.

Price and benefits are negotiable. Contact Kimberly for more information.

## DIGITAL PROGRAM OPPORTUNITIES



### Ad Space

Price - \$300-\$1,200

Increase your brand's visibility and commitment to home and community support by buying ad space in our digital event program. Our digital program gets highlighted and shared through multiple channels throughout the event:

- Emailed to all registered delegates
- Shared on event platform ready for attendee downloads
- Uploaded on OCSA website for public downloads

#### Details

- 1/4 Page (\$300), 1/2 Page (\$600) or Full Page (\$1,200) Ad Space
- Company name + logo + link inserted into digital program.
- All digital program ads are due by **Friday, September 9, 2022**

### Contact Us:

To book your spot, contact us today! If you have ideas that you don't see here, we can work to create a more customized proposal to help meet your needs.

Kimberly Gignac  
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### Event Sponsorship Policies

- OCSA reserves the right to approve or decline any organization/company for sponsorship and/or ad space.
- OCSA reserves the right to approve or decline all submitted content including website copy, ad space and video content.
- Payment is due upon receipt of invoice. Overdue invoices may result in the loss of your sponsorship and/or ad space.
- All content including website copy, ad space and video content must be submitted to Kimberly Gignac by the due dates to be guaranteed program space.