



musiccare

CONFERENCES

MUSIC CARE CONFERENCE 2022

Music, Health & Wellness

SPONSORSHIP PROGRAM



Saturday November 5, 2022

Anvil Centre
New Westminster, BC

musiccareconference.com

2022 Sponsorship Program



The Music Care Conference is a national one-day conference bringing together community members interested in music and care. This education and inspirational conference identifies and integrates common themes and issues using music across the care spectrum and highlights the social implications of music in care.

Participants include care partners – allied healthcare providers, family and volunteer caregivers, care receivers, musicians, faith-based and community agencies, students and the community-at large. We anticipate an in-person attendance of 250 participants and an online attendance of an additional 250. Participants experience music in a way that contributes to body-mind-spirit care.

Workshops are offered giving hands-on practical tools for caregivers to integrate in practice. A research track is offered with music medicine researchers and current studies and findings. Music care cameos, which seek to demonstrate what music care can look like in the local community, are integrated into the day. A gathering with an industry musician with a story that relates to music and care finalizes the day. Presenters are experts in their field either through academic training, clinical, or life experience. This year's focus is on "*Music, Health and Wellbeing.*"

The Music Care Conference will be held on Saturday November 5, 2022 at the Anvil Centre, 777 Columbia St., New Westminster, BC.

PLENARY SPEAKERS



Susan Aglukark, OC
Canadian Singer/Songwriter
3-time Juno Award Winner



Dr. Heather Mohan
Founder, Executive Director
Lumara Society - Grief and
Bereavement Care



Dr. Corene Thaut
Co-Founder Neurologic Music
Therapy
Associate Professor, University of
Toronto

OPPORTUNITIES FOR SPONSORSHIP

Sponsorship opportunities are now available and we invite you to share in this year's music care conference. All sponsorships include an invoice and receipt acknowledgement letter for business purposes, charitable #857285092RR0001. For more information, please contact Dawn Ellis-Mobbs, education manager dellismobbs@room217.ca or Kenna Kozak, conference coordinator kkozak@room217.ca.

SOLD Venue/Hybrid Sponsor - \$25,000 (1)– Thank you Canada Council of the Arts

SOLD Keynote Performer Sponsor - \$7,500 (1) Thank you Sovereign Order of St. John, Vancouver Commandery

- Prominent logo on all conference banners and signage
- Full page ad on the back inside cover of the conference program
- Logo on marketing/advertising materials, including all e-communication
- Complimentary information or exhibit table at the conference
- Opportunity to distribute marketing materials in delegate bags
- Two complimentary conference registrations
- Opportunity to introduce closing keynote performer, with logo on presentation screens
- Prominent recognition in Room 217 e-newsletter, website and annual report

Keynote Sponsor – \$4,000 (2)

- Prominent logo on all conference banners and signage
- Logo on marketing/advertising materials, including all e-communication
- Ad in program
- Complimentary information or exhibit table at the conference
- Opportunity to distribute marketing materials in delegate bags
- Two complimentary conference registrations
- Logo on presentation screens
- Prominent recognition in Room 217 e-newsletter, website and annual report

Workshop/Music Care Cameo Sponsor - \$500 (10)

- Logo in program
- Opportunity to distribute marketing materials in delegate bags
- One complimentary conference registration
- Recognition on presentation screens
- Recognition in Room 217 e-newsletter, website, and annual report



Delegate Conference Bag Opportunity – COST \$75 per item

The complimentary delegate conference bag a great opportunity to get your organization, name, product and services into the hands of 300 attendees. Suggested materials include bookmarks, business cards or post cards; brochures, resource pamphlets, one sheet that describes your product or services; CDs, DVDs or books; pens, magnets, other promotional items. Deadline for delivery is XXXX Number of items to send is 300. Mail to: XXXXX

Exhibit Opportunity – COST \$250

- Information/sales 10X10 booth, and admission for one exhibitor. Extra people at the booth will need to register for conference.
- One skirted 8' table and chair will be provided.
- Traffic times – during registration, morning and afternoon breaks and lunch.
- Exhibitor Advertising - exhibiting also includes your logo and profile in our program and on our MCC website and mention in our social media campaigns.
- Refreshments – cost of exhibit includes lunch and refreshments for one person.

*Exhibitors will be reviewed on a first come first serve basis and payment must be received to reserve your space. Applicants for exhibits will be reviewed and advised of acceptance within five business days.

MUSIC CARE CONFERENCE PARTNERS



Music care is the intentional use of music by anyone to improve health and well-being. Music care integrates sound, silence and music into the circle of care, paying close attention to how interpersonal connection and human contact is enhanced through musical associations. Music care is an inclusive approach used by formal and informal caregivers to support better care outcomes.

There are converging factors that make the MCC timely and important. With an emphasis on a social medical model, care partners are looking for non-pharmacological, person-centred approaches to care that will improve patient/resident/client experience, and that can be flexible for a variety of care settings, especially in the community.

With the onset of COVID in 2019, there has been a significant impact to all care communities, however, Room 217 has embraced digital program delivery and is now able to offer MCC as a virtual, in-person or hybrid experience.



Past MCC Conferences, Lead Partners & Keynotes

MCC 2022 will be Room 217's 17th Music Care Conference, and the first in British Columbia.

- 2021 - MCC Global – VIRTUAL – Dame Evelyn Glennie
- 2019 - MCC Hamilton, ON – McMaster University, Amy Sky
- 2019 – MCC Nottingham, UK – University of Nottingham – Gareth Jones
- 2018 – MCC Waterloo – Laurier Centre for Music in the Community – Ian Thomas
- 2018 – MCC Nottingham, UK – University of Nottingham – Gareth Gates
- 2017 – MCC Alberta – Winspear Centre, Edmonton – Tommy Banks Centre for Creativity – Sean McCann
- 2016 – MCC Toronto – U of Toronto – FacMus – Music and Health Research Collaboratory – Toronto Mass Choir
- 2016 – MCC Fredericton – Saint Thomas University – Atlantic Institute on Aging – Susan Aglukark
- 2015 – MCC Mississauga – Living Arts Centre – Music and Health Research Collaboratory – Alvin Law
- 2014 – MCC Waterloo – Wilfrid Laurier University – Laurier Centre for Music in the Community – Susan Aglukark
- 2014 – MCC Calgary – U of Calgary Rozsa Centre – JB Music Therapy – Susan Aglukark
- 2013 – MCC Toronto – U of Toronto – FacMus – Music and Health Research Collaboratory – Murray McLauchlan
- 2012 – MCC Toronto – U of Toronto – FacMus – Music and Health Research Collaboratory – Amy Sky
- 2012 – MCC Fredericton – The Playhouse – Atlantic Institute on Aging – Raylene Rankin
- 2011 – MCC Waterloo – Wilfrid Laurier University - Laurier Centre for Music in the Community – Stephen Page
- 2010 – MCC Waterloo – Wilfrid Laurier University - Laurier Centre for Music in the Community – Dan Hill