

2026



**ONTARIO ASSOCIATION
OF FIRE CHIEFS
ANNUAL
CORPORATE
SPONSORSHIP
PACKAGE**

CORPORATE SPONSORSHIP

The Ontario Association of Fire Chiefs (O AFC) invites you to become an Annual Corporate Sponsor. This is your opportunity to play a key role in inspiring and influencing a safer Ontario.

WHY BE A CORPORATE SPONSOR?

Sponsoring the O AFC generates positive exposure for your company within the fire service and Ontario by elevating your company profile in a cost-effective way. It provides recognition as an invested business partner as well as a good corporate citizen. A Corporate Sponsorship also creates industry-exclusive marketing tools giving your company an important and publicly visible role in fire and life safety.

WHAT IS IN IT FOR YOU?

As a Corporate Sponsor of the Ontario Association of Fire Chiefs, your company benefits from being associated with the trusted advisors to the provincial government on fire and life safety. The higher you go up on the Sponsorship ladder, the more recognition you receive. All Corporate Sponsors will receive the following in addition to level-specific items:

- Recognition as a Corporate Sponsor on the O AFC website. The O AFC website is the 24/7 touchpoint for the Association, Ontario's Chief Fire Officers, our members, and the public.
- Advertising space in the annual membership directory (see each sponsorship level for more details).
- Logo displayed on all communications sent to members.

ACT NOW!

Choose the sponsorship level that is right for your company and get involved as a Ontario Association of Fire Chiefs Corporate Sponsor today. For more information or to become a sponsor, please contact Katelyn Widdop at katelyn.widdop@oafc.on.ca or 905-426-9865 ext. 1224.



OAFC 2025 EVENTS METRICS

LABOUR RELATIONS SEMINAR

JANUARY 2025

- Total Attendees: **334**
 - **195** Chief Fire Officers
 - **139** Human Resource Professionals

NORTHEASTERN FIRE EDUCATION CONFERENCE & TRADE SHOW

MARCH 2025

Total Attendees: **194**

- **88** Chief Fire Officers
- **106** Firefighters/Training Officers
- Total Exhibitors: **56**

OAFC CONFERENCE & TRADE SHOW

MAY 2025

- Total Attendees: **304**
 - **265** Chief Fire Officers
 - **39** Communicators
- Total Exhibitors: **128**
- Total Traffic on Trade Show Floor: **2051**

FIRECON CONFERENCE & TRADE SHOW

SEPTEMBER 2025

- Total Attendees: **187**
 - **32** Chief Fire Officers
 - **155** Firefighters
- Total Exhibitors: **38**

Please note the OAFC Annual General Meeting is not included in the above as it has not occurred yet. Currently the OAFC AGM has over 250 attendees over the course of the four day event.



OAFC 2025 SOCIAL MEDIA METRICS

FACEBOOK @ONTARIO ASSOCIATION OF FIRE CHIEFS

From March 2025 to September 2025 the OAFC saw the following:

- **4500** followers
- **272,000** impressions

With an average posting of twice a week.

LINKEDIN @ONTARIO ASSOCIATION OF FIRE CHIEFS

From March 2025 to September 2025 the OAFC saw the following:

- **3724** reactions
- **880** page visits
- **5231** followers
- **127,265** impressions

Followers increased by **498**.

TWITTER (X) @ONFIRECHIEFS

From March 2025 to September 2025 the OAFC saw the following:

- **8168** followers
- **168,100** impressions
- **7,100** engagements

Followers increased by **169**.

INSTAGRAM @ONFIRECHIEFS

From March 2025 to September 2025 the OAFC saw the following:

- **12,901** accounts reached
- **607** account interactions
- **1563** followers

Accounts reached increased by **6126**.

Followers increased by **456**.



GOLD CORPORATE SPONSORSHIP

\$20,000 - 5 AVAILABLE

- 1 Deluxe Trade Show Booth or the equivalent value used toward an outdoor or feature space at the Annual OAFC Trade Show.
- Access for 6 individuals to attend the Awards Reception.
- 25% off Trade Show Booths for other OAFC partnered Trade Shows.
- 1 year Industry Membership.
- 15% off individual event sponsorships.
- 1 full page advertising space in the annual membership directory.
- 1 social media post per month on the OAFC social media platforms (content to be provided by the sponsor).
- 1 email communication per month sent to all OAFC members (content to be provided by the sponsor).
- Opportunity to send a company advertisement via member communications.
- Opportunity to attend and present at event in-person OAFC Board meetings.
- Banner ad on the home page of the OAFC website.
- First right of refusal to sponsor individual events.
- Recognition as a Corporate Sponsor on the OAFC website.
- Recognition as a Corporate Sponsor at all OAFC events.
- Logo displayed on applicable communications sent to members.
- Opportunity to distribute promotional pieces to members through OAFC direct mailing and OAFC event delegate bags.



RED CORPORATE SPONSORSHIP

\$10,000 - UNLIMITED AVAILABLE

- 15% off Trade Show Booths at the OAFC Trade Show and OAFC partnered Trade Shows.
- 1 year Industry Membership.
- 10% off individual event sponsorships.
- 1 social media post per month on the OAFC social media platforms (content to be provided by the sponsor).
- Access for 3 individuals to attend the Awards Reception.
- 1/2 page advertising space in the annual membership directory.
- Second right of refusal to sponsor individual events.
- Recognition as a Corporate Sponsor on the OAFC website.
- Recognition as a Corporate Sponsor at all OAFC events.
- Logo displayed on applicable communications sent to members.
- Opportunity to distribute promotional pieces to members through OAFC direct mailing and OAFC event delegate bags.

GREEN CORPORATE SPONSORSHIP

\$5,000 - UNLIMITED AVAILABLE

- 10% off Trade Show Booths at the OAFC Trade show and OAFC partnered Trade Shows.
 - 1 year Industry Membership.
 - 5% off individual event sponsorships.
 - 1 social media post every other month on the OAFC social media platforms (content to be provided by the sponsor).
 - Third right of refusal to sponsor individual events.
 - Recognition as a Corporate Sponsor on the OAFC website.
 - Recognition as a Corporate Sponsor at all OAFC events.
 - Logo displayed on applicable communications sent to members.
 - Opportunity to distribute promotional pieces to members through OAFC direct mailing and OAFC event delegate bags.
- 

	GOLD	RED	GREEN
OAFC Conference and Trade Show Booth	1 Deluxe Trade Show Booth	×	×
Access to Awards Reception	✓	✓	×
Discount on Trade Show Booth at OAFC partnered events	25%	15%	10%
1 year Industry Membership	✓	✓	✓
Annual Membership Advertising	1 page	1/2 page	×
Discount on Individual Event Sponsorships	15%	10%	5%
Social Media Post	1 post per month	1 post per month	1 post every other month
Email Communication	1 per month	×	×
Opportunity to send a company advertisement via member communications	✓	×	×
Right of refusal to sponsor individual events	First	Second	Third
Opportunity to attend and present at event in-person OAFC Board meetings	✓	×	×
Banner ad on the home page of the OAFC website	✓	×	×

All sponsorship levels include recognition as a Corporate Sponsor on the OAFC website, recognition as a Corporate Sponsor at all OAFC events, logo displayed on applicable communications sent to members, and opportunity to distribute promotional pieces to members through OAFC direct mailing and OAFC event delegate bags.

2026



THANK YOU

CONTACT US

Katelyn Widdop
Events and Marketing Manager
katelyn.widdop@oafc.on.ca
905-426-9865 ext. 1224