



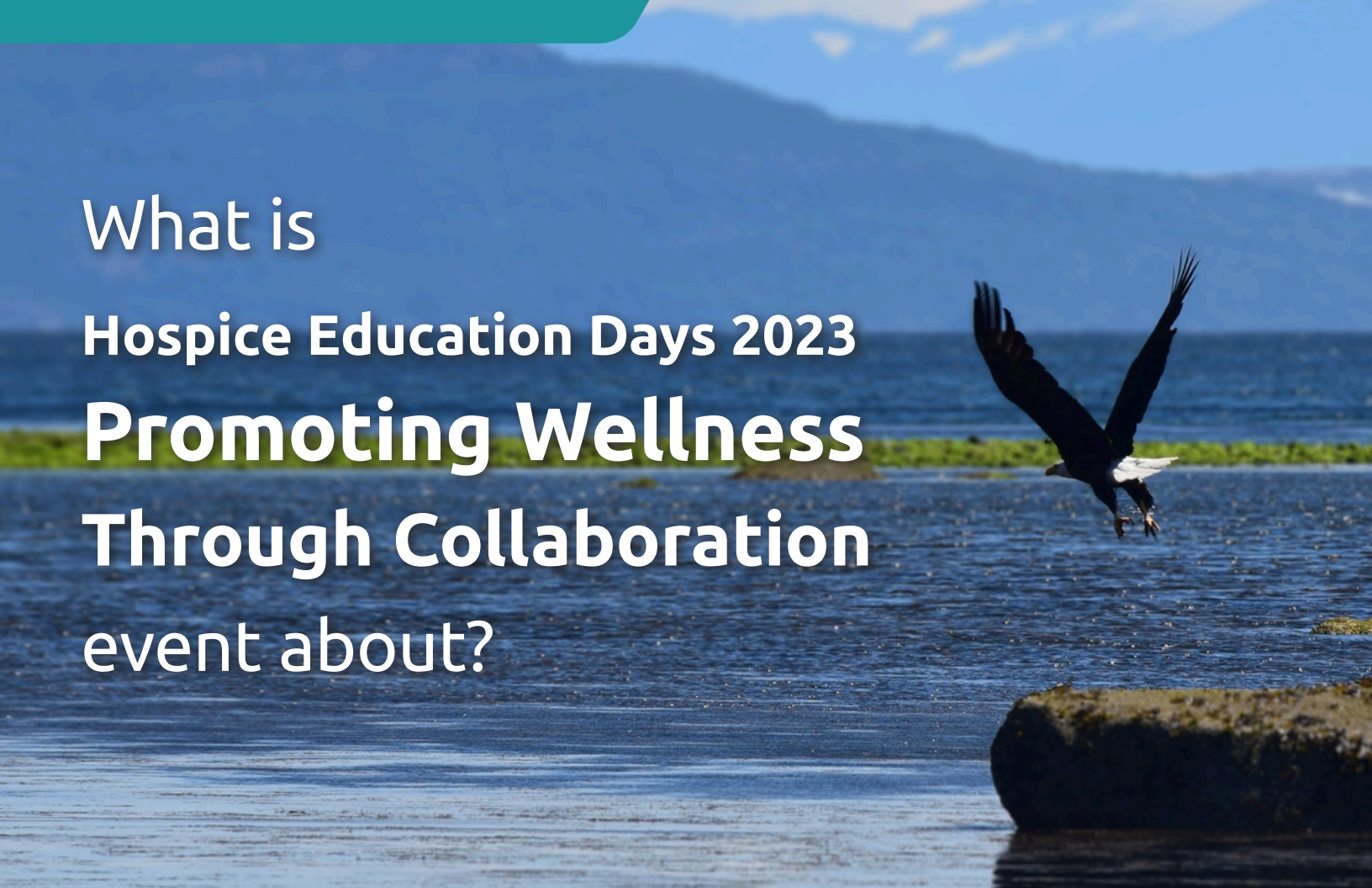
2023 Hospice Education Days
Friday, Nov. 3 - Saturday Nov. 4, 2023

Promoting Wellness Through Collaboration

Presented by the Vancouver Island Federation of Hospices in partnership with
BC Hospice Palliative Care Association and Federation of Fraser Region Hospice Societies

An in-person and virtual event hosted at Tigh-Na-Mara Resort on Vancouver Island

SPONSORSHIP PACKAGE



What is Hospice Education Days 2023 Promoting Wellness Through Collaboration event about?

With great consideration for the evolving landscape of hospice care and the transformative power of partnerships, we have curated a program centered around the theme of “Promoting Wellness Through Collaboration.”

Our two-day hybrid event will provide an important touch point amongst hospice and palliative care stakeholders to learn, network, and gather resources. This year’s event will take place upon the breathtaking setting of Vancouver Island, known for its rich diversity and natural beauty. We believe that by embracing the unique tapestry of voices and experiences found on the island, we can foster a truly inclusive approach in hospice care.

This theme underscores our belief that by working together, we can create a compassionate ecosystem where wellness

flourishes. Through a diverse range of streams, including client care, self-care, governance, organizational development, fund development, and advocacy, our event aims to foster collaboration, share best practices, and empower individuals, organizations, and communities to enhance the well-being of those in need.

This limited-capacity event is open to community hospice & palliative care practitioners (professional & volunteer), hospice coordinators, policymakers, counselors and the public.

We are hoping for the generosity of partners like you to sponsor the event. Thank you for your consideration in supporting the important conversations that will happen this fall at **Hospice Education Days 2023.**

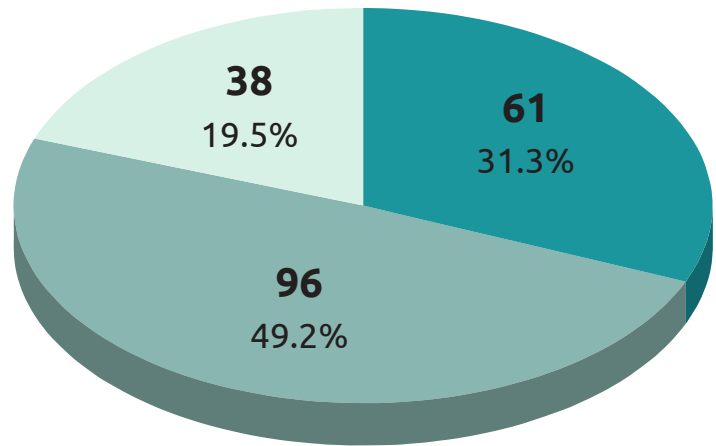
Hospice Education Days 2022 – Event Summary

Last year, Hospice Education Days was a huge success. We had **175** registrants to our hybrid event that explored topics related to the complexities of grief.

Event Successes

- Our in-person and virtual ticket sales sold out in the first three weeks
- The social media outreach done for the event reached over 9000 impressions with email marketing metrics reaching industry standard open and click rates
- We partnered with 10 companies for sponsorship ranging from big organizations like the Canadian Cancer Society to local businesses like Thrive Business
- Throughout the event, we were able to engage the community through a multitude of different attendees.

Attendee Sectors & Professions



- Social Grief and Bereavement Support (Social Workers, Therapists)
- Hospice and Medical Professionals (Executives, Board Members, Nurses, Physicians etc.)
- Organizers and Public



Hear what one of our attendees thought of Hospice Education Days 2022

"Hospice Education Days 2022 was an incredible space for connection, collaboration and discussion with others who work within hospice palliative care. As someone who is new to working with hospice societies, this was a great opportunity to witness how vital grief and bereavement support provided by hospice societies is."

- Adam Webber

Hospice Education Days 2023



Bigger, Better and More Inclusive

This year, there are some notable changes to the event to make it bigger and more inclusive.

New Location for 2023

As the event is hosted on Vancouver Island, we will be more accessible to interdisciplinary teams and the public that reside in the rural and remote communities on the island.

Travel Bursary Program

We are also looking at providing smaller, rural and remote hospice society providers with a travel bursary program provided by the Ministry of Health through their sector funding of the BCHPCA and partnering Health Authorities.

Fostering Meaningful Relationships with Indigenous Culture

Indigenous and Métis community leaders like Doreen Peter, Nancy James, Kelly Foxcroft-Poirier, and Rowena Veylan will discuss a range of topics. These include community collaboration & education for improved bereavement care, inclusive fund development with active engagement, and insights from Indigenous interactions with the health care system.

Larger Venue to Accommodate More Attendees

With a larger venue, we plan to scale the event bigger and project to have a total of 275 people attending both virtual and in person. We also anticipate more participants attending the event who are not from British Columbia.

"This sponsorship opportunity offers a powerful platform to connect with the mentioned stakeholders and organizations, build meaningful relationships, and showcase your commitment to compassionate end-of-life care."

Pablita Thomas,
Executive Director, BCHPCA

Sponsorship Opportunities

By becoming a sponsor of our event, your organization will enjoy a range of valuable benefits. Gain brand visibility, access a diverse and engaged audience, and stand out as a champion for inclusivity.

We've outlined some ways the event can bring value to you as a sponsor. If you have any other ideas on how our partnership could look like, we are open to collaborating!

	Platinum Sponsor \$15,000 (1 spot)	Gold Sponsor \$7,500 (2 spots)	Silver Sponsor \$5,000 (3 spots)	Bronze Sponsor \$2,000 (5 spots)
Sponsor acknowledgement post on social media platforms pre and post event	3	2	1	1
Logo listed on website and media news releases	✓	✓	✓	✓
Advertising in program/networking event	✓	✓	✓	✓
Event tickets	3 In-Person + 2 Virtual	2 In-Person + 1 Virtual	2 Virtual	1 Virtual
Virtual exhibit at the event	✓	✓	✓	
In-person exhibit at the event	✓	✓	✓	
Social media takeover	✓	✓		
Feature in weekly newsletter	✓	✓		
Naming of lunch/snacks during the event	✓	✓		
Keynote speech/presentation	✓			
Host of networking events	✓			
Prize giveaway opportunity	✓			
Dedicated post-event email/attendee engagement	✓			

As your marketing partner, we take our sponsorship, exhibitor and advertising agreements very seriously. We are thankful for your corporate support and we will work with you to deliver the best sponsorship and marketing benefits available. Marketing requirements differ from company to company. In recognizing this, we have created a roster of marketing opportunities which allow you to choose the marketing investment which best suits your corporate requirements.



Thank you for your support

The BC Hospice Palliative Care Association is a not-for-profit, public membership organization, which has been representing individuals and organizations committed to promoting and delivering hospice palliative care to British Columbians and Yukoners for over 36 years. Our members provide a broad range of hospice palliative care programs and services to people in need across the provinces of BC and the Yukon with serious illnesses, their loved ones who are grieving, and their caregivers. The services hospice societies deliver are accessible to all, regardless of the type of illness, age, sex, sexual orientation, race, culture, and religious beliefs.

EVENT PRESENTER

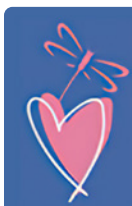


**VANCOUVER ISLAND
FEDERATION OF HOSPICES**

EVENT PARTNERS



British Columbia
HOSPICE
PALLIATIVE CARE
Association



Federation
of
Fraser
Region
Hospice
Societies

Contact Details

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TIGH-NA-MARA

SEASIDE SPA RESORT & CONFERENCE CENTRE

Tigh-Na-Mara is privately owned and sits on 22 acres of forested oceanfront featuring 3kms of sandy beach and the warmest ocean swimming waters, the largest seasonal recreation program on the Island, the award winning Grotto Spa and it's restaurant the Treetop Tapas & Grill, Parksville's favourite Cedars Restaurant & Lounge, an indoor pool, whirlpool, sauna and exercise gym, a sport court and rooftop outdoor relaxation area with giant chess and a place for self-guided yoga and relaxation, a playground and BBQ areas. Be sure to visit Pines Gift Shop, their special little boutique representing over 40 local artisans. Visit tigh-na-mara.com for more info.



Reconnect and relax during your Hospice Educational Day and discover Tigh-Na-Mara, Vancouver Island's Natural Choice for vacationing families, romantic retreats, corporate meetings, events and spa getaways.