



# WESTERN FORESTRY CONTRACTORS' ASSOCIATION

## Annual Conference, Tradeshow & AGM

Wednesday to Friday, February 1<sup>st</sup> to 3<sup>rd</sup>, 2023

### 2023 SPONSORSHIP OPPORTUNITIES

Your company, association or organization is invited to sign up as a conference sponsor at the Western Forestry Contractors' Association AGM Conference. The 2023 Conference will be held in Victoria at the Inn at Laurel Point, from February 1<sup>st</sup> to February 3<sup>rd</sup>, 2023.

This conference will be well attended with more than 100 participants from throughout BC and Alberta. This is an ideal opportunity to reach a cross-section of people involved in the vast forest industry. All parties involved including forestry consultants, tree planting contractors, fireline contractors, forest seedling nurseries, provincial politicians, and licensee and Ministry foresters will be represented. This year, we are also offering virtual attendance, so your exposure will be greater with these additional participants as there will be plenty of screen time showcasing all sponsors.

#### WHAT DOES YOUR SPONSORSHIP INCLUDE?

The Sponsorship Committee will work closely with each sponsor to ensure that their specific promotional objectives are met based on the level of partnership chosen.

Each sponsor will receive:

- Logo recognition on the WFCA website
- Logo recognition on conference printed material
- Logo recognition on our virtual streaming platform
- Verbal recognition during the conference
- Opportunity to distribute YOUR giveaways / brochures / flyers at venue

Other specific sponsorship opportunities include:

- Delegate Packages..... Principal or Cedar + product expense
- Nametag Lanyards..... Principal or Cedar + product expense
- Conference Bags..... Principal or Cedar + product expense
- Particular Presentations..... e.g. Banquet Speaker, Technical Sessions, etc.

The earlier you become a sponsor the better we can meet your preferences, and early sponsors will receive greater exposure from promotion over time.

Sponsors are also invited to participate in the *Passport to Prizes* draw held each conference. Companies donate prizes which are then drawn from the cards (passports) of each of the attendees. In the past, response has been so good that we have had enough prizes to ensure that almost all of the attendees go home with a gift from one of the sponsor or trade show companies. This has been a huge hit with the attendees.

See the following pages for more details outlining the sponsorship alternatives available to you.

*Allocations are based on a first come first reserved basis. Payment can be made by cheque or credit card.  
If you wish to take advantage of this excellent promotional opportunity or you need more information, please contact:*

Judi Tetro  
(613) 745-6618  
[judi\\_tetro@brinkman.ca](mailto:judi_tetro@brinkman.ca)

Jim Logan  
(250) 563-5765  
[jim@folklorecontracting.ca](mailto:jim@folklorecontracting.ca)

Juli-Anna Kwok  
(604) 736-8660  
[admin@WFCA.ca](mailto:admin@WFCA.ca)

#### WESTERN FORESTRY CONTRACTORS' ASSOCIATION

## SPONSORSHIP OPTIONS

PRINCIPAL CONFERENCE SPONSOR (\$5,000+)	CEDAR (\$2,500+)
<ul style="list-style-type: none"> <li>Recognized as a Principal Sponsor of the whole conference</li> <li>Prominent corporate power point display</li> <li>Recognition as a Principal Sponsor on printed conference material</li> <li>Acknowledged as a Principal Sponsor on official sponsorship board</li> <li>Full page ad in the Conference Program</li> <li>Company logo on website for one year</li> <li>3 complimentary tickets to the Conference</li> <li>1 complimentary Trade Show Booth</li> <li>Company logo prominent on banner displayed throughout conference</li> <li>Exposure of logo/ad on virtual stream during breaks</li> </ul>	<ul style="list-style-type: none"> <li>Recognition as Cedar Sponsor on printed conference material</li> <li>Acknowledged as Cedar Sponsor on official sponsorship board</li> <li>Half page ad in the Conference Program</li> <li>Company logo on website for one year</li> <li>2 complimentary tickets to the Conference</li> <li>Company logo on banner displayed throughout conference</li> <li>Choice to sponsor a particular event</li> <li>Exposure of logo/ad on virtual stream during breaks</li> </ul>
<b>CEDAR – HOSPITALITY SUITE</b> <b>(\$4,000 or \$2,500 + alcohol cost)</b>	
<p>Everything noted in our Cedar Sponsorship above AND get recognized as the sponsor for one of our coveted hospitality suites. This is one of our highest exposure events for sponsors as it offers the best opportunity for you to network and promote your company. You can also decorate the room with your promotional banners, posters, etc.; however you wish!</p>	
FIR (\$1,500+)	SPRUCE (\$500+)
<ul style="list-style-type: none"> <li>Recognition as a Fir Sponsor on printed conference material</li> <li>Acknowledged as a Fir Sponsor on the official sponsorship board</li> <li>Quarter page ad in the Conference Program</li> <li>Company logo on website for one year</li> <li>1 complimentary ticket to the Conference</li> <li>Company logo on banner displayed throughout conference</li> <li>Choice to sponsor a particular event</li> <li>Exposure of logo/ad on virtual stream during breaks</li> </ul>	<ul style="list-style-type: none"> <li>Recognition on printed conference material as a Spruce Sponsor</li> <li>Acknowledged as a Spruce sponsor on the official sponsorship board</li> <li>Company logo on website for one year</li> <li>Company logo on banner displayed throughout conference</li> <li>Choice to sponsor a particular event</li> <li>Exposure of logo/ad on virtual stream during breaks</li> </ul>

A sponsor may also choose to sponsor a particular event at the conference. Each event that can be sponsored is listed below and is categorized as a Cedar, Fir or Spruce level of sponsorship. The advantage of sponsoring a particular event is that the sponsor can have naming rights to that event, and it is an opportunity to brand that event.

A Principal Sponsor is seen as an overall conference sponsor of the entire conference and will be branded as such.

	Pre Session Coffee	Key Note Address	Coffee Break	Lunch	Coffee Break	Hospitality Suite	Banquet Dinner
Wednesday February 1 <sup>st</sup>	Spruce	Cedar	Fir	N/A	Fir	Cedar – Hospitality Suite	N/A
Thursday February 2 <sup>nd</sup>	Spruce	Cedar	Fir	Cedar	Fir	Cedar – Hospitality Suite	Cedar
Friday February 3 <sup>rd</sup>	Spruce	N/A	Fir	N/A	N/A	N/A	N/A

### WESTERN FORESTRY CONTRACTORS' ASSOCIATION

**2023 CONFERENCE SPONSORSHIP FORM**  
Wednesday, February 1<sup>st</sup>, 2023 to Friday, February 3<sup>rd</sup>, 2023  
Inn at Laurel Point, Victoria, BC



Please send your completed form via fax to (604) 738-4080 or email to admin@WFCA.ca.

**Sponsorship Level:**

Principal (\$5,000+)  Cedar Hospitality Suite  Cedar (\$2,500+)  Fir (\$1,500)  Spruce (\$500+)   
((\$4,000 OR \$2,500 + alcohol cost)

All sponsorships levels will have their company logo on the official Conference banner displayed throughout the event. Please email your company logo as a Vector AI (Adobe Illustrator) file or EPS file (Corel Draw). If you are a past sponsor and wish to use a previous logo, please indicate below.

New  Previous Year (which year: \_\_\_\_\_)

Principal, Cedar and Fir sponsors receive an ad in the Conference Program. Please email your advertisement in a word document or if you are a past sponsor and wish to use the same previous ad, please indicate below.

Principal: Full page Cedar: ½ page Fir: ¼ page  
 New  Previous Year (which year: \_\_\_\_\_)

***All logos and ads are to be received no later than, Monday, January 9<sup>th</sup>, 2023.***

**For Publication in our Conference Handout Packages**

*Only include information and contact numbers that you want the general public to have.*

Company Name: \_\_\_\_\_  
Contact Names: \_\_\_\_\_  
Location Address: \_\_\_\_\_  
City and Postal Code: \_\_\_\_\_  
Phone Number: \_\_\_\_\_ Toll Free Number: \_\_\_\_\_  
Cell Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_  
Email: \_\_\_\_\_ Website: \_\_\_\_\_  
Description (1 or 2 sentences) about what you specialize in: \_\_\_\_\_  
\_\_\_\_\_

**Contact Information**

*If different from above, please fill the below information with how you would like our office to coordinate with you.*

Contact Names: \_\_\_\_\_  
Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_  
Accounts Payable Contact Name: \_\_\_\_\_  
Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

**Payment Options**

Cheques Payable To:  
WFCA  
#720 - 999 West Broadway  
Vancouver, BC V5Z 1K5

Credit Card:  Visa  MasterCard  
Card Number: \_\_\_\_\_ Expiry Date: \_\_\_\_ / \_\_\_\_ CVV: \_\_\_\_  
Full Name on Card: \_\_\_\_\_  
Signature: \_\_\_\_\_

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