



2025 OAFCA CONFERENCE AND TRADE SHOW SPONSORSHIP PACKAGE

Revised January 2025

2025 SPONSORSHIP OVERVIEW

"Igniting Innovation in Fire and Emergency Services."

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 2025 Ontario Association of Fire Chiefs (O AFC) Conference and Trade Show.

Our sponsorship opportunities are powerful ways to build brand recognition, make new personal connections, maintain customer loyalty, identify new markets, and achieve your organizations marketing goals. 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 O AFC conference programs are geared to those working in fire and emergency services, or a related sector. This years conference 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 Thursday, Friday and Saturday, attendees explore the trade show, the largest and most successful gathering of fire service manufacturers and suppliers in Canada.

2025 SPONSORSHIP OPPORTUNITIES

All sponsorship levels include signage throughout the event, recognition on event materials and e-communications, your company logo on the sponsors page of the website with a clickable link to your company website, and an opportunity to provide marketing materials in delegate bags.

Memorial Sponsor - \$20,000

1 Available

- Sponsorship includes the memorial and memorial reception
- Signage with your company logo during the reception
- Drink tickets branded with your company logo given to attendees to use at memorial reception
- Your company name and logo in the memorial pamphlet given to each attendee

Keynote Speaker Sponsor - \$15,000

2 Available

- Sponsor of one of two keynote speakers
- Opportunity to introduce the keynote speaker
- Information regarding your company sent with the email highlighting the specific sponsored keynote

Communicators Track Sponsor - \$10,000

1 Available

- Sponsor the 2 day Communicators Track
- Provide greetings and welcome the track on their first day

Hotel Key Card Sponsor - \$8,500

1 Available

- Company logo on each hotel key card at the host hotel

Delegate Bags Sponsor - \$8,000

1 Available

- Your company logo incorporated into the delegate bag given to each conference and trade show attendee

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Lanyards and Registration Sponsor - \$8,000

1 Available

- Your company logo on the lanyards that are given to each attendee, exhibitor, and guests who walk the trade show floor
- Your company logo incorporated into the conference registration desks

Trade Show Café Sponsor - \$7,500

1 Available

- Lunch vouchers branded with your company logo given to all conference attendees
- Naming rights to the Café
- Ability to display your company's branding throughout the Café space

Conference Breakfast Sponsor - \$7,500

1 Available

- Signage with your company logo displayed during breakfast each day (Thursday - Saturday)
- Ability to have promotional material on and/or around the breakfast area

Coffee Breaks Sponsor - \$7,500

1 Available

- Signage with your company logo displayed during the AM and PM coffee breaks each day (Thursday - Saturday)
- Ability to have promotional material on and/or around the coffee break area

Chief Welcome Reception Sponsor - \$7,500

1 Available

- Custom branded drink ticket given to each conference attendee for the reception
- 4 complimentary tickets to attend the reception
- Signage displayed with your company logo
- Ability to provide remarks at the reception

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Conference Lunch Sponsor - \$5,000

1 Available

- Signage with your company logo displayed during lunch on Wednesday and Thursday
- Ability to have promotional material on and/or around the lunch area

Delegate Gift Sponsor - starting at \$5,000 (depends on promotional item chosen)

Unlimited Available

- Your company logo put on a promotional item given to each conference attendee in their delegate bag

Trade Show Front Entrance Display Sponsor - \$5,000

1 Available

- Two of your fire trucks displayed front and center at the trade show entrance doors
- Ability to put your company's flag or banner between the ladders

Water Station Sponsor - \$5,000

1 Available

- Signage with your company logo displayed at the water stations each day (Thursday - Saturday)
- Ability to have promotional material on and/or around the water station area

Trade Show Reception Sponsor - \$5,000

2 Available

- Custom branded drink ticket given to each conference attendee for the reception with the logos of all reception sponsors
- Signage displayed with logos of all reception sponsors at the food and beverage areas



For questions regarding sponsorship or to become a sponsor please contact Katelyn Widdop, Events and Marketing Manager at katelyn.widdop@oafc.on.ca or 905-426-9865 ext.1224.