

# OAFC 2023 May 4-6



Sponsorship  
Opportunities



# O AFC 2023 May 4-6

## S P O N S O R S H I P O p p o r t u n i t i e s



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 2023. Our sponsorship packages are powerful ways to build brand recognition, make new personal connections, maintain customer loyalty, identify new markets, and achieve your organizations marketing goals. Whether you choose one of our packages or, would like to create your own custom package to fit your specific return on investment, O AFC 2023 sponsorship opportunities helps your organization directly target your desired audience. In addition, **you can be proud to know** that your sponsorship commitment goes to support Ontario's fire service and helps the O AFC further our advocacy efforts to promote fire and life safety.



The Ontario Association of Fire Chiefs (O AFC) programs are geared to those working in fire and emergency services, or a related sector. O AFC 2023 provides multiple learning programs that focus on professional development, education, and leadership, areas related to emergency services.



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 3,000 fire service personnel visit over 175,000 square feet of booths and fire service vehicles on display.



O AFC 2023 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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## S P O N S O R S H I P Opportunities

As a sponsor of **O AFC 2023**, you could showcase your products and services to a targeted audience, through a number of different channels. 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:

	Platinum \$15,000+	Gold \$7,500-\$14,000	Silver Under \$7,000
Company profile – Name, logo, website, social media links & on interactive floorplan. Plus, your banner ad in a prime location at the top of the exhibitor list on our conference website	✓		
Unlimited trade show passes	✓	✓	✓
Electronic copy of the 2023 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 2023 e-communications, member communications & on the O AFC website leading up to the event	✓	✓	✓
Sponsorship signage & tent cards throughout the conference. Sponsor ribbons	✓	✓	✓
Downloadable PDFs on trade show company profile	✓	✓	✓
1 banner ad on online trade show floorplan	✓	✓	
Questions included in post conference survey & logo on post event survey	✓	✓	
1-year industry membership	✓	✓	✓
Delegate bag insert	✓	✓	✓
Discount on outdoor demo exhibit space between 50%-100%	✓	✓	✓
Demo your equipment or host a seminar (on the Trade Show floor). This includes an announcement on the PA and demo session recognition in our program. (This is available on a first come first serve basis)	✓		



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### Why sponsor O AFC 2023?



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 Shelley Molica at 905-426-9865 x1221 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 giveaways, client hosting and more.

**Hospitality:** The O AFC offers hospitality suite opportunities to all sponsors of O AFC 2023. Sponsors must contact [shelley.molica@oafc.on.ca](mailto:shelley.molica@oafc.on.ca) to make the necessary arrangements. Hospitality suites are to take place in one of the function rooms at the Hilton Toronto Airport Hotel & Suites. Hosts can choose to order food and beverage from the hotel or bring in your 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.

Customized recognition for each **Strategic** Marketing Opportunity

### **Platinum Sponsorship Opportunities - \$15,000+**

#### **Keynote Speakers - 2 available May 4 & 5 - \$15,000**

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).

#### **Awards Dinner (May 4) - \$15,000**

Sponsor our delicious meal during the awards dinner. Sponsors get a table at the dinner, recognition on all promotional signage at the event, and company branding will be incorporated on tables throughout the room.

#### **Memorial Service (May 6) - \$15,000**

Sponsor the O AFC Annual Memorial Service – one of our best attended events of the year. The O AFC Memorial Service is an extremely moving service, where we memorialize the chief officers who have passed since our last conference. The sponsor will get recognition on all promotional signage at the event, a dedicated page in the ceremony program, a table at the Award Dinners, and company branding will be incorporated throughout the event.





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## S P O N S O R S H I P O p p o r t u n i t i e s

### **Gold Sponsorship Opportunities - \$7,500-\$14,999**

#### **ELITE Conference Prize \$10,000**

Everyone LOVES to win prizes – especially if it's a large ticketed item. Each conference delegate will automatically be entered into the contest to win. The special prize will be displayed and 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 (May 6) – \$10,000**

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

#### **O AFC 2023 Registration – Lanyards & Registration Booth \$8,000**

The registration desk and delegate lanyards are a great way to ensure everyone knows and sees, your brand at the show. The registration area is always the hub of O AFC 2023 - Every attendee and trade show guest must check in at the registration desk. This includes all conference booth registrations and at the trade show location. (O AFC graphics team are also at your disposal). Plus, every attendee, vendor, and guest speaker must wear a name badge at O AFC 2023 at all times. 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.

#### **Trade Show Café \$7,500**

Get your company's name front-and-centre of the trade show "hub" - the Café. Conference and trade show guests all converge to the café for lunch and refreshments! The trade show Café Sponsor receives 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 café. Your company's branding will also be featured on all trade show lunch tickets.

#### **Conference Lunch \$7,500**

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 material 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! You will also have an opportunity to do a short presentation if you wish.



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### **Silver Sponsorship Opportunities – Under \$7,499**

#### **Branded Lounge/Comfort Station - \$7,000**

Provide a beautiful, relaxing space for attendees to network and relax between and after sessions by hosting a 20' x 20' space. Sponsorship includes: Furniture, the ability to display marketing materials in the lounge, marketing materials and invitations to the lounge in each delegate bag, hand sanitizer with your logo, water stations with your logo, mints and tissues with your logo, two complimentary full-conference registrations, your logo on sponsor thank you signage prominently displayed at O AFC 2023, your logo listed on website with link to company Web page. Sponsor pays for lighting, charging station, display stands, and food, etc.

#### **O AFC 2023 Delegate Bags \$7,000 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!

#### **Chiefs Welcome Reception Sponsor - \$7,000 SOLD**

The Chiefs tasting room reception is an exclusive event for Fire Chiefs. This intimate event is open to members and chiefs only. Attendees will have the opportunity to network, sample cheeses and different varieties of bourbon, whiskey, and scotch selections. Sponsorship includes the following: Naming rights as the inaugural Chiefs tasting night sponsor, 5 complimentary admission tickets to the event, your company recognition on cocktail napkins, online promotion and sponsor mentions at the event, your logo on sponsor thank you signage prominently displayed at O AFC 2023, your logo listed on website with link to company website.

#### **O AFC 2023 Shuttle Services \$6,000**

As the official O AFC 2023 shuttle service sponsor, you will have the opportunity to share your brand with delegates every time they are on the O AFC 2023 shuttles, which will pick up and drop off conference and trade show attendees to a select number of hotels and the event space. Your company logo will be prominently displayed on shuttles, on all directional and informational signage prominently placed at all conference hotels using shuttles, and designated at pick-up and drop-off locations at the International Centre. The sponsor will also have the option to place marketing materials in shuttles daily, to drive traffic to your booth. Your company's logo will also be prominently displayed at all events and sessions, and added to our website with a link to your company website.

#### **Coffee Breaks \$5,000**

Everyone needs caffeine! Treat our fire service personnel to a cup of coffee. Get yourself front and centre by sponsoring O AFC 2023 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.

#### **O AFC 2023 Delegate Gift Starting at \$5,000**

Maximize your branding opportunities by sponsoring delegate notebooks. Each conference attendee will receive a notebook with your company logo and information on it included in all delegate bags.



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### Trade Show Front Entrance Fire Truck Display \$5,000

Wow O AFC 2023 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 and centre! Better yet – put your company's flag or banner between the ladders to welcome all guests. A front and centre way to showcase your equipment and brand!

### O AFC Smart Device Charging Stations \$5,000

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 on repeat. Our guests will be thanking you – especially when they realize that they left their charger back at the hotel.

### Aisle Signs - \$2,500

A customized aisle sign with your company logo and booth number hung prominently in the exhibit hall, your company logo on sponsor thank you signage prominently displayed at O AFC 2023, and your company logo listed on website with link to your company website.

### Water Station Sponsor - \$3,000 per day

Let your green flag fly while showcasing your brand throughout the trade show. This exclusive sponsorship includes multiple spring water coolers throughout the international centre, biodegradable cups. Signage at water stations will direct delegates to come and see you at your booth. Also, included with your sponsorship is your logo on our website with a link to yours, and sponsor thank you signage prominently displayed at O AFC 2023.

### Sugar Break \$3,000

Our conference guests **LOVE** their sugar! The O AFC 2023 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!

### Welcome gift for Chiefs at the HOST hotel- \$3,000 (limit 3)

Make attendees feel welcome when they get to their hotel room by leaving a helpful welcome package or gift. Also, a great opportunity to invite them to your booth or to meet with you throughout the event. Sponsorship includes welcome sign in hotel lobby, your logo on sponsor thank you signage prominently displayed at O AFC 2023, your logo listed on website with link to company website. Sponsor to supply gifts and cards.



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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 2023, please complete the following application form including the option(s) you wish to sponsor, and forward to Shelley Molica by email to [shelley.molica@oafc.on.ca](mailto:shelley.molica@oafc.on.ca) or, for more information call 905-426-9865 x1221.

Please note: Sponsorship proposals are negotiated on a first-come, first-served 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		
HST #122021785													
Total													
Payment Information													
<input type="radio"/> Visa			<input type="radio"/> Invoice			<input type="radio"/> Cheque – Payable to the Ontario Association of Fire Chiefs							
<input type="radio"/> MasterCard													
<input type="radio"/> American Express													
Credit Card Number													
Expiry		M	M			CVV#	Signature						

Ontario Association of Fire Chiefs, 520 Westney Rd. S., Unit 22, Ajax, Ontario L1S 6W6 tel: 905-426-9865 fax: 905-426-3032 [www.oafc.on.ca](http://www.oafc.on.ca)

