

**2024 COMMUNITY-BASED
SENIORS' SERVICES
(CBSS) SECTOR SUMMIT**

**CLAIMING OUR
SPACE,**

Naming our Future

JUNE 2ND TO 4TH, 2024































SPONSORSHIP PACKAGE

HelpAge


Canada



SPONSORSHIP OPPORTUNITIES

SPONSOR LEVEL	PRESENTING	SUMMIT BANQUET	SUMMIT NETWORKING WELCOME RECEPTION	HOSPITALITY	WORKSHOP	BURSARY ENABLEMENT	EXHIBITION
Description	Declare your dedication to the success of this inaugural summit with named recognition as presenting sponsor	Align your brand with the social event of the Summit	Showcase your brand as part of the official welcome and kick off to the Summit	State your support as the sponsor of all meals that continue to fuel next-level networking	Enable more in-depth work and multiple moments of brand visibility as workshop sponsor	Allow delegates from each of Canada's provinces and territories who would otherwise be financially unable to attend	Enjoy a dedicated exhibition space to showcase your offerings and host new contacts
Number Available	1 Available	1 Available	1 Available	1 Available	1 Available	Unlimited	8 Available
Investment	\$20,000	\$15,000	\$10,000	\$10,000	\$7,500	\$5,000	\$3,000
Speaking Opportunity							
Exhibition Booth Included (\$3000 value)							
High Visibility Print and Digital Signage	 Daily						
Inclusion in Program							
Exclusive Digital Promotion							
Social Media Recognition							

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Recognition on Website	Homepage and Header Logo	Homepage Logo	Homepage Logo	Homepage Logo	Homepage Logo	Secondary Page Logo	Secondary Page Logo
Verbal Recognition During Main Plenary							
Video Opportunity							
Reserved Seating							
Private Meeting Room							
Complimentary Tickets	4	2	1	1	1		

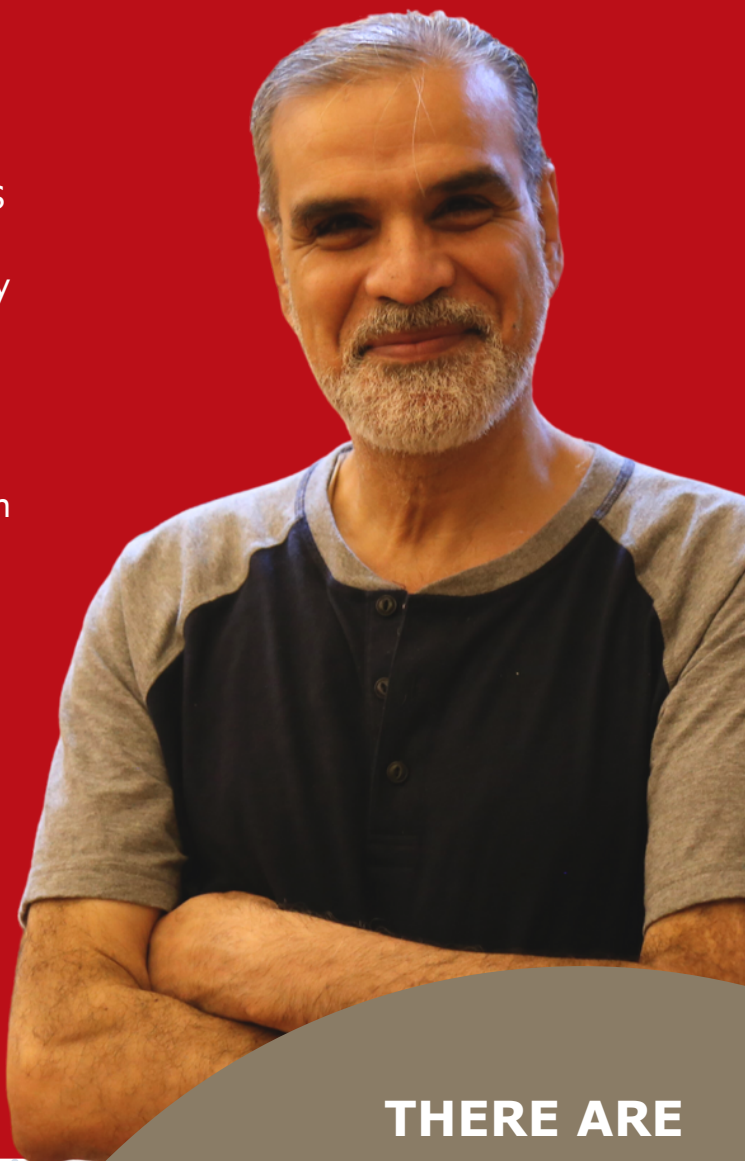
FRIENDS OF HELPAGE CANADA: \$500-\$1000

Support the 2024 CBSS Summit as a Friend of HelpAge Canada with a contribution of \$500 to \$1000. Your contribution can support **travel bursaries for delegates in your region**, or it can be made as **a flexible gift to support this history-making event** for the sector where the need is the greatest.

MEET THE COMMUNITY-BASED SENIORS' SERVICES SECTOR

The **community-based seniors' services (CBSS) sector** is made up of a vast network of public, private, and not-for-profit organizations. You likely know someone who's relied on a CBSS organization. Whether it's your local library, a seniors' club, a food bank, or another community pillar – **CBSS organizations are stepping up to identify and meet the most pressing needs older Canadians face.** These institutions form the backbone of communities from coast to coast to coast, and their role within their communities means that they are uniquely positioned with a finger on the pulse of the values, cultures, and diverse perspectives of the older people they serve.

CBSS organizations are leading the charge in helping older Canadians to age in place. The programs and services they provide help keep people healthy, active, supported as they age, so that older adults can **stay in their homes and communities safely.**



Did You Know?

Over 80% of an older person's health outcomes can be traced to **social factors** such as inclusion, participation in the community, connectedness, opportunities for physical activity, and more.

THERE ARE MORE THAN

8000

CBSS organizations across Canada, spanning every province and territory!

WHO ARE CBSS ORGANIZATIONS?



Seniors Centres



Community Centres



Neighbourhood Houses



Community Coalitions



Ethno-Cultural Organizations



Multi-Service Agencies



Intermediary Organizations



Funders



Governments

WHAT DO THEY PROVIDE?



Nutritional Supports



Accessible and Affordable Housing



Health and Wellness



Physical Activity



Social, Education, and Creative Arts Programs



Information, Referral and Personal Advocacy



Transportation

A UNIFIED, COORDINATED PAN-CANADIAN SECTOR

Nearly every community in Canada has one or more CBSS organizations, lead by dedicated volunteers and staff, who are a lifeline to the older Canadians they serve. Provincial and territorial CBSS sectors are working together to establish a **unified, coordinated national CBSS sector**. Join us in making that vision a reality!

CLAIMING OUR SPACE,

Naming our Future



BRINGING TOGETHER THOUGHT LEADERS, INNOVATORS, AND EXPERTS

A first-of-its-kind event, the 2024 summit gathers stakeholders from across the country to share knowledge, resources, and expertise. The summit serves as an entry point for grassroots organizations to gain a fuller picture of aging in Canada, providing new opportunities for partnerships and growth.



ESTABLISHING THE SECTOR'S NEEDS AND PRIORITIES

The CBSS sector faces different challenges and situations from province to province and territory to territory. Drawing from our unique experiences, the 2024 summit is an intentional, dedicated space to establish the needs & priorities of the sector as a whole.



CREATING A VISION OF A COMMON FUTURE FOR THE SECTOR

As leaders and innovators in the CBSS sector, we have seen first-hand the value older Canadians bring to their communities. We will carve out a pan-Canadian vision of a society where all older adults are included, empowered, and treated with dignity.



DECLARING THE SECTOR'S ROLE AND IDENTITY

We will raise our collective voice to declare our sector's place in the ageing landscape in Canada, setting the tone for our relationship with government bodies, other sectors, and with older Canadians for years to come.

EVENT SPONSORSHIP FORM

2024 CBSS SUMMIT

Select the Sponsorship Package(s) you are interested in:

- | | | |
|--|--|--|
| <input type="checkbox"/> Presenting Sponsor
Welcome Sponsor | <input type="checkbox"/> Summit Banquet
Sponsor | <input type="checkbox"/> Summit Networking |
| <input type="checkbox"/> Reception Sponsor | <input type="checkbox"/> Hospitality Sponsor | <input type="checkbox"/> Workshop Sponsor |
| <input type="checkbox"/> Bursary Enablement Sponsor. Direct sponsorship to a
particular province/territory? _____ | <input type="checkbox"/> Exhibition Sponsor | |
| <input type="checkbox"/> Custom Package | <input type="checkbox"/> Friends of HelpAge Canada
Amount: \$ _____ | |

Company: _____

Contact Name: _____

Position/Title: _____

Contact Phone: _____

Contact Email: _____

Please mail this form to us at **HelpAge Canada, 1300 Carling Avenue, Suite 205, Ottawa, ON, K1Z 7L2**. Alternatively, you can send an email to toghenekaro@helpagecanada.ca or call 1-800-648-1111 ext. 702.

***Thank you for your
commitment to
older Canadians and
their communities!***

