



Operational Guideline

Sponsorship	O.G. # 3.03.02	
	Effective: November 5, 2016	Initial of Pres DG

Purpose: To provide an opportunity for third party organizations to act as sponsors for the Annual Educational Conference and Training Workshop.

Scope: The BCFTOA membership and third party organizations.

Policy: The Conference Committee will seek sponsors to offset costs and provide supplies and services for the Annual Educational Conference and Training Workshop.

Procedure:

The Conference Committee should seek out sponsors both within their community and elsewhere to assist with the Annual Educational Conference and Training Workshop.

Organizations who provide assistance either will direct funding and/or “in-kind” contributions will be recognized at the Conference for their contributions. The level of recognition will depend on the level of support provided. The following will be a guide as to the level of recognition that sponsors will be provided.

There will be five tiers for sponsorship recognition. The Conference Committee may name these tiers as they see fit, however the naming system should clearly indicate the level of sponsorship (e.g. Platinum (highest), Gold, Silver, Bronze, Copper (lowest)). Tier placement of sponsors will be determined by the level of monetary support provided.

First Tier:	\$5,000
Second Tier:	\$2,500
Third Tier:	\$1,000
Fourth Tier:	\$500
Fifth Tier:	\$250

The tier benefits are outlined below:

First Tier benefits:

- identification on all conference literature
- featured signage at training venues
- promotional opportunities at banquet and hospitality events
- 5 minutes speech time at banquet
- promotional literature included in welcome kit
- sponsorship recognition at awards banquet
- letter to attending fire chiefs indicating your services and benefits to the fire service



- mailing and contact list of all delegates
- invitation to all night-time fun activities
- one-on-one meeting opportunities with selected delegates
- logo on conference page of BCFTOA website and night activities signage

Second Tier benefits:

- identification on all conference literature
- signage at training venues
- promotional opportunities at banquet and hospitality events
- 5 minutes speech time at banquet
- promotional literature included in welcome kit
- sponsorship recognition at awards banquet
- letter to attending fire chiefs indicating your services and benefits to the fire service
- mailing and contact list of all delegates
- invitation to all night-time fun activities
- logo on conference page of BCFTOA website and night activities signage

Third Tier benefits:

- identification on conference literature
- signage at training venues
- promotional opportunities at banquet and hospitality events
- promotional literature included in welcome kit
- sponsorship recognition at awards banquet
- mailing and contact list of all delegates
- logo on conference page of BCFTOA website and night activities signage

Second Tier benefits:

- identification on specific item or day of sponsorship
- signage at training venues
- table at tradeshow night event
- listed on conference page of BCFTOA website
- promotional literature included in welcome kit
- sponsorship recognition at awards banquet

First Tier benefits:

- identification on specific item or day of sponsorship
- listed on conference page of BCFTOA website
- promotional literature included in welcome kit
- sponsorship recognition at awards banquet



Reference:

3.02.01 – Annual Conference Timelines

3.02.03 – Registration

 Signature of President	This OG replaces Issued: NA
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