The Power of Brand Awareness

Corporate Membership & Partnership Toolkit

Reaching the Volunteer Boots on the Ground
National Volunteer Fire Council

The National Volunteer Fire Council (NVFC) is your conduit to its unique membership – 28,000 plus volunteer fire, EMS, and rescue personnel.

Our job is to provide the tools and resources volunteer first responders need to stay healthy, well-informed, prepared, equipped, and ready to put on their gear...jump on the truck...and utilize the tools to serve their communities – no matter what they’re called to do.

The needs of the volunteer first responders are great – and sponsorships provide an opportunity to be a part of ongoing efforts to bring training, education, and resources to the volunteer first responder community. The 2022 membership survey told us they need:

• Resources
• Professional development and training
• Opportunities for networking
• Programs that support health, safety, recruitment & retention
• And more...
The Fire Service in the United States of America

**Volunteers Comprise 67% of Firefighters in the United States.**

- **19,122** are all volunteer
- **5,206** are mostly volunteer
- **2,368** are mostly career
- **3,009** are all career

**Total Fire Departments in the Country:** 29,705

In 2018, there were:
- 36,746,500 fire department calls
- 23,551,500 medical aid calls
- 1,318,500 fire calls
- 11,876,500 other

The time donated by volunteer firefighters saves localities across the country an estimated $46.9 billion per year.

In 2018, a fire department responded to a fire every 24 seconds.

The number of volunteer firefighters reached a low of 682,600 in 2017.

Call volume has tripled in the last 30 years.

The Volunteer Fire Service is an aging population. In communities under 2,500:

- 22% are under 30
- 24% are 30-39
- 20% are 40-49
- 34% are 50 and up
The Power of Partnerships

Joining the NVFC as well as sponsoring activities are a strategic way to increase brand recognition, build relations, and increase sales leads through:

- Training Opportunities
- Meeting Participation
- Advertising and Corporate Outreach
- Product Giveaways & Discounts

NVFC partners receive integrated outreach opportunities with options to network with state fire service reps and meeting attendees as well as support health initiatives and training, provide expertise, and develop a customized partner program for the 28,000 plus NVFC members.

We’re committed to offer valuable and effective custom packages that are developed to fit your company’s mission and goals.

NVFC has allowed us to build new connections across the country and forged many lifetime friendships. Together, we can all make a difference in the health and safety of firefighters from coast to coast. The future is bright and we look forward to our continued partnership.

David C. Denniston
Director of Risk Management
Types of Corporate Partnerships & Support

**MEMBERSHIP**
- ✓ 5 Levels of corporate membership
- ✓ Affiliation with national organization that serves & supports the volunteer fire, EMS & rescue forces
- ✓ Visibility, branding, recognition
- ✓ Network with leaders, decision-makers, & meeting attendees
- ✓ Opportunity for customized marketing campaigns
- ✓ Opportunity to design targeted focus groups

**SPONSORSHIPS**
- Meetings
- Training
- Webinars
- Health & Safety Initiatives
- Advertising

**GENERAL DONATION**
Unrestricted donation made to the NVFC to use towards programs, training, and resources.

**VOLUNTEER FIREFIGHTER SUPPORT FUND**
The NVFC Volunteer Firefighter Support Fund provides a stipend of $350 to volunteer first responders whose homes have been impacted by a state- or federally-declared disaster or a home fire. The stipend helps these firefighters and emergency personnel meet their basic needs in the aftermath of the disaster or fire. To date more than $750,000 has been distributed. 100% of donations go directly to volunteers.

**CUSTOMIZED PARTNERSHIP**
Collaboration of efforts developed around the needs of the volunteer first responders with shared mission of the partner and NVFC.
MEMBERSHIP
The Power of Brand Awareness, Increased Sales & Affiliation

NATIONAL VOLUNTEER FIRE COUNCIL

CORPORATE MEMBERSHIP

Connection to the NVFC volunteer audience
Multi-channel outreach
Networking opportunities
Customized partnerships
The National Volunteer Fire Council (NVFC) is your conduit to its unique membership – 28,000 plus volunteer fire, EMS, and rescue personnel.

5 Levels to match any size budget and marketing approach

### SUSTAINING MEMBERSHIP - $1,000
- 1 comp ad in Dispatch (value $300)
- 1 comp ad on NVFC web site (value $400)
- 1 comp Individual membership
- Invitation to attend corporate member breakfast with the NVFC leadership (Executive Committee, CEO)
- Discounted registration fee to NVFC spring and fall board meetings – $200 (full price $325)

### ADVOCATE MEMBERSHIP - $2,500
- 2 comp ads in Dispatch
- 1 comp ad on the NVFC web site
- 1 social media post (per posting terms*)
- 1 complimentary registration to either the NVFC spring or fall meetings (value $325)
- 2 comp Individual Memberships
- Opportunity to develop customized marketing program or initiative such as a giveaway (add'l fees may apply based on customized initiative)
- Opportunity to boost membership level to Champion or Supporter (based on sponsorships and other NVFC support)

### ALL CORPORATE MEMBERS RECEIVE THE FOLLOWING:
- Receive monthly updates from NVFC CEO
- Subscription to NVFC newsletters
- Year-long recognition and company description w/link on NVFC web site (membership section)
- Ability to promote support of NVFC with use of “Proud Member” logo (must apply to utilize logo)
- Acknowledgement in materials and events throughout the year
- 20% discount on NVFC advertising rates (web site/Dispatch)
- Opportunity to participate in “Volunteer Thank You” co-sponsored ads that appear in April and November issues of FireEngineering magazine (plus $500 per ad)
- Opportunity to attend, network, and sponsor NVFC meetings (spring/fall board of directors meeting, Training Summit, Recruitment & Retention Experience – add’l fees apply based on sponsorship)
- Opportunity to sponsor health and safety initiatives (calendar, poster, webinar – add’l fees apply)
- Opportunity to host an NVFC training – non-company related ($1,000-$3,500)
- Opportunity to participate in the NVFC Health & Safety Fundraising Auction with donated item(s)
**CHAMPION MEMBERSHIP - $5,000**

- 3 comp ads in Dispatch
- 2 comp ads on the NVFC web site
- 1 social media post (per posting terms*)
- 1 complimentary registration to the NVFC's spring and fall board meetings ($650 value)
- 4 complimentary Individual Memberships
- Company logo included with company description and link on the NVFC web site
- Opportunity to participate in NVFC task forces and/or committees
- Opportunity to provide 1 nonmarketing-related article to appear in Dispatch
- Opportunity to design/develop with the NVFC targeted focus groups (add'l fees may apply)
- Opportunity to boost membership level to Supporter (based on sponsorships and other NVFC support)

**SUPPORTER MEMBERSHIP - $10,000**

- 6 comp ads in Dispatch
- 5 comp ads on the NVFC web site
- 3 social media posts (per posting terms*)
- 2 complimentary registrations to each of the NVFC's spring and fall board meetings ($1300 value)
- 6 complimentary Individual Memberships
- Logo presence on the NVFC web site home page in addition to membership section
- Logo presence on NVFC annual publications such as the InfoGraphic: NVFC by the Numbers and other information pieces
- Logo presence and hyperlink in the NVFC “supporter” section in each issue of Dispatch
- Opportunity to provide 2 nonmarketing-related articles pertaining to product/service/industry to appear in Dispatch
- Opportunity to host topical webinar of company interest (per terms) and provide giveaway item ($1,000 value)
- Opportunity to participate in “Volunteer Thank You” co-sponsored ads that appear in April and November issues of FireEngineering magazine (complimentary - $500 value)
- Opportunity to boost membership level to Chairman’s Club (based on sponsorships and other NVFC support)

**CHAIRMAN’S CLUB MEMBERSHIP - $20,000**

- 8 comp banner ads in Dispatch
- 7 comp ads on the NVFC web site
- 4 social media posts (per posting terms)
- 3 complimentary registration to each of the NVFC's spring and fall board meetings ($1,950 value)
- 8 complimentary Individual Memberships
- Opportunity to schedule 1 email blast to Dispatch subscribers (only 3 available)
- Opportunity to develop highly targeted campaigns to include social media and email marketing (add'l fees may apply based on initiatives)
TRAINING

Building a Prepared Volunteer 1st Responder Workforce

SPONSORSHIP

On-Demand Learning

Webinar Series

Live Topical Education
Training & Education

The Virtual Classroom is NVFC’s online learning center with on-demand and self-paced courses delivered by fire and emergency service subject matter experts. Sponsored courses provide volunteer fire, EMS, and rescue forces the ability to learn and be better prepared and equipped to do their jobs and serve their communities. With the cost-savings of online learning, this is a highly sought-after training option.

Corporate sponsors receive

- 6-month visibility and recognition
- Logo on title page as sponsor
- Logo, 2-3 sentence company statement, and URL on last slide as training sponsor
- Sponsor recognition in training promotion
- Opportunity to provide content expert
- Opt-in registration list
- Full NVFC administrative support

Cost:
- $1,500 existing & available course
- $3,500 development of a new course
Training & Education

The Train Strong webinar series provides topical and timely information and education monthly. Sponsored webinars allow for education to be timely, diverse, and have the capacity to respond to emerging issues quickly. Webinars also allow for the flexibility to listen live or watch the recording when it’s convenient. The Train Strong webinars are free, very popular, and have very positive survey results.

Corporate sponsors receive

- Webinar administered and hosted by the NVFC
- Logo on title page as sponsor
- Logo, 2-3 sentence company statement, and URL on last slide
- Sponsor recognition in pre- and post-promotion
- Opportunity to provide content expert
- Opportunity to introduce speaker(s) and up to a minute company promo
- Opt-in registration list

Cost: $1,500
Training & Education

Live panel discussions are delivered monthly via Zoom and Facebook and provide another way to reach out to the NVFC audience with topical and timely information. Sponsored discussions allow the NVFC to react quickly and bring together the right combination of experts. By broadcasting them simultaneously on Zoom and Facebook they also enable a wider audience.

Corporate sponsors receive

• Discussion administered and hosted by the NVFC
• Sponsor recognition at the beginning and end of the session
• Logo, 2-3 sentence company statement on promotions (Dispatch, eblasts)
• Recognition in social media posts
• Opportunity to provide content expert
• Increased brand awareness among a wider audience

Cost: $1,500
MEETINGS
Networking & Building Relationships

SPONSORSHIP

NVFC Board of Directors
Spring & Fall Meetings

Training Summit

Regional Wildland Symposium

Recruitment & Retention Experience

NATIONAL VOLUNTEER FIRE COUNCIL
NVFC Board Meetings

The NVFC Spring and Fall Meetings are a gathering of 100 influential national leaders – NVFC board of directors (state fire service association representatives), corporate members, fire service partners, allied association executives and officers, and government officials. Being a part of an NVFC board meeting is an important and key business strategy. It provides access to NVFC leadership, allows the opportunity to participate in committees and hear the volunteer perspective, and invites you to be part of the conversation as it develops.

Meeting sponsors receive

- Access to state fire service association influencers
- Logo recognition on all meeting materials
- Meeting visibility with signage & podium recognition
- Complimentary registration (number based on sponsor level)
- Company information in Gathering Room and Meeting App
- And more, based on sponsorship level

Available sponsorships

AV ($3,000) * Break ($2,000) * Speaking Opp (Breakfast $4,500) * Lunch ($5,000) * Keynote Speaker ($6,000) * Panel ($1,500) * Meeting App ($2,500) * Registration ($2,500) * Demo Table ($1,000)

“Networking and building relationships is key to our success. By sponsoring NVFC Board Meetings I have direct access to state leadership while providing support to the NVFC and keeping California Casualty in front of meeting attendees.”

Roxanne Dean
AVP Group Relations and Business Development
California Casualty Management Company
Conferences

In-person training are 2-day events that focus on critical fire and emergency service topics including leadership, responder health & safety, wildland firefighting, and volunteer recruitment & retention. These are popular events with fire chiefs, firefighters, and department leadership. Sponsors have direct access to attendees at featured social events.

Sponsors receive

• Logo recognition on all meeting materials & web site
• Meeting visibility with signage & podium recognition
• 1 Complimentary registration
• Company information on resource table and in Meeting App
• Opt-in registration list

Available sponsorships

Networking Social & Mini Expo ($1,000) *
Break ($2,000) * Lunch ($3,500) * Technology ($2,500) * Meeting App ($2,500) * Keynote Speaker ($2,500) * Registration ($2,500)
ADVERTISING

Visibility & Marketing Outreach

SPONSORSHIP

Dispatch

Web Site

Firefighter Strong Newsletter

2024 Calendar
Advertising on the NVFC web site and e-newsletter Dispatch can increase visibility, improve brand awareness, and heighten recognition for your products and services.

**Dispatch Newsletter** is a bi-weekly e-publication providing news, information, NVFC training announcements, and links to resources. Issues are limited to 4 advertisers.

**SUBSCRIBERS:** 28,501  
Ave. Open Rate: 31%

**RATE:** $300 /insert

---

**WEB SITE**

Advertising appears in the upper right corner of interior pages and run for 30 days.

**12-month average:** 24,000  
Average unique visitors: 19,000  
Average monthly views: 25,700

**RATES:**
- 1 Month | First Month $400  
  Additional Months $300 each  
- 12 Months* $3,000 ($250/month)

(*must contract for 12 months to receive discounted rate)

---

NVFC Corporate Members receive complimentary ads based on membership level and receive 20% discount off published rates.
Advertising in the annual, topical newsletter can increase visibility, improve brand awareness, and heighten recognition for your products and services.

Firefighter Strong
The NVFC’s annual print publication, FireFighter Strong, is a 24-page newsletter that gets mailed to 24,000 volunteer and combination fire departments, distributed at trade shows and events, and emailed to the NVFC’s 28,000+ subscriber list. This popular publication features content relating to the health and safety of emergency responders and includes limited advertising for maximum exposure.

DISTRIBUTION: 54,500

RATES:
- Full page $3,000
- Half page (horizontal) $1,500
- 1/3 square $1,200
- 1/8 vertical $900
Advertising in NVFC publications provides visibility to members, publication readers, and the fire service. It also increases recognition in the volunteer community and aligns you with the national advocacy organization that speaks for the volunteer fire, EMS, and rescue forces.

2024 Calendar

The 2019 health and safety wall calendar flew off the shelves! We brought it back in 2023, and we’re bringing it back in 2024.

Monthly health and safety messages will be front and center at the fire station! This high-quality calendar will be used for important dates and the announcement of special activities within the fire service – National Cancer Awareness Month, Fire Prevention Week, NVFC meetings, and more.

**CIRCULATION:** 2,500
NVFC events, trade shows, and fire department fulfillment requests

**RATE:** $1,000 /month or $10,000 Exclusive
SPONSORSHIP

NVFC 1st Responder Helpline
Special Project

Sponsoring the Helpline provides unique visibility and branding. With multiple and ongoing program promotion throughout the year it significantly increases recognition for your company as well as branding to an important need of the fire service.

NVFC First Responder Helpline

Supporting the NVFC’s national helpline will get critical care to its more than 28,000 members and their household family. This member benefit provides immediate access to help with up to five free confidential counseling sessions as well as consultations and resource referrals on any number of stressors – job, family, financial – as well as mental health/suicide crisis.

Your financial commitment will ensure our heroes are taken care of in their time of need.

4 Levels of Support

Partners will be recognized for a 12-month period – which includes:
- Welcome/renewal letters
- Ads & communications
- Press releases & articles
- Eblasts
AWARDS & SCHOLARSHIPS

Unique Branding and Market Awareness

NVFC Industry Awards
Heather Schafer Memorial Scholarship Fund
Special Projects

NVFC Awards

Each year NVFC recognizes outstanding achievement by individuals who have made a significant contribution to their department, local area, state, and/or national arena.

Sponsoring an award helps support the award process and allows the recipient and one guest to attend the award celebration held at the annual NVFC Spring Board Meeting.

Awards:

- Lifetime Achievement
- Chief James P. Seavey, Sr. Health & Wellness Leadership
- Junior Firefighter
- National Junior Firefighter Program

Cost: $7,000 each

Sponsoring an NVFC award provides unique visibility. With multiple and ongoing program promotion, you'll be affiliated with this prestigious national annual event recognizing outstanding achievement.

Sponsors receive significant recognition throughout the application period, press releases and articles, presentation booklet, and name on the award along with the opportunity to co-present.
Sponsoring the memorial fund provides unique visibility and branding. With multiple and ongoing program promotion it also increases recognition for your products and services throughout the year.

Heather Schafer
Memorial Scholarship Fund

In memory of the legacy of long-time NVFC CEO Heather Schafer, a scholarship fund was established. This scholarship recognizes exemplary future leaders in public safety for their work to improve the delivery of the fire and emergency services in the areas of health, safety, leadership and emergency response. Qualifying individuals will be able to attend and participate in NVFC in-person training.

Sponsorship allows for scholarship recipients to attend NVFC in-person training.

Cost: $1,500 per scholarship
Market Outreach

Increase Brand Awareness

Audience Toolkit

Working collectively to take your goal outcomes to reach the volunteer fire, EMS, and rescue forces

Customized packages are developed to meet your goals!

CONTACT:
Meg Goldberg
Engagement Manager

202.887.5700 x117
meg@nvfc.org