

2025



**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 2024 GOVERNMENT RELATIONS PRIORITIES

1

CANCER PREVENTION & EARLY DETECTION

- The O AFC supports firefighter certification and minimum training standards as it will improve fire and life safety for Ontario's firefighters. A study by the Occupational Cancer Research Centre found that Ontario firefighters have an increased risk of developing certain cancers, including testicular cancer, melanoma and prostate cancer, when compared with other workers in Ontario.
- The International Agency for Research on Cancer has reclassified firefighting as a Group 1 human carcinogen (cancer-causing).

2

ONE WAY OUT

- Ontario is exploring the permitting of small multi-unit residential buildings with a single exit stair in sprinklered buildings. A second means of egress has been part of Ontario's leading Building and Fire Code provisions for many years and is a core principle of life safety.
- It is also a core principle of firefighting tactics and embedded in the training of all firefighters.

3

MTO BILLING FOR NO SERVICE CALLS

- Ontario's Fire Departments bill the MTO for responses to Provincial highways/roadways.
- A fire department incurs costs as soon as it is dispatched to an incident (even if the incident is unfounded)
- The fire department is unable to bill as the incident is considered "a no service call".



O AFC 2024 EVENTS METRICS

LABOUR RELATIONS SEMINAR JANUARY 2024

- Total Attendees: **323**
 - **188** Chief Fire Officers
 - **135** Human Resource Professionals

NORTHEASTERN FIRE EDUCATION CONFERENCE & TRADE SHOW MARCH 2024

Total Attendees: **174**

- **75** Chief Fire Officers
- **99** Firefighters

- Total Exhibitors: **51**

O AFC CONFERENCE & TRADE SHOW MAY 2024

- Total Attendees: **328**
 - **279** Chief Fire Officers
 - **49** Communicators

- Total Exhibitors: **157**
- Total Traffic on Trade Show Floor: **2150**

FIRECON CONFERENCE & TRADE SHOW SEPTEMBER 2024

- Total Attendees: **151**
 - **34** Chief Fire Officers
 - **117** Firefighters

- Total Exhibitors: **37**

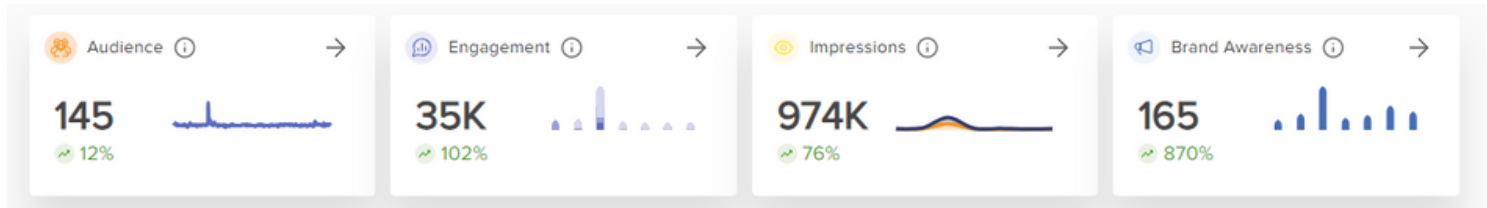
Please note the O AFC Annual General Meeting is not included in the above as it has not occurred yet. On average attendance of the O AFC AGM is roughly 165 attendees over the course of the four day event.



O AFC 2024 SOCIAL MEDIA METRICS

FACEBOOK @ONTARIO ASSOCIATION OF FIRE CHIEFS

From March 2024 to September 2024 the O AFC saw the following:



LINKEDIN @ONTARIO ASSOCIATION OF FIRE CHIEFS

From June 2024 to September 2024 the O AFC saw the following:

- **1920** reactions
- **338** page visits
- **4733** followers

Followers increased by **156**.

TWITTER (X) @ONFIRECHIEFS

From June 2024 to September 2024 the O AFC saw the following:

- **7999** followers
- **38.2K** impressions

Replies to posts increased by **55%**.

INSTAGRAM @ONFIRECHIEFS

From June 2024 to September 2024 the O AFC saw the following:

- **6775** accounts reached
- **272** accounts engaged
- **1107** followers

Accounts reached increased by **150%**.

Followers increased by **319**.



GOLD CORPORATE SPONSORSHIP

\$20,000 - 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.
- Access for 6 individuals to attend the Awards Reception.
- 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).
- 1 email communication per month sent to all OAFCA 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 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 applicable communications sent to members.
- Opportunity to distribute promotional pieces to members through OAFCA direct mailings.



RED CORPORATE SPONSORSHIP

\$10,000 - UNLIMITED AVAILABLE

- 15% off Trade Show Booths at O AFC Conference and Trade Show and O AFC partnered Trade Shows.
- 1 year Industry Membership.
- 10% off individual event sponsorships.
- 1 social media post per month on the O AFC 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 in the 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 applicable communications sent to members.
- Opportunity to distribute promotional pieces to members through O AFC direct mailings.

GREEN CORPORATE SPONSORSHIP

\$5,000 - UNLIMITED AVAILABLE

- 10% off Trade Show Booths at O AFC partnered Trade Shows.
 - 1 year Industry Membership.
 - 5% off individual event sponsorships.
 - 1 social media post every other month on the O AFC social media platforms (content to be provided by the sponsor).
 - Third right of refusal to sponsor individual events.
 - 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 applicable communications sent to members.
 - Opportunity to distribute promotional pieces to members through O AFC direct mailings.
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GOLD

RED

GREEN

OAFC Conference and Trade Show Booth	1 Deluxe 10x10 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 in the Annual OAFC Conference and Trade Show pamphlet given to all attendees, 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.

2025



THANK YOU

CONTACT US

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