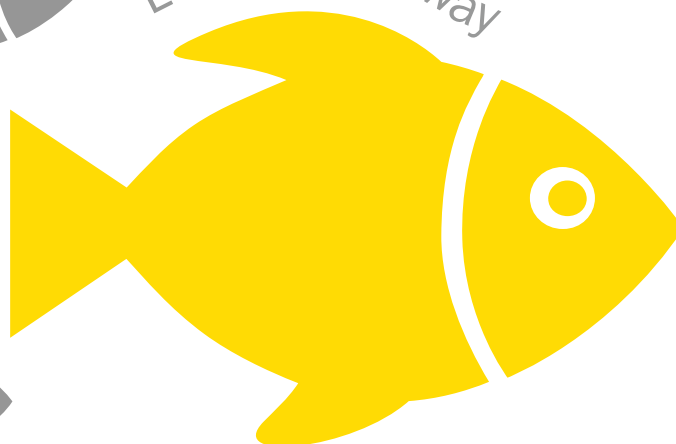




BC HEALTH CARE  
AWARDS

Leading the way



# SPONSORSHIP OPPORTUNITY BC HEALTH CARE AWARDS 2019

The BC Health Care Awards recognize excellence and innovation in BC's health care community. They are presented by the Health Employers Association of BC, which coordinates the human resource and labour relations interests of approximately 250 publicly funded health care employers in BC. Award recipients will be announced at a gala awards luncheon on June 24, 2019 at the Fairmont Waterfront Hotel in Vancouver.

## **Award categories**

Top Innovation | Workplace Health Innovation | Collaborative Solutions  
Dianna Mah-Jones Award of Excellence in Person-Centred Care | Health Care Heroes

## **Why sponsor the BC Health Care Awards?**

The awards recognize excellence. They are a positive, exciting event and present a rare opportunity to reach a wide audience of health leaders and decision-makers in one place at one time.

## **Key highlights**

- \* 280 health care professionals attended the 2018 awards luncheon
- \* social media tweets during the event resulted in over 8.5K impressions
- \* award winner and sponsor videos have been viewed more than 6,500 times
- \* promotion through online employer newsletters and other formats can reach a potential audience of more than 100,000 health care leaders and frontline care providers

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## Gold Apple sponsorship opportunities

At the Gold Apple-level, \$1,000 from each sponsor is donated to a BC health-related charity in the sponsor organization's name resulting in a tax receipt from the designated charity for the donation. In 2018, \$3,000 was donated to Progressive Housing Society.

### *Top Innovation Sold*

A project or best practice by one of BC's publicly funded health care employers that demonstrates innovative solutions.



### *Dianna Mah-Jones Award of Excellence in Person-Centred Care*

A team or project that makes use of leading practices to improve care for patients, residents or clients by focusing on the needs of the person rather than the needs of the system or service.

### *Workplace Health Innovation*

A project or best practice that makes use of leading practices and innovative thinking to improve workplace health and safety.

Generously sponsored by Healthcare Benefit Trust

### *Health Care Hero (es) Sold*

Characterized by the heart they put into their work, Health Care Heroes inspire those around them and make a difference by going above and beyond.



Generously sponsored by Pacific Blue Cross

### *Collaborative Solutions*

A joint project or best practice that harnesses the collective efforts of a joint team within the health system to generate positive outcomes.

## *Benefits of sponsoring*

	Gold apple \$7,500	Green apple \$5,000	Red apple \$2,000
Tickets to awards luncheon	Table of 10	5 seats	2 seats
Naming opportunity - award category is "supported by your organization"	*		
Participation in cheque presentation to charitable organization at luncheon	*		
Tax receipt for \$1,000 from charitable donation recipient organization	*		
Organization name in winner videos shown at event & posted on YouTube	*		
First right of refusal for sponsorship award category for 2020 awards	*		
Verbal recognition by emcee at awards luncheon	*	*	
Link to your website on BC Health Care Awards website for one year	*	*	
On-screen logo recognition at awards luncheon	*	*	*
Logo in awards luncheon souvenir program	*	*	*
Logo on BC Health Care Awards website for one year	*	*	*
Recognition in awards & HEABC social media (Twitter, Facebook, LinkedIn)	*	*	*
Recognition in HEABC online & print publications	*	*	*

### Contact information

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### Terms and Conditions

\* Sponsorships will be allocated on a "first come, first served basis." \* HEABC reserves the right to refuse sponsorship from any business or organization.

\* HEABC reserves the right to amend the terms and conditions of sponsorship at its discretion. \* Sponsorship does not imply endorsement of any product or service by HEABC. \* Sponsorship may include in-kind contributions in lieu of financial support.