

The Alberta Fire Chiefs Association (AFCA) is excited to announce the details for our 2025 Annual Conference and Trade Show, which will be held from May 25th to May 28th at the Calgary Stampede BMO Centre and the Hotel Arts in Calgary, Alberta.

This conference is a pivotal event for Alberta's fire services, providing a unique opportunity for leaders across the province to come together, share knowledge, and discuss the latest techniques and strategies in firefighting and emergency response. Given the vital role that fire services play in ensuring the safety and well-being of our communities, this conference is a chance to reconnect, innovate and learn from one another.

As a non-profit organization, we seek to supplement our conferences with sponsorship, and we invite you to sponsor this important event. Your support helps us keep the conference accessible to the many volunteer fire departments that make up 85% of Alberta's fire services. These volunteers are the backbone of our community safety, and your sponsorship directly contributes to the education, training, and recognition they need to continue their essential work.

We offer a variety of sponsorship opportunities, including significant sponsorships for keynote speakers, the annual banquet, the trade show, and various workshops. We can provide visibility and engagement for our sponsors in many ways and are happy to work with you to find the right level and fit for your budget.

Why Sponsor the AFCA Conference?

Community Impact: Demonstrate your commitment to the well-being of our firefighter community.

Brand Exposure: Gain visibility and positive brand association by supporting a meaningful program.

Exclusive Benefits: Enjoy exclusive recognition at our event, including logo placement on all of our media materials, including the website, conference app, printed materials, special mentions, introductions of speakers and more, depending on the level of sponsorship.

Flexibility: You've got options! There are flexible ways to stretch your sponsorship to increase your reach in multiple areas.

We would love to discuss these opportunities further and explore how we can create a mutually beneficial partnership. Please feel free to contact me at 587-984-7177 or membership@afca.ca to schedule a meeting as soon as possible.

To explore the full range of sponsorship opportunities and the benefits of each level, [CLICK HERE TO VIEW OUR AFCA SPONSOR PAGE](#) or view the attached 2025 Sponsorship Package. We are committed to making your sponsorship experience valuable and impactful.

Thank you for considering this opportunity to support Alberta's fire services. Your partnership can make a significant difference in the safety and security of our communities, and we would be honoured to have you join us in 2025. ***P.S. Early commitments ensure your brand receives maximum exposure at our event—let's continue the great work we started together and secure your spot today!***

For sponsorships \$5000 and above, please get in touch with membership@afca.ca to arrange payment.

2025 Fire Commissioner Sponsor

As a top sponsor, you will receive the Fire Commissioner benefits package and the many benefits specific to your level of sponsorship, including:

- One-year Premium Location advertising space on the AFCA Website.
- Your company name at **premium** locations on the AFCA Conference registration site.
- In-person or pre-recorded introduction of the Wednesday Keynote Speaker
- Opportunity to play a short (30 second) company promo video at the beginning of the sponsored keynote session.
- Your company name and logo showcased in all digital conference promotional materials and the conference mobile app.
- Your logo will appear in a special push notification for the sponsored keynote.
- Signage recognizing contribution at the keynote.
- The link to your website from the conference mobile app.
- The link to your website from the conference website.
- A dedicated full-page ad in our conference app.
- Digital Banner in the conference app
- Complementary non-corner Trade Show Booth.
- Complementary Full Delegate Conference Pass (Includes one banquet ticket)
- Complementary one additional banquet ticket
- Complementary round of golf for four players.



Exclusive 1 Only - \$20,000

Attention Potential Sponsors!

Is the sponsorship level you are looking for sold out?

We still have opportunities available for you to showcase your brand!

We invite you to explore the option of purchasing multiple sponsorships. This approach allows you to spread your company's name across various areas, maximizing your visibility and impact.

Why Consider Multiple Sponsorships?

- **Increased Exposure:** Your brand will be featured in multiple locations, ensuring it reaches a broader audience.
- **Enhanced Engagement:** Multiple touchpoints mean more opportunities for delegates to interact with and remember your brand.
- **Flexible Options:** Tailor your sponsorship package to best suit your marketing goals and budget.

Don't miss this chance to make a significant impression. Contact us today to discuss how we can create a customized sponsorship package that meets your needs.

2025 Assistant Fire Commissioner

As an Assistant Fire Commissioner Sponsor, you will receive the Assistant Fire Commissioner benefits package, which includes exclusive sponsorship of the Banquet and the many benefits specific to your level of sponsorship, including:

- In-person or pre-recorded welcome greeting at the Annual Banquet.
- Opportunity to play a short (30 second) company promo video at the beginning of the banquet
- Your company name and logo showcased in all digital conference promotional materials, AFCA Conference website and the conference mobile App.
- Your logo appearing in a special push notification for your sponsorship of the banquet
- Table signage on each table recognizing contributions to the banquet.
- Dedicated full-page ad on the conference app.
- Digital banner on the conference app.
- Link to your website from the mobile app.
- Two - 2x2 carpet floor clings at the main entrance to the banquet hall
- Exclusive LED monitor with your company logo in the banquet entrance
- Two complimentary banquet tickets



Exclusive 1 Available - \$15,000

2025 Fire Chief Sponsor

As a Fire Chief Sponsor, you will receive the Fire Chief benefits package, which includes exclusive sponsorship of the Banquet Entertainment and the many benefits specific to your level of sponsorship, including:

- In-person or pre-recorded introduction of the Entertainment at the Annual Banquet.
- Opportunity to play a short (30 second) company promo video at the beginning of the banquet entertainment.
- Your company name and logo showcased in all digital conference promotional materials, the AFCA Conference website and the conference mobile app.
- Your logo appearing in a special push notification for the sponsored banquet entertainment.
- Digital signage recognizing contribution to the entertainment at the banquet.
- Dedicated full-page ad on the conference app.
- Digital banner on the conference app.
- Link to your website from the mobile app.
- Two - 2x2 carpet floor clings in the foyer to the banquet hall.
- Two complimentary banquet tickets.



Exclusive 1 Available - \$10,000

2025 Deputy Chief Sponsor

At the Deputy Chief Sponsor level, you will receive a variety of sponsor benefits, including:

- In-person or pre-recorded introduction of **one** of the following: Bear Pit Session, Sunday opening Keynote speaker or Tuesday lunch Keynote speaker.
- Opportunity to play a short (30 second) company promo video at the beginning of the Bear Pit or Keynote session.
- Your company name and logo showcased in all digital conference promotional materials, the AFCA Conference website and conference mobile app.
- Your logo appearing in a special push notification for the sponsored Bear Pit Session or Keynote speaker.
- Signage recognizing contribution at the session.
- Link to your website from the conference mobile app and conference website.



---SOLD OUT--- - \$7,500

2025 Battalion Chief Sponsor

At the Battalion Chief Sponsor level of commitment, you will receive the following sponsorship benefits:

- In-person or pre-recorded introduction of **one** of the following: Monday keynote speaker, Tuesday morning keynote speaker, Trade show breakfast, the tradeshow lunch , or the Trade Show reception on Sunday
- Signage recognizing contribution at the chosen session.
- Opportunity to play a short (30 second) company promo video at the beginning of the session.
- Your company name and logo showcased in all digital conference promotional materials, the AFCA Conference website and the conference mobile app.
- Your logo appearing in a special push notification for the sponsored session or tradeshow activity.
- Link to your website from the conference mobile app and conference website.



5 Available \$5,000

2025 Captain Sponsor

The Captain Sponsor level of commitment will help support our Urban & Rural Groups during their only face-to-face meeting for the year. The AFCA Urban Group focuses on the unique challenges and needs of urban fire services, including high-density areas and advanced firefighting technologies. The Rural Group addresses the distinct issues faced by rural fire services, such as vast geographic areas and limited resources. Both groups provide a platform for fire chiefs and officers to collaborate, share insights, and receive updates from key delegates. You will receive the following sponsorship benefits:

- In-person or pre-recorded welcome to the delegates of your choice of the Urban or Rural Member meeting reception
- Signage recognizing contribution at the reception.
- Opportunity to play a short (30 second) video at the beginning of the reception.
- Your company name and logo showcased in all digital conference promotional materials, the AFCA Conference website and the conference mobile app.
- Your logo appearing in a special push notification for the sponsored reception.
- Link to your website from the conference mobile app and from the conference website.
- Networking opportunities over a complimentary lunch.



2 Available \$4,000

2025 Lieutenant Sponsor

At the Lieutenant Sponsor level of commitment, you will receive the following sponsorship benefits:

- In-person attendance and introduction of **one** of the following: VIP Reception, Trade Show Reception, annual Banquet reception. **OR**
 - In-person or pre-recorded introduction of the speaker for a **concurrent workshop**,
- Signage recognizing contribution at the event.
- Your company name and logo showcased in all digital conference promotional materials, AFCA Conference Website and the conference mobile app.
- Your logo appearing in a special push notification for the sponsored event.
- Link to your website from the conference mobile app and from the conference website



13 Available \$3000.00

2025 Firefighter Sponsor

At the Firefighter Sponsor level of commitment, you will receive these benefits specific to your level of sponsorship:

- Signage recognizing contribution at a coffee break.
- Your company name and logo showcased in all digital conference promotional materials and the conference mobile app.
- Your company name and logo placed on the AFCA Conference website.
- Link to your website from the conference mobile app and from the conference website



7 Available \$1200

2025 Rookie Firehouse Entrance Sponsor

You never get a second chance to make a first impression! Your company could be the first thing our delegates see when they come in through the door to register their attendance at the registration/information booth a one stop for delegates.

At the Rookie Firehouse Entrance, you will receive these benefits specific to your level of sponsorship:

- Your company logo and branding will be prominently displayed on an LED screen at the registration booth, a high-traffic area where all attendees will pass through to register on Sunday, Monday, & Tuesday.
- Your company name showcased in all digital conference promotional materials, the AFCA Conference registration site, and the conference mobile app.
- Link to your website from the conference mobile app and from the conference website

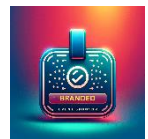


Exclusive ---SOLD OUT--- \$2500

2025 Branded Event Badges Sponsor

At this Sponsor Package level of commitment, you will receive these benefits specific to your level of sponsorship:

- Exclusive logo placement on the event badge.
- Your company name and logo showcased in all digital conference promotional materials, the AFCA Conference website, and the conference mobile app.
- Signage recognizing contribution at the conference and trade show.
- Link to your website from the conference mobile app and on the conference website



Exclusive 1 Available---SOLD OUT--- \$4,000

2025 Branded Lanyards Sponsor

At this Sponsor Package level of commitment, you will receive these benefits specific to your level of sponsorship:

- Exclusive logo imprint on the lanyard.
- Your company name and logo showcased in all digital conference promotional materials, the AFCA Conference website, and conference mobile app.
- Signage recognizing contribution at the conference and trade show.
- Push notification on conference mobile App.
- Link to your website from the conference mobile app and on the conference website



Exclusive 1 Available---SOLD OUT--- \$4,000

2025 Fire Cadet Hotel Branding

On a budget? The exclusive Fire Cadet level is designed to provide visibility and engagement for our sponsor.

At this Sponsor Package level of commitment, you will receive these benefits specific to your level of sponsorship:

- Exclusive company logo sticker on the hotel key card sleeves at our host hotel, ensuring your brand is seen by every delegate.
- Your company name and logo showcased in all digital conference promotional materials, the AFCA Conference website and conference mobile app.
- Link to your website from the conference mobile app and on the conference website



Exclusive 1 ---SOLD OUT--- \$250



**Fire Chief TJ Moore,
Town of Diamond Valley**

“The conference is an experience unlike any other for fire leaders. It’s an opportunity for me to learn from my peers, share experiences, and create relationships that will assist me in my own department. From big to small, departments of all sizes are represented and the invaluable information gained from the conference directly benefits my community.”Add a little bit of body text

2025 Inferno Impact Sponsor

As an Inferno Impact Sponsor at the Alberta Fire Chiefs Association Conference & Trade Show, this exclusive sponsorship offers unmatched exposure not only to the delegates but also to all hotel guests, ensuring your brand stands out and makes a lasting impression on a diverse audience.

At this Sponsor Package level of commitment, you will receive these benefits specific to your level of sponsorship:

- Two Exclusive company logo window clings on the main doors at the host hotel, ensuring your brand is seen by every delegate and guest
- Two Exclusive company logo elevator clings on hotel elevators
- Your company name and logo showcased in all digital conference promotional materials, AFCA Conference website and the conference mobile app.
- Link to your website from the conference mobile app and on the conference website



Exclusive 1 Available – SOLD OUT- \$1000

2025 Flame Pathway Sponsor

Light the way with your brand presence as a Flame Pathway Sponsor in the banquet foyer at the Alberta Fire Chiefs Association Conference & Trade Show. This sponsorship offers visibility to all attendees and guests, ensuring your brand leads the way.

At this Sponsor Package level of commitment, you will receive these benefits specific to your level of sponsorship:

- Two x Carpet Clings (24” x 24”)
- Your company name showcased in all digital conference promotional materials, the AFCA Conference website and the conference mobile app.
- Link to your website from the conference mobile app and on the conference website



2 Available---SOLD OUT--- \$175



**Deputy Chief of
Communications Chris Kearns,
Red Deer
Emergency Service**

“I always enjoy attending the AFCA Conference! It is a fantastic opportunity to connect with chief officers from around Alberta and to learn from the experiences of others through the educational sessions.

The trade show is a highlight; demonstrating the latest tools and technologies that will move our industry forward and keep our people safe. It is a “must-attend” event!”

Digital Presence Sponsorship Opportunities **2025 9-1-1 Comms Centre Sponsorship**

Our conference app is all about rapid and timely communication! This sponsorship directly contributes to the conference app.

At this Sponsor Package level of commitment, you will receive these benefits specific to your level of sponsorship:

- Your company name and logo showcased in the conference app.
- Push notification with a graphic image of your corporate logo.
- Your company name and logo showcased in all digital conference promotional materials and the AFCA Conference website.
- Link to your website from the conference mobile app and on the conference website
- Digital banner on the conference app
- Dedicated full-page ad on the conference app on the login page



Exclusive 1 Available \$5,000

2025 Responders Resource Sponsor

Responders need tools and resources to provide essential services. The Resources Module feature is an important tool for our delegates and allows them to view digital information from sponsors, trades and speakers. Your logo will appear when the feature is opened. At this Sponsor Package level of commitment, you will receive these benefits specific to your level of sponsorship:

- Exclusive logo placement on the Responder Resource module.
- Your company name and logo showcased in all digital conference promotional materials, AFCA Conference website, and the conference mobile app.
- Push notification in the conference mobile App.
- Link to your website from the conference mobile app and on the conference website



Exclusive 1 Available - \$1,500

2025 Ladder Leaderboard Sponsor

The Gamification Leaderboard is a feature where attendees can obtain points for attending keynotes and workshops, visiting, and communicating with trades during the Trade Show. At this Sponsor Package level of commitment, you will receive these benefits specific to your level of sponsorship:

- Exclusive logo placement on the Gamification module of the conference mobile app.
- Your company name and logo showcased in all digital conference promotional materials, the AFCA Conference website and the conference mobile app.
- Push notification in the conference mobile app.
- Link to your website from the conference mobile app and the conference website



Exclusive 1 Available - \$1,500

2025 Backdraft Banner Sponsor

The Backdraft Banner sponsor is a feature that allows your company placement on a specific module in the conference app. At this Sponsor Package level of commitment, you will receive these benefits specific to your level of sponsorship:

- Your company name and logo showcased in the conference mobile app.
- Push notification with a graphic image of your corporate logo.
- Your company name and logo showcased in all digital conference promotional materials, AFCA Conference website and conference app.
- Link to your website from the conference mobile app and conference website.



\$1,000

2025 Fire Alert Push Notification Options

Push notifications are a feature that reminds delegates and trades about specific agenda details. For example, you could sponsor or purchase additional push notifications for a trade demonstration, remind people to visit and network with you at your trade show booth or just a simple welcome and hello to the delegates if you are unable to attend. These can also be purchased à la carte when you purchase your booth.

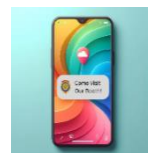
At this Sponsor Package level of commitment, you will receive these benefits specific to your level of sponsorship:

- Push notification with logo for your booth engagement or “welcome to the host city” message during the trade show.
- Your company name and logo placement on the AFCA Conference Website

Single Flame Sponsor- One (1) push notification \$50

Three Alarm Sponsor – Three (3) push notifications \$100

Rapid Response Sponsor – Six (6) push notifications \$150



2025 Blazing Bulletin

New this year, we are offering logo placements on promotional emails to our over 500 members which are specific to the conference. You can sponsor this as a stand alone or à la carte. Commit in January to take full advantage of this level.

At this Sponsor Package level of commitment, you will receive these benefits specific to your level of sponsorship:

- Six (6) logo placements on marketing emails specific to the conference.



2 Available \$500.00

Mobile Command Unit Sponsorship

Join us as a “Mobile Command Post” sponsor and provide essential shuttle services throughout the conference. This sponsorship level ensures seamless transportation, enhancing the overall experience for our attendees.

At this Sponsor Package level of commitment, you will receive these benefits specific to your level of sponsorship:

- Push notification with a graphic image of your corporate logo.
- Your company name and logo showcased in all digital conference promotional materials, the AFCA Conference website and the conference app.
- Your logo placed on shuttle bus signage.
- Link to your website from the conference mobile app and conference website.
- Opportunity for branded item distribution.



3 Available \$1000.00

2025 Conference Partner Program Sponsorship Opportunities

This year, we're excited to introduce sponsorship opportunities that contribute to our Conference Partner Program, dedicated to honoring the unwavering support of Fire Chiefs' spouses and partners. Your support will not only enhance the conference experience but also deeply acknowledge the sacrifices and contributions of the partners of our Fire Chiefs. It's an opportunity to be part of something truly meaningful and appreciated by our community. **By sponsoring these levels, you ensure that partners can participate in the activities without any additional costs.**



Cheryl Paul
Partners Program Attendee

"I enjoy the partners program, it is great to meet with other partners of first responders, have fun, try different things, and just be with others who may be going through similar things as you are. I have had the opportunity to attend sessions that have helped in my role as a support person, many that I've shared with partners back at home. The camaraderie, supports, and friendships that I have gained through this program make me look forward to going back every year."

2025 Partner Fire Engine - Shuttle Bus

Drive your brand forward by becoming a Shuttle Bus Sponsor for our Partners. This sponsorship level offers a unique opportunity to gain high visibility and connect with attendees as they travel between conference venues.

At this Sponsor Package level of commitment, you will receive these benefits specific to your level of sponsorship:

- Push notification with a graphic image of your corporate logo.
- Your company name and logo showcased in all digital conference promotional materials, the AFCA Conference website, and conference app.
- Your logo placed on shuttle bus signage.
- Link to your website from the conference mobile app and conference website.
- Opportunity for branded item distribution



1 Available - \$500

2025 Partner's Perk

By sponsoring the “Partner’s Perk” Coffee Station, you will support the Meet & Greet gathering, where our Partners can connect, reconnect, and get acquainted during an informal setting. Your sponsorship will help create a welcoming and enjoyable atmosphere for all attendees. At the Partner's Perk Sponsor level of commitment, you will receive these benefits specific to your level of sponsorship:

- Signage recognizing your contribution at the coffee break
- Your company name showcased in all digital conference promotional materials, AFCA Conference website, and the conference mobile app.
- Link to your website from the conference mobile app and conference website.



Exclusive 1 Available---SOLD OUT--- - \$500

2025 Partners Program – First Responder Family Focus Sponsor

Our Partners Program also includes guest speakers who bring relevant information and skills to those who play a crucial role behind the scenes. At this level, you will have a unique opportunity to elevate your brand and emphasize your dedication to the well-being of partners and spouses. Stand out and make a difference in the fire services community with your sponsorship.

- In-person or pre-recorded introduction of the speaker(s) for the Partners Program
- Signage recognizing your contribution at the event
- Your company name and logo showcased in all digital conference promotional materials, on the AFCA Conference website, and conference mobile app
- Your logo appearing in a special push notification for the sponsored event
- Link to your website from the conference mobile app and from the conference website.



Exclusive 1 Available ---SOLD OUT--- \$1,000

2025 Partners Program – Adventure Sponsor

Embark on an exciting journey with us by becoming an Adventure Sponsor for our Conference Partner Program. This sponsorship level offers a unique opportunity to support pre-planned activities for the spouses and partners of our Fire Chiefs, ensuring they have memorable and enriching experiences during the conference.

At this Sponsor Package level of commitment, you will receive these benefits specific to your level of sponsorship:

- Prominent logo placement in promotional materials.
- Push notification with a graphic image of your corporate logo.
- Your company and logo name showcased in all digital conference promotional materials, AFCA Conference website and the conference app.
- Link to your website from the conference mobile app and conference website.



\$1,000

2025 Partners Program – Experience Sponsor

Join us in making a meaningful impact by becoming an Experience Sponsor for our Conference Partner Program. This unique opportunity allows you to not only support the activities for the spouses and partners of our Fire Chiefs but also to join them during the activity and immerse yourself in their world. Spend time with these incredible individuals, hear their stories, and gain a deeper understanding of the sacrifices and contributions they make every day.

At this Sponsor Package level of commitment, you will receive these benefits specific to your level of sponsorship:

- Activity naming rights (e.g., "*Your Company's Spa Day*").
- Send a representative to join the spouses and partners during the sponsored activity.
- Prominent logo placement in promotional materials.
- Push notification with a graphic image of your corporate logo.
- Your company name and logo showcased in all digital conference promotional materials, the AFCA Conference website and the conference app.
- Link to your website from the conference mobile app and conference website.



\$1,500

2025 Partners Program – Fire Flex Sponsor

This new level allows you to sponsor based on the number of spouses or partners registered for an activity or to suit your budget ensuring that your contribution directly aligns with the engagement and interest of our attendees' spouses and partners.

**** Benefits based on sponsorship commitment**



Please contact to discuss

Your support is crucial in helping us in our mission of enhancing fire safety and emergency response across Alberta. By partnering with us, you are not only investing in a safer community but also aligning your brand with a cause that truly matters. Together, we can achieve remarkable outcomes and create a lasting impact.

Thank you,

Alberta Fire Chiefs Association