



Spotlight on Industry Program

Engage decision makers from Canada's
\$5.5 Billion Fire Services Industry

Why we matter to your business.

If your company serves Canada's Fire Services Industry you should consider sponsorship within the Canadian Association of Fire Chiefs' Spotlight on Industry Program. Founded in 1909, the Canadian Association of Fire Chiefs (CAFC) is an independent, non-profit organization representing approximately 3,500 fire departments across Canada. Participation in CAFC's Spotlight on Industry Program is designed to showcase your company's contribution to this \$5.5 Billion industry*. It helps keep your products and services front and centre with the fire departments that rely on them.



* Figure is based on report research showing an average per capita Fire Department annual operating budget cost of \$156.91 for each Canadian citizen, applied against the Canadian population.

About CAFC & the Canadian Fire Services Industry

CAFC's mission is to promote the highest standard of public safety in an ever changing and increasingly complex world to ensure the protection of the public through leadership, advocacy and active collaboration with key stakeholders.

The vast majority of Canadian fire departments are municipal fire response services. In addition to firefighting, safety and prevention, a significant number of Canadian fire departments offer various levels of **Emergency Medical Service** response, such as Basic Life Support (BLS) or a paramedical response such as Advanced Life Support (ALS).

Most fire departments also engage in one of more of the following specialized rescue disciplines:

HazMat Response

Hazardous Materials / Dangerous Goods

Vehicle Extrication

Rescue of motor vehicle collision occupants

Wildlands Firefighting

Forestry, Bush, Scrub, and Grasslands fires

ARFF

Aircraft Rescue and Fire Fighting

Marine Firefighting

Shipboard fire and rescue on water

Industrial Firefighting

Fires on commercial properties

Water & Ice Rescue

Persons and animals trapped on water and ice

Fast Water Rescue

Flood waters and river rescue operations

High Angle Rescue

Rescue operations above ground level

Trench Rescue

Rescue operations below ground level

Technical Rescue

Specialty rescue operations for unique situations

USAR

Urban Search and Rescue

HUSAR

Heavy Urban Search and Rescue

EMS

Emergency Medical Services

Public Education

Infrastructure Maintenance

Who we represent:



If your business develops products or services that are relevant to these services, sponsorship in CAFC programs is an excellent and strategic choice for brand exposure and brand engagement.

Sponsorship Opportunities

The CAFC Spotlight on Industry Program

The CAFC Spotlight on Industry Program is a program designed to shine a light on the important work that product and service suppliers contribute to our sector. Our program ensures that companies continue to keep their latest news front and centre with decision makers and the fire departments that rely on them.

CAFC's Spotlight on Industry Program is comprised of two strategic areas for engaging our members and extended community of professionals: sponsorship of [Fire-Rescue Canada](#) (our annual, national conference) and [sponsorship of year-round CAFC activities](#).



Fire-Rescue Canada

Fire-Rescue Canada is the national conference of the Canadian Association of Fire Chiefs. We welcome all fire chiefs and company officers, professionals from fire, emergency services, policy, research and practice. In 2021, FRC will take place virtually on September 13-14, 2021 and will include a virtual marketplace.

Sponsors of Fire-Rescue Canada can choose to sponsor Fire-Rescue Canada's main plenary sessions or Fire-Rescue Canada's Webinar Series.



Benefits at a glance

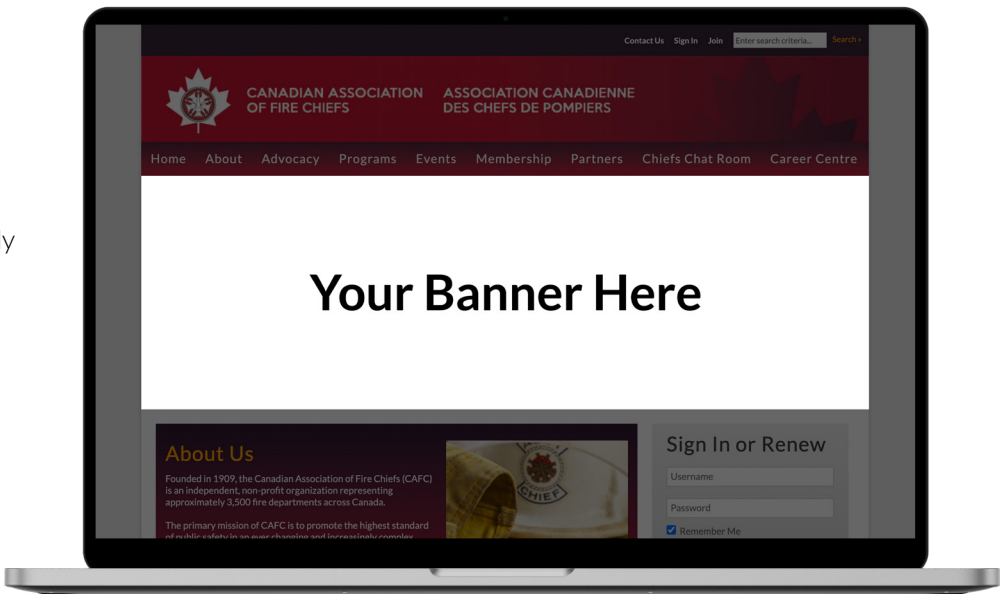
Sponsorship Benefit	Gold \$15,000	Silver \$10,000	Bronze \$5,000	
90 second video ad to be posted (on the CAFC website, social media, eblast, post-conference video, etc.) Please note: video provided by sponsor.	✓			Virtual Meeting Room Includes a virtual space at a dedicated date/time to meet for 30 minutes with participants who wish to join for a demo or discussion about your company's product/services.
5 minute demonstration or remarks in one plenary	✓			
Verbal acknowledgement from MC/Client at the beginning of the conference	✓			
Company specific recognition in one plenary		✓		
Opportunity to be provided with a dedicated "sponsor discussion room" (virtual meeting room) for 30min	✓	✓		Virtual Exhibit Includes a landing page on the virtual platform including logo, company description, ability to post video and/or documents, promote products/services, and the opportunity to have participants schedule meetings to meet with exhibitors.
Recognition in all conference marketing materials (from date of purchase)	✓	✓		
Logo recognition on post event video (available to all members)	✓	✓		
Digital ad (shared on the Fire Rescue Canada website, social media, and online during the virtual conference)	✓	✓		
Logo recognition on Fire Rescue Canada webpage about the conference	✓	✓		Disclaimer: CAFC reserves the right to change the program offerings. This program may change. Suggestions welcomed.
Virtual Exhibit	✓	✓	✓	
Logo recognition on virtual platform	✓	✓	✓	
Links to sponsor website	✓	✓	✓	
Social media shout out x 2 (Twitter, LinkedIn)	✓	✓	✓	

Year-round Spotlight Opportunities

CAFC provides 12-month exposure to companies looking for consistent positioning of their products and services with our members and website visitors. Opportunities include:

Dedicated slider or logo on the CAFC homepage..... value: \$15,000

Draw attention to your company, your products and services through an exclusive advertising opportunity directly on the CAFC website's home page. Rotating sliders allow you to create a message that appears monthly over a period of 5 days



Interesting Firefighting Newsletter Entryvalue: \$5,000

Include an entry from your company in this digital newsletter featuring companies with interesting products and services. There is one edition sent out each month. Newsletters are also archived on the CAFC website and will be available to members of the CAFC in their online resources. Includes a CAFC Business Affiliate Membership*.



CAFC Industry TV value: \$2,000 per video

When purchasing Interesting Firefighting Newsletter

This opportunity allows your company to provide us with a video to post to CAFC's YouTube channel which will be hosted in CAFC's industry TV which is available to all CAFC members. The video is mentioned in our monthly newsletter. It remains in our archives indefinitely. Includes a CAFC Business Affiliate Membership*.

CAFC Member Newsletter value: \$2,000 per edition

The CAFC sends out a monthly digital newsletter to the members outlining the latest information and announcements about the association and its related programs and activities. We welcome up to a maximum of three (3) sponsors for each newsletter to ensure as much exposure as possible. The sponsor is recognized in one edition of the monthly newsletter with a two-line inclusion and a link. Newsletters are also archived on the CAFC website and are available to members of the CAFC in their online resources. Includes a CAFC Business Affiliate Membership*.



*** CAFC Business Affiliate Membership value: \$400/year**

Each year, the CAFC welcomes a limited number of business associate members. These are typically private-for-profit or not-for-profit companies that share in the interests of the CAFC.

Business associates are entitled to the following benefits:

- CAFC Printed Directory
- Attend CAFC webinars for free
- Three issues of CAFC Magazine
- Access to Best Practices Committee for advice
- Save on Fire Rescue Canada Registration
- CAFC Monthly e-Newsletter
- CAFC Resources – Redbook etc.
- Access to Fire Research Roster
- Name recognition in Directory

CAFC Partners Program

The CAFC Partners program is a large and comprehensive partnership between large companies and CAFC with a variety of opportunities for promoting your company and aligning with a list of CAFC activities and programs. It may also contain a project designed for or by your organization.

A description of the partners program and pricing of the partner program is available upon request. This is a cost effective option for organizations that wish to combine multiple advertising opportunities and who wish to be understood as a partner of the CAFC. All partners are reviewed and approved by the CAFC board of directors. Please contact us to learn more.

Looking to customize your sponsorship package?

We are open to considering opportunities of mutual benefit to partners and to CAFC alike. Please don't hesitate to let us know if you have a great idea by contacting [Walter Willett](#), CAFC Sponsorship Sales Agent.



Benefits at a Glance

Fire-Rescue Canada

Sponsorship Benefit	Gold \$15,000	Silver \$10,000	Bronze \$5,000
90 second video ad to be posted (on the CAFC website, social media, eblast, post-conference video, etc.) Please note: video provided by sponsor.	✓		
5 minute demonstration or remarks in one plenary	✓		
Verbal acknowledgement from MC/Client at the beginning of the conference	✓		
Company specific recognition in one plenary		✓	
Opportunity to be provided with a dedicated “sponsor discussion room” (virtual meeting room) for 30min	✓	✓	
Recognition in all conference marketing materials (from date of purchase)	✓	✓	
Logo recognition on post event video (available to all members)	✓	✓	
Digital ad (shared on the Fire Rescue Canada website, social media, and online during the virtual conference)	✓	✓	
Logo recognition on Fire Rescue Canada webpage about the conference	✓	✓	
Virtual Exhibit	✓	✓	✓
Logo recognition on virtual platform	✓	✓	✓
Links to sponsor website	✓	✓	✓
Social media shout out x 2 (Twitter, LinkedIn)	✓	✓	✓

Disclaimer:

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Year-round Spotlight Opportunities

	Value	Sponsorship Level
Dedicated slider or logo on the CAFC homepage (with link to partner page)	\$15,000	Gold
Interesting Firefighting Newsletter*	\$5,000	Silver
CAFC Industry TV* When purchasing Interesting Firefighting Newsletter	\$2,000	Silver
CAFC Member Newsletter*	\$2,000	Bronze

*Includes a CAFC Business Affiliate Membership.

Ready to get started?

I'm standing by to walk you through our sponsorship process.



Walter Willett
CAFC Sponsorship Development
Walter@CAFCpartnerships.ca
(613) 716-9373

Spotlight on Industry Sponsorship Program

CAFC and (CAFC) are pleased to participate in the "Sponsorship Program" between the Canadian Association of Fire Chiefs (CAFC) and the Canadian Firefighting Industry (CFFI).

Company: My Company is a CFFI member: ☐ Yes ☐ No

Street: City:

Province: Postal Code: Country:

*All above information is sent via email to the person listed below

Name: Email:

Phone: Fax:

It is the responsibility of the sponsor to ensure the content has been reviewed by CFFI.

Sponsorship fees are used to ensure the program is successful in supporting the CFFI. The Company understands that the fees are used to support the program and are not a donation to the CFFI. All fees are subject to the terms and conditions of the program. The Company agrees to be bound by the terms and conditions of the program, and to provide the CFFI with the necessary information to ensure the program is successful.

CAFC Sponsorship Levels

Sponsorship Level	Amount	Includes
Gold	\$15,000	CAFC Industry TV, Firefighting Newsletter, CAFC Member Newsletter
Silver	\$5,000	Firefighting Newsletter, CAFC Member Newsletter
Bronze	\$2,000	CAFC Member Newsletter

For more information, please contact Walter Willett at (613) 716-9373 or Walter@CAFCpartnerships.ca.

Download our
[sponsorship form](#)

Recent Sponsors

Akron Brass Company	Duracell	Nederman Canada
All Federal Departments and Agencies	EXTREME Fire Stations	Ontario Fire Apparatus Incorporated
Behr Integrated Solutions Inc.	Fire Underwriters Survey	Pelican Products ULC
Canadian Fire Chief Magazine (Matrix)	Firefighting in Canada (Annex)	ProspectHR MMI
Canadian Public Safety Operations Organization (CanOps)	Flash Fire & Safety	PROVIDENT BENEFITS
CERCA - Canadian Emergency Contractors Alliance	FSET Inc.	Safeguard Perimeter Solutions
Commercial Emergency Equipment	Gestion Monox	SAFETEK PROFIRE
Cooperators	GovDeals.ca	Safety Boss Inc
CSA Group	INNOTEX	St. Clair College
Dalhousie University CCE	Jordair Compressors Inc.	Starfield LION Company
Devtra Inc. - The CHECKER	Justice Institute of British Columbia	Sutphen Corp.
Draeger Safety Canada Ltd.	Keewatin Truck Service	The Firm
	Kidde	Trident Pump Inc.
	ML Uniforme	ULC
	Motion Canada	VFIS
	Motorola	Zoll

Recent Exhibitors

3M Scott Fire & Safety
Akron Brass/Hale Products
Avon Protection Systems
Bartec Fire Safety Systems Ltd
Behr Integrated Solutions
Briden Solutions
Canadian Automatic Sprinkler Association
Canadian Fallen Firefighters Foundation
Canadian National Fireworks Association
Commercial Emergency Equipment
Coast Lubricants Ltd
CP
Darley Fire Pumps
Deep Trekker Inc.
Derks Uniforms
Draeger Safety Canada Ltd.
Duracell
E-ONE
EHN Canada
Extreme Portable Buildings

F.A.S.T. First Aid & Survival Technologies Limited
Fire-Dex
Fort Garry Fire Trucks
Gillette Canada
GovDeals Canada
Guillevin International Co.
Holmatro
IamResponding.com
ICO Technologies
Innotex
International Association of Fire Fighters
ICESoft Technologies
Kidde
Knox Company
Lakeland College Emergency Training Centre
Mental Health Commission of Canada
Motorola Solutions
MSA Safety Sales LLC
Nederman Canada
Northwest Central FASD Network

Onspot Automatic Tire Chains
Original Energy Sales Inc.
Provident Benefits
Quintech Fire Services Ltd.
Royal Roads University
Safefleet
Safetek Emergency Vehicles Ltd.
Smiths Detection
Starfield Lion
STC Footwear
Stedfast inc.
Stryker Canada ULC
TargetSolutions
Texas A&M Engineering Extension Service (TEEX)
The Firm
The Personal Insurance Company
The Pro Board
Transport Canada
Vereburn Medical Supply
WFR Wholesale Fire
WL Gore & Associates Inc.
Zoll

CAFC Partners





Spotlight on Industry Sponsorship Program

CONTRACT for SPONSORSHIP (The “Sponsorship Agreement”) between the Canadian Association of Fire Chiefs (CAFC) and the Exhibitor described below (the “Company”).

Company

My Company is a CAFC member

☐ Yes

☐ No

Street

City

Province

Postal/Zip

Country

* All show information is sent via email to the person listed below:

Name*

Email

Phone

Web

* It is the responsibility of the sender to ensure the contract has been received by CAFC

Sponsorship must be paid in full before the Company is permitted to complete their profile. The Company acknowledges having read the sponsorship rules and regulations and as posted on the CAFC website, all of which are incorporated by reference herein and form part of this sponsorship contract. The Company agrees to be bound by all of the above and to ensure that its employees, agents, and assigns also act in accordance with the above.

A) Fire Rescue Canada

Sponsorship	Investment	Sponsorship Level
Recognition in all conference marketing materials from date of purchase 2x Social Media Shoutouts 90 second Video Ad 5-minute Remarks or Demonstration in Fire-Rescue Canada Plenary Sessions ☐ Logo recognition on Fire Rescue Canada webpage Verbal acknowledgement from MC/Client Digital Ad Logo recognition on post event video Logo recognition on virtual platform Links to sponsor website Virtual Exhibit with option for 30 minute Virtual Meeting Room	\$15,000	Gold
Recognition in all conference marketing materials from date of purchase 2x Social Media Shoutouts Company specific recognition in one plenary session ☐ Logo recognition on Fire Rescue Canada webpage Digital Ad Logo recognition on post event video Logo recognition on virtual platform Links to sponsor website Virtual Exhibit with option for 30 minute Virtual Meeting Room	\$10,000	Silver
☐ 2x Social Media Shoutouts ☐ Logo recognition on virtual platform Links to sponsor website Virtual Exhibit	\$5,000	Bronze

*All prices in Canadian dollars. U.S. Sponsors please use the daily conversion rate if paying by U.S. cheque.

*CAFC reserves the right to change the program offerings. This program may change. Suggestions welcomed.



Spotlight on Industry Sponsorship Program

B) Year-Round Spotlight Opportunities

☐ Dedicated slider or logo on the CAFC homepage (with link to partner page)	\$15,000	Gold
☐ Interesting Firefighting Newsletter	\$5,000	Silver
☐ CAFC Industry TV* When purchasing Interesting Firefighting Newsletter	\$2,000	Silver
☐ CAFC Member Newsletter* (value: \$2,000 per edition)	\$2,000	Bronze

*All prices in Canadian dollars. U.S. Sponsors please use the daily conversion rate if paying by U.S. cheque.

*CAFC reserves the right to change the program offerings. This program may change. Suggestions welcomed.

C) HST: A 13% Harmonized Sales Tax will be applied to A+B

FULL PAYMENT MUST ACCOMPANY CONTRACT.

Contracts will NOT be processed without full payment.

HST #

Cheques, Direct Deposit, VISA,

MasterCard or AMEX accepted

Credit card payment section

☐ Visa ☐ Mastercard ☐ American Express

Credit Card Number

Expiry

Cardholder Name

Cardholder Signature

☐ I authorize CAFC to debit my credit card for the TOTAL dollar amount shown above (D)

A) SUB-TOTAL	\$	
B) SUB-TOTAL	\$	
A+B TOTAL	\$	
C) HST 13%	\$	
D) TOTAL DUE	\$	

Please make cheques payable to the Canadian Association of Fire Chiefs

Signature

Date

Canadian Association of Fire Chiefs

1 Rideau Street, Suite 700

Ottawa, Ontario, K1N 8S7

Submission of this form either signed or unsigned, by email, or by personal delivery, constitutes acceptance of the terms and conditions of this contract. You agree that you have read, understood and accepted the information provided to you for reserving sponsorship at CAFC's Spotlight on Industry Program and you agree to all payments as detailed in this contract.