

2024



**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.



O AFC 2023 GOVERNMENT RELATIONS PRIORITIES

1

CERTIFICATION AND TRAINING

The O AFC supports firefighter certification and minimum training standards as it will improve fire and life safety for Ontario's firefighters and all who reside in Ontario.

2

MENTAL HEALTH AND WELLNESS

The O AFC advocates for all firefighters, career, part-time, and volunteer, to be trained in ongoing PTSD prevention and resiliency strategies and to have equitable access to these crucial supports. The O AFC is also in the process of creating Ontario's first Chief Officer mental health peer support program.

3

COMMUNICATION & NEXT GENERATION 9-1-1 (NG 9-1-1)

Next Generation 9-1-1 will impact dispatch for every emergency service (police, fire, and paramedic services) in Canada. The O AFC is working with partners and stakeholders to ensure that this important infrastructure will create a digital system that meets the need of Ontario's public and emergency service providers.

4

FIRE SAFETY ENFORCEMENT, ENGINEERING, AND EDUCATION

Ontario had 133 fire-related deaths in 2022 – the highest number of fire fatalities in decades. The O AFC through advocacy, education, and awareness campaigns will continue to support prevention programs to reduce fire-related injuries and casualties.



GOLD CORPORATE SPONSORSHIP

\$20,000 - 1 OF 3 AVAILABLE

- 1 Deluxe 10x10 Trade Show Booth or the equivalent value used toward an outdoor or feature space at the Annual OAFCA Conference and Trade Show.
- 1 full table at Awards Banquet.
- 25% off Trade Show Booths for other OAFCA 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 OAFCA social media platforms (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 OAFCA Board meetings.
- Banner ad on the home page of the OAFCA website.
- First right of refusal to sponsor individual events.
- Recognition as a Corporate Sponsor in the Annual OAFCA Conference and Trade Show pamphlet given to all attendees.
- Recognition as a Corporate Sponsor on the OAFCA website.
- Recognition as a Corporate Sponsor at all OAFCA events.
- Logo displayed on Corporate Sponsorship Banner displayed in OAFCA office.
- Logo displayed on applicable communications sent to members.
- Opportunity to distribute promotional pieces to members through OAFCA direct mailings.



RED CORPORATE SPONSORSHIP

\$10,000 - UNLIMITED AVAILABLE




- 25% off Trade Show Booths at OAFIC Conference and Trade Show and OAFIC partnered Trade Shows.
- 1 year Industry Membership.
- 10% off individual event sponsorships.
- 1/2 table at Awards Banquet.
- 1/2 page advertising space in the annual membership directory.
- Second right of refusal to sponsor individual events.
- Recognition as a Corporate Sponsor in the OAFIC Conference and Trade Show pamphlet given to all attendees.
- Recognition as a Corporate Sponsor on the OAFIC website.
- Recognition as a Corporate Sponsor at all OAFIC events.
- Logo displayed on Corporate Sponsorship Banner displayed in OAFIC office.
- Logo displayed on applicable communications sent to members.
- Opportunity to distribute promotional pieces to members through OAFIC direct mailings.

GREEN CORPORATE SPONSORSHIP

\$5,000 - UNLIMITED AVAILABLE

- 25% off Trade Show Booths at OAFIC partnered Trade Shows.
 - 1 year Industry Membership.
 - 5% off individual event sponsorships.
 - 1/4 page advertising space in the annual membership directory.
 - Third right of refusal to sponsor individual events.
 - Recognition as a Corporate Sponsor in the Annual OAFIC Conference and Trade Show pamphlet given to all attendees.
 - Recognition as a Corporate Sponsor on the OAFIC website.
 - Recognition as a Corporate Sponsor at all OAFIC events.
 - Logo displayed on Corporate Sponsorship Banner displayed in OAFIC office.
 - Logo displayed on applicable communications sent to members.
 - Opportunity to distribute promotional pieces to members through OAFIC direct mailings.
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SPONSORSHIP COMPARISON

	 GOLD	 RED	 GREEN
O AFC Conference and Trade Show Booth	1 Deluxe 10x10 Trade Show Booth	✗	✗
Awards Banquet	1 Table	1/2 Table	✗
Discount on Trade Show Booth at O AFC partnered events	25%	25%	25%
1 year Industry Membership	✓	✓	✓
Annual Membership Advertising	1 page	1/2 page	1/4 page
Discount on Individual Event Sponsorships	15%	10%	5%
Social Media Post	1 post 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 O AFC Board meetings	✓	✗	✗
Banner ad on the home page of the O AFC website	✓	✗	✗

All sponsorship levels include recognition as a Corporate Sponsor in the Annual O AFC Conference and Trade Show pamphlet given to all attendees, recognition as a Corporate Sponsor on the O AFC website, recognition as a Corporate Sponsor at all O AFC events, logo displayed on Corporate Sponsorship Banner displayed in O AFC office, logo displayed on applicable communications sent to members, and opportunity to distribute promotional pieces to members through O AFC direct mailing.

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THANK YOU

CONTACT US

Katelyn Widdop

Events and Trade Show Manager

katelyn.widdop@oafc.on.ca

905-426-9865 ext. 1224