



# 2022 Conference Sponsorship Package

Regroup, Refocus, Recharge

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Spring 2022

**Family Councils Ontario**

[www.fco.ngo](http://www.fco.ngo)

@FamCouncils\_ONT





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# To our friends and partners,

Family Councils of Ontario are partnering once again on a shared initiative of education, meaningful connection, and building capacity within the long-term care sector via our spring conference entitled *Regroup, Refocus, Recharge*.

There are several ways you can support this event:

- become a sponsor as outlined in the enclosed package; or
- partner with us by sharing our (soon to be released) media package with your network and audience

This event will not only reach residents of long-term care homes and their loved ones, but also nurses, PSWs, administrators and students across Ontario.

Our event will feature sessions throughout the month of June that will offer participants opportunities to network, unwind, learn, and grow. The conference will include a main event on June 14th from 1:00pm - 6:00pm featuring keynote speakers and live performances.

We invite you to increase our reach and share in our impact. Sponsorship levels can be purchased by filling out the "Sponsorship Form" attached.

We hope you will find this package exciting and informative. If you have any questions or would like to follow up regarding sponsorship, please contact me directly.

Sincerely,

Sam Peck, Executive Director

# About Family Councils Ontario

Family Councils Ontario works with long-term care home residents' families, Family Councils, and home staff across Ontario to enable them to cultivate positive relationships, build effective Family Councils, and improve the long-term care experience. Our mission is to lead and support families in improving quality of life in long-term care. Through working with families, long-term care home staff, and sector partners, we strive to create a safe, vibrant, inclusive, and respected long-term care system.

Family Councils of Ontario is a registered, charitable nonprofit, funded by the Ontario Ministry of Long-Term Care.

## Our Mission

Leading and supporting families in improving quality of life in long-term care.

## Our Vision

People in long-term care have a vibrant experience and the best care.

## Our Values

- Building capacity
- Strong engagement
- Diversity
- Constant learning
- Meaningful Collaborations
- Integrity
- Evidence Informed
- Good decision making

# Our Audience

Since our most recent conference in November 2021, we have continued to grow in followers and reach! Our audience is actively engaged and includes residents of long-term care, their family members and caregivers, nurses, PSWs, long-term care home staff, and more! See our data below:

## SINCE NOVEMBER 2021:

**300**

NEW FOLLOWERS  
ACROSS CHANNELS

**7000**

VISITS TO OUR  
WEBSITE

**150**

NEW SUBSCRIBERS  
TO OUR EBULLETIN

## GENERAL OVERVIEW:



### 1500+ FOLLOWERS ACROSS CHANNELS

Including LinkedIn, Facebook, Twitter, and Youtube



### 25 000 PAGEVIEWS ON OUR WEBSITE

With over 9000 individual visitors



### 2 000 SUBSCRIBERS TO OUR EBULLETIN

Including LTC residents, family members, PSWs...

## FOLLOW US!



@FamCouncils\_ONT



Family Councils Ontario



[www.fco.ngo](http://www.fco.ngo)

# Event Overview

Our theme *Regroup, Refocus, Recharge* will bring the sector together in a much needed way. With content for residents, family councils, caregivers, healthcare professionals and LTC home staff alike, our conference seeks to begin to answer the questions *what's next for the long-term care sector?*

## Regroup

With the constant turnover in recent years throughout all corners of the long-term care sector, now is the time to reconnect. By location, circumstance, home type, or goal- join us to regroup!

## Refocus

Long-term care continues to be impacted by the ongoing changes in the world. We must now refocus our attention and energy toward building a better future instead of responding to what is beyond our control.

## Recharge

We know that everyone is drained- we feel it too! We want to help you beat the burnout by including many fun and entertaining sessions that will also promote self-care and community connectedness.



## When

Our conference will take place over the month of June 2022 with sessions geared toward regrouping, refocusing, and recharging throughout the entire month. The main event, including our keynote speakers and live entertainment, will take place on **June 14, 2022 from 1:00pm - 6:00pm.**

## Where

Sessions will take place via Zoom and HowSpace. All sessions (excluding networking events) will be recorded and shared with our network

# Featured Sessions

Our conference sessions will span the entire month of June 2022 and include everything from keynote speakers to book club sessions, networking opportunities to games and entertainment. Below is a brief overview of some of our most anticipated sessions. As sessions are released information will be available on our website as well as on social media.

## **Mental Health and the Role of Social Workers in LTC**

Speakers: Vanessa Rankin & Dr. Adriana Shnall

Tuesday June 14th 2022 4:45pm - 5:45pm

## **Supporting communication between family caregivers and the healthcare team in long-term care homes during the pandemic.**

Speaker: Dr. Lisa Cranley

Tuesday June 14th 2022 2:45pm - 3:45pm

## **New Partnerships Between Families and Long-Term Care**

Speaker: Dr. James Conklin

Thursday, June 16th 2022 2:00pm - 3:00pm

## **Social Work in LTC: Pandemic Experience, CoP, & a Vision for the Future**

Speaker: Candace Hinds, Susan Braedly, & Michelle Fleming

Thursday, June 20th 2022 2:00pm - 3:00pm

## **What Now? A Deeper Dive**

Speaker: Deborah Bakti

Wednesday, June 23rd 2022 1:00pm - 2:00pm

& more...

For a full list of conference sessions and descriptions, as well as speaker bios and registration information [\*\*click here to visit our website\*\*](#)

# Project Budget

## Expenses

### Technology

\$ 5 000

Howspace

Zoom

Web Development

### Entertainment & Speakers

\$ 2 000

### Advertising

\$ 1 000

Across Ontario via social media and the web

### Content Development

\$ 2 000

Production and preparation of conference sessions

### Total

\$ 10 000

Funds needed to execute conference

## Potential Sources of Revenue

Sponsorship

Registration by donation



# Sponsorship Opportunities

Sponsorship Level	Value	Number of Opportunities
Gold (Title)	\$5 000	1
Silver	\$2 000	1
Bronze	\$1 000	1
Session Sponsor	\$ 500	4
TOTAL	\$10 000	7

## Sponsor Benefits

In appreciation for your partnership and investment in our success, we have outlined sponsor benefit packages according to level.

### Gold (Title)

- co-branding of the event "FCO & \_\_\_\_\_ Present: *Regroup, Refocus, Recharge*"
- 10 minute speaking/promo opportunity during June 14th main event
- Logo space on website, event banner, Zoom background
- Co-presentation of opening remarks
- Public thank you & advertisement across all social media platforms

### Silver

- 5 minute speaking/promo opportunity during June 14th main event
- Logo space on all event marketing materials
- Co-presentation of primary speaker
- Public thank you & advertisement in our eBulletin

### Bronze

- 3 minute speaking/promo opportunity during June 14th main event
- Logo space on all event marketing materials
- Public thank you & advertisement in our eBulletin

### Session Sponsor

- 5 minute speaking/promo opportunity during sponsored session
- Public thank you & advertisement in our eBulletin



# Sponsorship Form

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Phone #: \_\_\_\_\_

Address: \_\_\_\_\_

**I/We wish to be recognized as a (please select one):**

- ☐ Gold (Title) Sponsor
- ☐ Silver Sponsor
- ☐ Bronze Sponsor
- ☐ Session Sponsor

**Please indicate which method of payment you would like to use:**

- ☐ Invoice from FCO
- ☐ Payment enclosed (checks payable to Family Councils Ontario)

**Please return this form and send payment to:**

**Sam Peck**  
**Executive Director**  
**Family Councils Ontario**  
**speck@fco.ngo**