

OAFC 2022 May 5-7



Sponsorship
Opportunities



O AFC 2022 May 5-7

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 2022. 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 regard 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 2022 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 evening's 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 2022 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 2022**, 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 2022 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 2022 e-communications, member communications & on the O AFC website leading up to the event	✓	✓	✓
Sponsorship signage & tent cards throughout the conference. Sponsor ribbons	✓	✓	✓
One-on-One buyer/seller marketplace with chief officers	✓		
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. 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 2022?



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 Kris Newton at 905-426-9865 x224 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.

Hospitality: The O AFC offers hospitality suite opportunities to all sponsors of O AFC 2022. Sponsors must contact Kris Newton, Events & Trade Show Manager, kris.newton@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.

Customized recognition for each **Strategic** Marketing Opportunity

Platinum Sponsorship Opportunities - \$15,000+

Keynote Speakers - 2 available May 5 & 6 \$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 5) - \$15,000 - SOLD

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

Memorial Service (May 7) - \$15,000

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



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Gold Sponsorship Opportunities - \$7,500-\$14,000

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 your 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 7) – \$10,000

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 2022 Registration – Lanyards & Registration Booth \$8,000

The registration & delegate lanyards are a great way to ensure everyone knows your brand at the show. The registration area is always a hub of O AFC 2022– Every attendee and trade show guest must check in at registration. This includes all registration booths at the conference location and at the trade show. (O AFC graphics team are also at your disposal). Plus, every attendee, vendor and guest speaker must wear a name badge at O AFC 2022. 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.

Awards Dinner Wine Sponsor (May 5) - \$7,500

Sponsor a bottle of wine, 1 red & 1 white on each table during the awards dinner. Your logo will be on each wine bottle's neck. Sponsors will get recognition on all promotional signage at the event and company branding will be incorporated throughout the tables at the awards dinner.

Awards Dinner Décor & Cookie Giveaway Sponsor (May 5) - \$7,500

Sponsor at our awards dinner centerpieces and cookie giveaway. Your logo will be on each cookie that we give to attendees of the awards dinner. Sponsors will get recognition on all promotional signage at the event and company branding will be incorporated on the decor.

Trade Show Café \$7,500 - 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 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 \$7,000

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, display marketing materials in lounge, marketing material and invitation to the lounge in the delegate bags, hand sanitizer with your logo water stations with your logo, mints & Kleenex with your logo, two complimentary full-conference registrations, your logo on sponsor thank you signage prominently displayed at O AFC 2022, your logo listed on website with link to company Web page. Sponsor pays for lighting, charging station, display stands, and food, etc.

O AFC 2022 Delegate Bags \$7,000

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!

Photo Booth \$6,500

Host our conference and trade show photo booth. 2 days of photo booth fun + online gallery with FREE downloads, external monitor, full-time attendant and unlimited onsite prints with your logo on them.

Chiefs Tasting Room Reception Sponsor - \$6,000

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 2022, your logo listed on website with link to company website.

O AFC 2022 Shuttle \$6,000

As the official O AFC 2022 shuttle sponsor, you will have the opportunity to share your brand with delegates every time they are on the O AFC 2022 shuttles, which will pick up and drop off to a select number of hotels. Your company logo will be prominently displayed on shuttles, your company logo will be on all directional and informational signage prominently placed at all conference hotels using shuttles, and designated at pick-up and drop-off location at the international centre, option to place marketing materials in shuttles daily to drive traffic to your booth, your logo on sponsor thank you signage prominently displayed at all events and sessions, your logo listed on our website with a link to your company website.

Coffee Breaks \$5,000

Treat our fire service personnel to a cup of coffee. Get yourself front and centre by sponsoring O AFC 2022 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 2022 Delegate Gift Starting at \$5,000

Maximize your branding opportunities by sponsoring the delegate notebooks. Each delegate will receive a notebook with your company logo and information on it, marketing

Head Shot Station - \$5,000

Maximize your one-on-one networking opportunities by sponsoring the professional head shots booth. Someone from your organization can man this booth and speak to every delegate that comes in for a head shot. This sponsorship also includes an opportunity to add an invitation in the delegate bags, your logo on sponsor thank you signage prominently displayed at O AFC 2022, your logo listed on website with link to company website.



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New Member, First-Time Attendee Reception or Orientation - \$5,000

Gathering of attendees who are new to O AFC Conference and Trade Show. This event is wildly popular with attendees both new and long-standing. The event involves food, a fun game that introduces O AFC to participants, and prizes. All attendees are welcome to attend. Sponsorship also includes marketing material in the delegate bags, your logo on sponsor thank you signage prominently displayed at O AFC 2022, your logo listed on website with link to company website.

Entertainment Sponsorship Awards Dinner May 5 - \$5,000

We all LOVE to be entertained! Show your commitment as the awards dinner entertainment sponsor. We will work with this sponsor to customize the entertainment for part of the evening. 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!

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

Wow O AFC 2022 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!

Track Sponsorship - \$4,000 – 3 Opportunities

Educational content and quality speakers are at the very source of our event! Track 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.

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.

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 sponsor thank you signage prominently displayed at O AFC 2022; your logo listed on website with link to company website.

Sugar Break \$3,000

Our conference guests LOVE their sugar! The O AFC 2022 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 2022, your logo listed on website with link to company website. Sponsor supplies gift and card.



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Aisle Signs - \$2,500

A customized aisle sign with company logo and booth number hung prominently in exhibit hall, your company logo on sponsor thank you signage prominently displayed at O AFC 2022 and your company logo listed on website with link to your company website.

Awards Dinner Chocolate Fountain Sponsor May 5 - \$2,000

Chocolate lovers, this is the sponsorship for you. What a memorable way to sponsor the awards dinner! Sponsors will get recognition on all promotional signage at the event and company branding will be incorporated throughout the tables at the awards dinner.

New Member, First-Time Attendee Chiefs Tour - \$1,500

Attendees who are new members & new to O AFC Conference and Trade Show will be given a tour by one of our chief member volunteers. A nice way to welcome them to O AFC and the event. Sponsorship also includes marketing material in the delegate bags, your logo on sponsor thank you signage prominently displayed at O AFC 2022, your logo listed on website with link to company website.

Silent Auction

In 2022 the Silent Auction will take place throughout the Conference. We will close the silent auction and announce the winners before the awards dinner on Saturday evening, during the reception. 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. 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 2022 Silent Auction & Fundraising Draw Prizes will go to:

- ❖ **Ontario Fallen Firefighters Memorial**
- ❖ **Other fire service-related charities TBA**



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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 2022, please complete the following application form including the option(s) you wish to sponsor, and forward to Kris Newton, Events & Trade Show Manager by email to kris.newton@oafc.on.ca or, for more information call 905-426-9865 x224.

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	
										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						CVV#		Signature			
	M	M		Y	Y						

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

