



ALBERTA FIRE CHIEFS ASSOCIATION

# 2025 Conference & Trade Show Sponsorship

Secure your spot today!



“2024 Partner Attendees”

## PARTNERS PROGRAM

Dear Friend,

I hope this letter finds you well. My name is Kate Stafford and I am reaching out on behalf of the Alberta Fire Chiefs Association (AFCA). As both a fire wife and an employee of the AFCA, I have a unique understanding of the important role that the spouses and partners of our firefighters play.

We are excited to announce our upcoming 2025 Annual Conference and Trade Show, which will take place in Calgary from May 25-28. As part of this event, we are proud to host the Partner’s Program, which recognizes and celebrates the essential role that the families of our firefighters play in supporting the critical work that protects our communities. Their unwavering presence allows our firefighters to perform their duties with confidence, knowing they have a strong support system behind them. The past few years, particularly during the challenging 2023-2024 Alberta Wildfires, has underscored the importance of this support network.

To honor and support these families, we have planned several activities, including a day at the Zoo, paint afternoon and a manicure/pedicure afternoon, to ensure they feel appreciated and valued. However, we need your help to make this possible.

By financially sponsoring and contributing to our planned activities, you ensure that partners can participate in the activities without any additional costs. Detailed sponsorship levels and benefits can be found on our website or the attached sponsorship package. We also have other flexible options.

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](mailto:membership@afca.ca) to schedule a meeting at your earliest convenience.

Thank you for considering this opportunity to make a lasting difference. We look forward to the possibility of partnering with you to support the families of our firefighters

*P.S. Early commitments ensure your brand receives maximum exposure at our event—let’s continue the great work we started together!*

## Why Sponsor?

### Community Impact

Demonstrate your commitment to the well-being of our community of families of firefighters.

### 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 [membership@afca.ca](mailto:membership@afca.ca) to schedule a meeting as soon as possible.

## 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 ---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 ---SOLD OUT--- - \$1,000**

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## 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**

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## 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**

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## 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**

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## 2025 Partners Program – Gift Bags

Each year we aim to curate exceptional gift bags for the Partners Program that will enhance the experience of our attendees. We are seeking unique and useful items that reflect the high standards and values of our organization, and we invite our valued partners to contribute.

Your generous donations will help us create memorable and practical gift bags that will be cherished by all recipients. Whether it's innovative gadgets, branded merchandise, or local specialties, each contribution will play a vital role in making our gift bags truly special.

If you have any questions or would like to commit to donating items for the gift bags please reach out to [membership@afca.ca](mailto:membership@afca.ca)

**Your support is essential to the success of our Partners Program. By partnering with us, you are investing in the well-being of those who support our firefighters and emergency responders, aligning your brand with a cause that truly matters. Together, we can achieve remarkable outcomes and create a lasting impact through our shared commitment and collaboration.**

*Thank you,*

*Alberta Fire Chiefs Association*