

# PARTNERSHIP OPPORTUNITIES

Member Engagement Events



# ABOUT ACCA

The **Alberta Continuing Care Association (ACCA)** is a non-profit, voluntary organization and the leading voice of continuing care in Alberta. We are a unique alliance of:

- Non-profit, faith-based, and independent owners/operators of home and community care, supportive living, long term and palliative care services
- Providers of quality products and services that support continuing care

ACCA brings diverse members and partners together to share knowledge, plan, and take action on key challenges, driving meaningful improvements in care for Albertans. Through collaboration, we work toward a stronger, more sustainable, and client-centered care system.

**Our Voice is Stronger Together.**

## Our Mission

To support our members in creating a sustainable and innovative Continuing Care Sector

## Our Vision

To be the leading voice for advancing excellence in Continuing Care in Alberta

## Our Values

- Integrity
- Accountability
- Collaboration
- Growth
- Credibility



Everything we do is for our members, owners and operators of home care, supportive living, long term and palliative care, and our business partners.

We welcome and represent all groups of providers:

- Not for profit (44%)
- Independent (56%)
- Of the Not for Profit and Independent Operators, 30% are Faith based

# ABOUT OUR MEMBERSHIP ENGAGEMENT EVENTS



ACCA's Member Meet is our quarterly membership luncheon designed to keep our members informed and engaged. This event features special guest speakers who share their insights on the latest trends and developments in the continuing care industry. Members also receive important updates from the ACCA and have the opportunity to participate in our Member's Forum.

The Member's Forum is an opportunity to join the discussion on topics relevant to the industry and provide valuable feedback on how ACCA can best serve you. Members can connect with fellow members, share their experiences, and help shape the future of continuing care in Alberta.



ACCA Presents: **The Long Term Forecast** is a podcast series hosted by our Executive Director, Denise Milne. This engaging series delves into the pressing topics and emerging trends within the continuing care

sector. Each episode features insightful conversations with key stakeholders, including government officials, facility owners and operators, and members of the community.

The ACCA is dedicated to keeping our members and the public well-informed about the latest developments and changes in the industry. Through this podcast, we aim to foster meaningful discussions, share expert perspectives, and explore innovative solutions that impact the future of continuing care.

## Harmony in Care Retreat

**The Harmony in Care Retreat** is an annual rejuvenating event dedicated to the mental and physical well-being of our members, especially our frontline workers and team leaders. In an industry where burnout is all too real, this retreat offers a sanctuary to reduce stress and learn effective coping techniques.

Throughout the day, attendees participate in sessions focused on wellness topics, designed to equip them with practical tools for maintaining balance and resilience. They will engage in an interactive stress-reducing activity that promises to refresh their minds and bodies. The retreat culminates in a relaxing mixer, providing the perfect opportunity for attendees to unwind and connect with fellow attendees.

"The Member's Forum is an opportunity to join the discussion on topics relevant to the industry and provide valuable feedback on how ACCA can best serve you."



## ABOUT OUR MEMBERSHIP ENGAGEMENT EVENTS (CONTINUED)

### ACCA Annual Awards of Excellence Dinner

The ACCA **Awards of Excellence Dinner** is an event that shines a spotlight on the outstanding individuals and organizations dedicated to improving the quality of life for those they care for. This prestigious awards ceremony celebrates the exceptional contributions and achievements within the continuing care sector.

Our Awards Dinner is an annual event, where we honour the heroes of our community who go above and beyond in their commitment to care. This elegant evening features

inspiring stories, heartfelt recognition, and the presentation of awards to those who have made a significant impact in the lives of others.

### ACCA Stampede Mixer

The **ACCA Stampede Mixer** is a lively networking social event held during the Calgary Stampede. Open to all members of the ACCA, this is a chance for our members to mix and mingle with fellow members, the Board and Executive Staff, and members of government.

Members will enjoy the festive atmosphere of the Stampede while building valuable connections and sharing insights with key stakeholders in the continuing care industry. Whether they are looking to expand their network, discuss industry trends, or simply have a good time, the ACCA Stampede Mixer is the place to be.

“Our Awards Dinner is an annual event, where we honour the heroes of our community who go above and beyond in their commitment to care.”

## \$10,000 PER MEETING 4 AVAILABLE PER YEAR MEMBER MEET PRESENTING SPONSOR

AS THE MEMBER MEET PRESENTING SPONSOR, YOUR ORGANIZATION WILL RECEIVE:

- Logo incorporated into Member Meet logo as presenting sponsor for chosen Member Meet.
- Opportunity to introduce the Member Meet speaker.
- On-stage mention during the program.
- Sponsor profile, logo & link on the ACCA website event page and registration page
- Prominent, dedicated signage on site
- Logo and thank you in meeting digital presentation
- Recognition through ACCA social media and ACCA newsletters
- Opportunity to have an ad displayed on ACCA website for up to 3 months
- 250-word company profile, link and logo in the ACCA Annual Report

## \$2,000 PER MEETING 5 AVAILABLE PER MEETING MEMBER MEET GOLD SPONSOR

AS A MEMBER MEET GOLD SPONSOR, YOUR ORGANIZATION WILL RECEIVE:

- On-stage mention during the program.



- Sponsor profile, logo & link on the ACCA website event page and registration page.
- Prominent signage on site.
- Logo and thank you in meeting digital presentation.
- Recognition through ACCA social media and ACCA newsletters.

- Opportunity to have an ad displayed on ACCA website for 1 month.
- 150-word company profile, link and logo in the ACCA Annual Report.

## \$1,700 PER EPISODE 12 AVAILABLE ACCA PRESENTS: THE LONG TERM FORECAST PODCAST SERIES EPISODE SPONSOR

AS A LONG TERM FORECAST PODCAST EPISODE SPONSOR, YOUR ORGANIZATION WILL RECEIVE:

- Logo featured on the splash screen during video podcast
- Logo featured on the YouTube thumbnail of the episode
- Verbal recognition by the host during the podcast
- Sponsor profile, logo & link on the ACCA website podcast page
- Recognition through ACCA social media and ACCA newsletters.
- 150-word company profile, link and logo in the ACCA Annual Report

“ACCA brings diverse members and partners together to share knowledge, plan, and take action on key challenges, driving meaningful improvements in care for Albertans.”



**\$15,000**  
**1 AVAILABLE**  
**HARMONY IN CARE**  
**RETREAT**  
**PRESENTING SPONSOR**

AS THE HARMONY IN CARE RETREAT PRESENTING SPONSOR, YOUR ORGANIZATION WILL RECEIVE:

- Logo incorporated into the event title as presenting sponsor
- Opportunity to introduce the retreat's main speaker
- On-stage mention during the program
- Sponsor profile, logo & link on the ACCA website event page and registration page
- Prominent, dedicated signage on site
- Logo and thank you in meeting digital presentation
- Opportunity to provide a wellness gift for attendees

- Recognition through ACCA social media and ACCA newsletters
- Two complimentary registrations
- Opportunity to have an ad displayed on the ACCA website for up to 3 months
- 250-word company profile, link and logo in the ACCA Annual Report

**\$10,000**  
**1 AVAILABLE**  
**ACCA AWARDS OF EXCELLENCE DINNER PRESENTING SPONSOR**

AS THE AWARDS OF EXCELLENCE DINNER PRESENTING SPONSOR, YOUR ORGANIZATION WILL RECEIVE:

- Logo incorporated into the Awards of Excellence logo as presenting sponsor
- Opportunity to present awards
- On-stage mention during the program.
- Sponsor profile, logo & link on the ACCA website event page and registration page
- Prominent, dedicated signage on site
- Logo and thank you in Awards digital presentation
- Recognition through ACCA social media and ACCA newsletters
- Four free dinner tickets
- Opportunity to have an ad displayed on ACCA website for up to 3 months
- 250-word company profile, link and logo in the ACCA Annual Report

**\$2,500**  
**4 AVAILABLE**  
**ACCA AWARDS OF EXCELLENCE DINNER GOLD SPONSOR**

AS THE AWARDS OF EXCELLENCE DINNER GOLD SPONSOR, YOUR ORGANIZATION WILL RECEIVE:

- Opportunity to present the award
- On-stage mention during the program.
- Sponsor profile, logo & link on the ACCA website event page and registration page
- Prominent signage on site
- Logo and thank you in Awards digital presentation
- Recognition through ACCA social media and ACCA newsletters
- Two free dinner tickets
- Opportunity to have an ad displayed on ACCA website for up to one month
- 150-word company profile, link and logo in the ACCA Annual Report

**\$10,000**  
**1 AVAILABLE**  
**ACCA STAMPEDE MIXER**

AS THE STAMPEDE MIXER PRESENTING SPONSOR, YOUR ORGANIZATION WILL RECEIVE:

- Logo incorporated into the Stampede Mixer logo as presenting sponsor.
- Verbal recognition by Mixer host.
- Sponsor profile, logo & link on the ACCA website event

- page and registration page.
- Prominent, dedicated signage on site.
- Recognition through ACCA social media and ACCA newsletters
- Opportunity to have an ad displayed on ACCA website for up to 3 months
- 250-word company profile, link and logo in the ACCA Annual Report

**\$2,500**  
**4 AVAILABLE**  
**ACCA STAMPEDE MIXER GOLD SPONSOR**

AS A STAMPEDE MIXER GOLD SPONSOR, YOUR ORGANIZATION WILL RECEIVE:

- Verbal recognition
- Sponsor profile, logo & link on the ACCA website event page and registration page
- Prominent, dedicated signage on site
- Recognition through ACCA social media and ACCA newsletters
- Opportunity to have an ad displayed on ACCA website for up to 3 months
- 150-word company profile, link and logo in the ACCA Annual Report



The background features a white space with various decorative elements. On the left, there are several overlapping circles in shades of blue, orange, and yellow. A large, light blue circle is prominent on the left side, containing the text. On the right, there is a pattern of small grey dots that tapers off towards the top right corner. Scattered throughout the right side are several larger circles in orange, dark blue, and yellow.

# CUSTOM PARTNERSHIPS

To discuss a custom  
partnership package,  
please contact **Lisa Brick** at  
[events@ab-cca.ca](mailto:events@ab-cca.ca)