

OAFC 2019 May 2-5



Sponsorship
Opportunities



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S P O N S O R S H I P Opportunities



Engage the customers you need to grow your business and show authority as a leader in the fire service by choosing to take part in a strategic sponsorship opportunity at O AFC 2019. Our sponsorship packages are powerful ways to build brand recognition, build personal connections, maintain customer loyalty, identify new markets and help achieve your marketing goals. Whether you choose one of our packages or, would like to create your own custom program to fit your specific return on investment, our sponsorship opportunities help you focus directly on your desired audience. In addition, **you can be proud to know** that your sponsorship commitment goes to support the fire service in Ontario in helping our fire service leader's further advocacy efforts in regards to public and firefighter safety.



The Ontario Association of Fire Chiefs programs are geared to everyone working in fire and emergency services, or a related sector. O AFC 2019 provides multiple learning programs focusing on professional development to specific areas of the fire service.



Fire chiefs, senior fire officers, company officers, firefighters, training officers, communicators, public educators, fire prevention officers, airport rescue and firefighting personnel, mechanical officers, and municipal officials from across Ontario come together for professional development, networking and collaboration. With multiple educational programs to participate in, attendees walk away with innovative information that covers all areas of the fire service, including technological advances, real-life fire incidents, navigating the political environment, public and life fire safety, management/leadership development and more.

In the evenings participants enjoy exciting functions allowing them to expand their networking potential with other fire service leaders and with companies such as yourself. On Friday and Saturday, attendees explore the trade show, the largest fire and equipment show in Canada! Over 2,500 fire service personnel visit 175,000 square feet of booths and fire service vehicles on display.



O AFC 2019 is the largest of its kind in Canada and offers something for everyone in today's fire service. It is the must attend fire event of the year!



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As a sponsor of **O AFC 2019**, you have the opportunity to showcase your products and services to a targeted audience, through a number of different channels. In an effort to give you the best opportunity to promote your products and services, each sponsorship opportunity includes these benefits, in addition to the customized packaged items you will find in the next few pages:

- ✓ Unlimited trade show passes
- ✓ Electronic copy of the 2019 registration list with contact details two weeks prior to the event with an updated list one week after the event
- ✓ Recognition in all O AFC 2019 e-communications leading up to the event
- ✓ Recognition on the O AFC website with direct access to company website
- ✓ Signage at O AFC 2019, specifically catered to your package
- ✓ Marketing material inserts into each delegate bag
- ✓ Demo your equipment or host a seminar in the conference centre. (First-come, first-served). This includes announcement on the PA promoting your demo/session at the scheduled time
- ✓ Discount on outdoor/demo exhibit space between 50% - 100%
- ✓ Opportunity to host a hospitality suite. *Additional hosting fees will apply,*
- ✓ Use of O AFC logo as corporate partner. *Upon creative approval by O AFC office*
- ✓ Recognition in O AFC member e-communications

Why sponsor O AFC 2019?



The O AFC offers hospitality suite opportunities to all sponsors of O AFC 2019. Sponsors must contact Michelle O'Hara, Business Development Manager michelle.ohara@oafc.on.ca to make the necessary arrangements. Hospitality suites are to take place in one of the function rooms at the Holiday Inn Toronto International Hotel & Conference Centre. Hosts can choose to order food and beverage from the hotel or bring in their own supplies. If hosts of the hospitality suites are interested in serving their own alcoholic beverages they must obtain a Special Occasion Permit from the Liquor Control Board of Ontario.



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If you would like to tailor a package below, or have something in mind that is more in-tune with your marketing goals, please contact Michelle OHara, Business Development & Operations Manager at 905-426-9865 x222 to discuss custom options. Over the years we have helped companies promote their products, increase brand recognition and build client relationships through many custom packages including onsite demos, product give-aways, client hosting and more.

Customized recognition for each **Strategic** Marketing Opportunity

Networking “FUN” Raising Night SOLD

The perfect networking opportunity all while raising money for charity. The O AFC 2019 Networking/Charity Night offers the perfect opportunity for guests to socialize with their fire service and industry colleagues, all while enjoying entertainment, refreshments and appetizers. Exciting prize draws/raffles and entertainment will be provided. Best of all it is **FUN!** As a sponsor of this evening, you will get to help plan “your” event. Your company’s branding will be incorporated in all pre-event marketing and into all aspects of the event. Company representatives will host the night. Three nights at the conference hotel, and free outdoor/demo space is also included.

There are additional sponsorship opportunities related to “FUN” raising for the Networking/Charity night, described on page 4.

Keynote Speakers - 2 available May 3 & 4 \$15,000 SOLD

Keynote speakers draw the largest crowd and are always a favourite for our attendees. The conference agenda consists of two keynote speakers - one on Friday and the other on Saturday. As the Friday OR Saturday keynote speaker sponsor, you will have the opportunity to welcome our guests and introduce the speaker to the largest audience. This is a chance you don’t want to miss! (Two opportunities available)

ELITE Conference Prize \$10,000

Everyone LOVES to win a prize – especially if it’s a large ticketed item. Each conference delegate will get a chance to win. The special prize will be displayed, outfitted with you company’s branding on Friday and Saturday at the entrance of the Trade Show in the International Centre. A company representative will draw for the big winner at the end of the Trade Show. Includes three nights’ accommodation at the conference hotel and free outdoor/demo space.

O AFC Memorial Reception – Saturday, May 4 \$10,000 SOLD

The Annual Memorial Service on Saturday is an extremely moving event, where we memorialize those chief officers who have left us since the last conference. The Memorial Service & Wine & Cheese Reception is one of our most attended events. As hosts of the evening, your guests will enjoy complimentary wine and appetizers as they socialize with their peers. As a sponsor, your company will host the evening and your branding will be included in all aspects of the event including signage and pre-event marketing.

O AFC Queens Park Lobby Day Reception - \$10,000 Pre-Conference Event

On May 1, 2019 the Ontario Association of Fire Chiefs will be hosting our inaugural Queen’s Park Lobby Day. It is an opportunity for chief fire officers from across Ontario to come together as one voice to share our vision of fire safety in Ontario. Host the reception in Legislative Assembly Dining Room, where O AFC members and your company can speak with MPP’s and staff from all parties while enjoying refreshments and food, in an informal and relaxing environment. This sponsorship is all about brand recognition. Ideally suited for apparatus and equipment suppliers who can provide our politicians with an interactive experience for photo and social media marketing.

Trade Show Café \$7,000 SOLD

Get your company name front-and-centre at the “hub” of the trade show. Conference and trade show guests all converge to the café for lunch and refreshments! Get your company branding all throughout the trade show café. Sponsor has naming rights and can display your company’s branding throughout the entire space for both days of the trade show, including marketing materials in the cafe. Your company’s branding will also be featured on all trade show lunch tickets.

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O AFC 2019 Delegate Bags \$6,000 SOLD

Our fire service personnel need something to carry around their show information and handouts – put your name and logo on the item that is carried all over the conference and trade show floor. Everywhere you look, you will see your branding!

Coffee Breaks \$5,000

Treat our fire service personnel to a cup of coffee. Get yourself front and centre by sponsoring O AFC 2019 coffee breaks - twice a day - throughout the length of the conference. The coffee break sponsor will have custom branded take out cups at each break, ensuring your company's branding stays with our guests for the duration of the conference.

Conference Lunch \$5,000

Treat our fire service personnel to lunch during one of the conference days. As a sponsor, your company's branding will be incorporated into lunch and you can place a special message and/or marketing materials at each table/seat. Take your messaging digitally, by creating a custom presentation loop (video, etc.) that will play in the ballroom all throughout the lunch hour!

Registration Booth \$5,000

The registration area is always a hub of O AFC 2019 – Every attendee and trade show guest must check in at registration. Sponsoring the registration desks will enhance your brand at the show as your company can design the reg. desks including directions to your booth. This includes all registration booths at the conference location and at the trade show. (O AFC graphics team are also at your disposal)

O AFC 2019 Lanyards \$5,000 SOLD

Every attendee, vendor and guest speaker have to wear a name badge at O AFC 2019. Get the attention and recognition by sponsoring the lanyard that will be around our guest's necks all week. Your company's logo will be incorporated into the lanyard design.

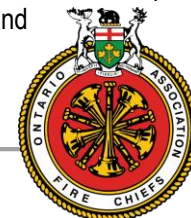
O AFC 2019 Delegate Note Book-Gift \$5,000 SOLD

Our fire service personnel get to hear from many different educational speakers receiving immeasurable learning opportunities at O AFC 2019– ensure our guests have the tools to take the important notes that they need to take back to the office by sponsoring the delegate notebook. The note book is always a take-away hit, and with your logo on them, this sponsorship promises strong brand recognition.

Program Sponsorship - Custom cost per program

Educational content and quality speakers are at the very source of our event! With the new conference format “track” based, there are new opportunities to sponsor a specific program. Program sponsorship means that you are the host of this day! Each program sponsorship includes the opportunity to MC the day, and introduce each speaker. In addition, program sponsors get a short time slot to address the delegates. Your company's branding will be incorporated throughout the meeting space, audio visual, and included in all event marketing. **An invaluable opportunity to get your name front-and-centre! 2019 program sponsor options are:**

- **Chief Officers' Program \$5,000**
Show your support for Ontario's chief fire officers. This program provides professional development for those who are involved with the operation, and are responsible for, the delivery of fire protection services in an urban, rural and suburban fire/rescue service. This program offers important information and resources to enhance skills, and develop leadership and executive-level knowledge to further the chief officer role.
- **Fire Service Health & Safety Program \$4,000**
Sponsor the program that's goal is to educate the fire service on important health and safety issues. This program addresses topics that are at the forefront of health and safety in the fire service. The goal is to provide information, resources and training to help reduce the number of preventable injuries in the fire and emergency service. This includes culture and leadership focus on safety in every aspect of the job, as well as physical and mental health fitness.



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- **Training Officers Program \$4,000 – 1 Opportunity Available**

The Training Officer's Program includes information and innovative ideas relevant to today's fire training officers. The program is delivered by high-profile instructors, speaking on the most current hot topics in fire training. This program helps build a communications network to share best practices and resources with other training professionals.

- **Public Educators Program \$3,000**

This program is specifically tailored to promote education initiatives relevant to today's public fire educators and fire prevention officers. Ontario's public educators educate, train, motivate and inspire fire and life safety programs and messages in their communities. This program will help develop new, innovative ways to promote fire safety and education.

- **Municipal Officials Program \$3,000**

This program offers elected officials the opportunity to understand the challenges of the fire service and its importance in their communities. This two-day session includes presentations customized to provide the essential information about the fire service. The highlight of the program is our interactive, hands-on fire training session! Municipal officials slip into bunker gear and experience firsthand the life of a firefighter by participating in a live fire training session.

- **Communicators Program \$2,000**

This forum helps communicators understand more about today's common issues facing Ontario's communication centres. Fire communicators are responsible for processing requests for emergency and non-emergency assistance via 9-1-1 lines, administration lines, the radio system or direct contact with the public. This seminar includes a variety of presentations specifically selected on important issues facing communicators in today's fire service.

- **Trade Show Front Entrance Fire Truck Display \$4,000 SOLD**

Wow O AFC 2019 attendees and guests right from the start. Help enhance the main entrance at the International Centre by having two of your fire trucks on display, front & centre. Better yet – put your company's flag or banner from your ladder to welcome all guests. A front and centre way to showcase your equipment and brand!

- **O AFC 2019 Shuttle \$3,000**

Attendees staying at the main conference hotel will need to take the shuttle to the trade show at the International Centre. Grab their attention by sponsoring each shuttle. As the sponsor, the bus will be outfitted with custom signage, custom water bottles – branded to your company, and you have the opportunity to provide marketing materials at each seat –put your company representative on the bus at peak times for a target audience!

- **O AFC Smart Device Charging Stations \$3,000**

Be the source of power during the conference and trade show! 2 - 5ft charging stations, placed inside the O AFC networking booth (or in your booth) showcasing your company's branding. Each station includes a monitor where you can provide a customized video or message. Our guests will be thanking you – especially when they left their charger back at the hotel.

- **Sugar Break \$3,000**

Our conference guests **LOVE** their sugar! The O AFC 2019 sugar sponsor, gets customized candy offered to conference guests during their morning and afternoons of educational programs. Your customized candy, in customized containers, will be spread throughout the conference room for our fire service guests to enjoy. Our guests will thank you for curing their sweet tooth during the event!

- **Companions Program \$1,000**

Host the off-site excursions companions participate in. The excursions will take place in the GTA and showcase the local area. This is a great opportunity to give back to those who support your customers 365 days a year. As a sponsor you can host the excursions and your company's branding will be incorporated into the excursion and in pre-event marketing.



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Networking/Charity Night Support Options – Friday May 3:

Each sponsorship opportunity directly contributes to our “FUN” raising efforts!

We hope you will consider multiple options!

Food Sponsor - \$5,000

Treat all guests to complimentary appetizers at the Networking Night. This “FUN” raising event will feature entertainment and some great prizes to be raffled off. Be that company that satisfies our guests hunger. Sponsors will get recognition on all promotional signage at the event and company branding will be incorporated throughout the food area. Better yet, a portion of the sponsorship will go to the charity!

Beverage Sponsor: \$5,000

Everyone loves refreshments at a “FUN” raising event. Highlight your company by sponsoring a portion of complimentary beverages at the Networking Night. Your company’s branding will be incorporated on the refreshment ticket and the sponsor will get extra tickets to distribute among guests. Better yet, a portion of the sponsorship will go to the charity!

Entertainment Sponsorship - \$4,000

We all LOVE to be entertained! Show your commitment as the Networking Night entertainment sponsor. We will work with this sponsor to customize the entertainment for part of the evening. Even better – we can make the entertainment creative by leveraging options to raise more funds for charity! Sumo wrestling, sports challenges – the possibilities are endless! The entertainment sponsor will get recognition at the event and incorporated into all aspects of the entertainment chosen. Better yet, a portion of the sponsorship will go to the charity!



Prize Sponsorship - \$1,000, \$2,000, \$4,000 and \$5,000

Help raise money for a good cause by providing quality prizes to be raffled off at the “FUN” raising Networking Night. Your company will be recognized in prize sponsor signage, around your prize and recognition before and during the event. Feel good about your sponsorship dollars raising money for a great cause! In addition, we will work with you on how your prize will be raffled/auctioned etc. (through a unique game or activity). Let’s be creative in the name of charity!

Gift in Kind Donation – Silent Auction Raffle

Another great opportunity to raise money for a good cause while we socialize with our fire service peers. Donate a personal item for our silent auction and or raffle. Your company will be recognized in prize sponsor signage, around your prize and recognition before and during the event. Another reason to feel good about raising money for a great cause!

Proceeds from the 2019 Networking “FUN” Raising Night will be split by a third to the following organizations:

- **Camp Bucko** (Burn Camp for Kids in Ontario) is a camp open to burn survivors between the ages of 7-17. There is no fee to attend Camp BUCKO. They are a registered charity providing the program through generous donations from firefighters associations, service groups, and other public and private organizations.
- **Ontario Fire Services Pipes and Drums:** The Ontario Fire Service Pipes and Drums is one of the first pipe and drums corps for the Ontario fire service. Their longstanding service to the O AFC and the fire service is extremely valuable. We want to ensure that they continue to be able to travel and play at our fire service events.
- **The Working Minds First Responders:** As many know, this mental health resiliency program is extremely important, and valuable for the fire service. Proceeds will go to fully fund as many programs as we can offer.



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Sponsorship Form

Whether you choose one of our sponsorship options or would like to create your own to fit your specific needs, our sponsorship opportunities will help you connect with your target audience.

If you are interested in sponsoring any element of O AFC 2019, please complete the following application form including the option(s) you wish to sponsor, and forward to Michelle OHara, Business Development & Operations Manager by email to michelle.ohara@oafc.on.ca or, for more information call 905-426-9865 x222.

Please note: Sponsorship proposals are negotiated on a first-come, first-serve basis

Contact & Billing Information														
Contact First Name	Contact Last Name	Title	Company Name											
Mailing Address			City/Province/State	Postal/Zip Code				Phone						
Fax	Cellular	Email Address				Website Address								
Strategic Marketing Package Information														
Description											COST			
Total														
Payment Information														
<input type="radio"/> Visa			<input type="radio"/> MasterCard			<input type="radio"/> Cheque – Payable to the Ontario Association of Fire Chiefs					<input type="radio"/> Invoice			
Credit Card Number														
Expiry		M	M		Y	Y	Print Name				Signature			

Fax 905.426.3032 **Email** michelle.ohara@oafc.on.ca **Call** 905.426.9865

Ontario Association of Fire Chiefs, 520 Westney Rd. S., Unit 22, Ajax, Ontario L1S 6W6 **tel** : 905.426.9865 x222 **toll-free**: 1.800.774.6651

