



CONNECT WITH VOLUNTEER FIRST RESPONDERS

Membership, Sponsorship and
Advertising Opportunities



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ABOUT US

The National Volunteer Fire Council (NVFC) is the leading nonprofit membership association representing the interests of the volunteer fire, EMS, and rescue services. The NVFC serves as the voice of the volunteers in the national arena and provides critical resources, programs, education, and advocacy for first responders across the nation.

The NVFC is made up of state fire associations, each of which appoints a representative to serve on the NVFC Board of Directors. Our national board is comprised of two representatives from 48 state fire service associations.

OUR MISSION

The mission of the NVFC is to provide a unified voice for volunteer Fire/EMS organizations

How we serve the interests of the volunteer fire, EMS, and rescue services

- ✓ **Advocacy** where we represent the interests of the volunteer fire, emergency medical, and rescue services at the U.S. Congress, federal agencies, and national standards setting committees.
- ✓ **Training & Education** that includes an expansive selection of in-person training, NVFC's online course offerings in the Virtual Classroom, the Train Strong webinar series, and other hosted events.
- ✓ **Recruitment & Retention** support through the Make Me A Firefighter campaign, which provides vital tools and resources to departments and raises public awareness of the need for volunteers to keep their communities safe, and through programs that foster the next generation of firefighters.
- ✓ **Health & Safety Support Programs** with resources to assist with physical and behavioral health including tools and training to help departments establish a culture built on health and safety as well as a directory of culturally competent behavioral health professionals.
- ✓ **A defined marketing channel** to individual members, department leaders, and state volunteer fire service associations.
- ✓ Plus, an **array of programs** that support the needs of the volunteer community.

EXPAND YOUR REACH & DEMONSTRATE YOUR COMMITMENT TO THE VOLUNTEER COMMUNITY

Partnering with the National Volunteer Fire Council (NVFC) aligns your organization with a trusted national leader in supporting volunteer firefighters. It offers direct access to a committed community while demonstrating your dedication to first responders nationwide.

How to get involved:

- ➔ **Corporate Membership** offers affiliation, branding, and exposure to NVFC's 43,000+ members.
- ➔ **A la Carte Advertising** in our newsletters, web site, and social platforms. Our reach is 45,000+ newsletter subscribers and 122,000+ followers!
- ➔ **Sales Leads** through virtual and in-person training which offers thought leadership and access to attendee lists.
- ➔ **Partner Programs** tailored to support specific programs that align with your company's values and interests.
- ➔ **In-person Conferences and Events** provides a unique opportunity to be in front of influential national leaders and firefighters, EMS providers, and rescue personnel from across the United States.

Key benefits of aligning with the NVFC:



Positive Brand Association



Targeted Audience Reach



Customizable Partnership Opportunities



Community Engagement



Networking Opportunities

Why you should partner with us

- ✓ **ACTIVELY INTERACT** and **ENGAGE** with state and department leadership.
- ✓ **BUILD YOUR NETWORK** and gain visibility for your company, brand, and products.
- ✓ **DEMONSTRATE** new products and services to support operational excellence and public safety.
- ✓ **GAIN BRAND RECOGNITION** with sponsor logo placement on meeting materials, web site, and signage.
- ✓ **SHOW INDUSTRY SUPPORT** by aligning with the NVFC and demonstrating your commitment to a dedicated group of first responders.

NVFC Membership

Social Followers

 89,075

 12,589

 3,696

 15,297

 2,092

Web Site Statistics



38,069
UNIQUE VISITORS

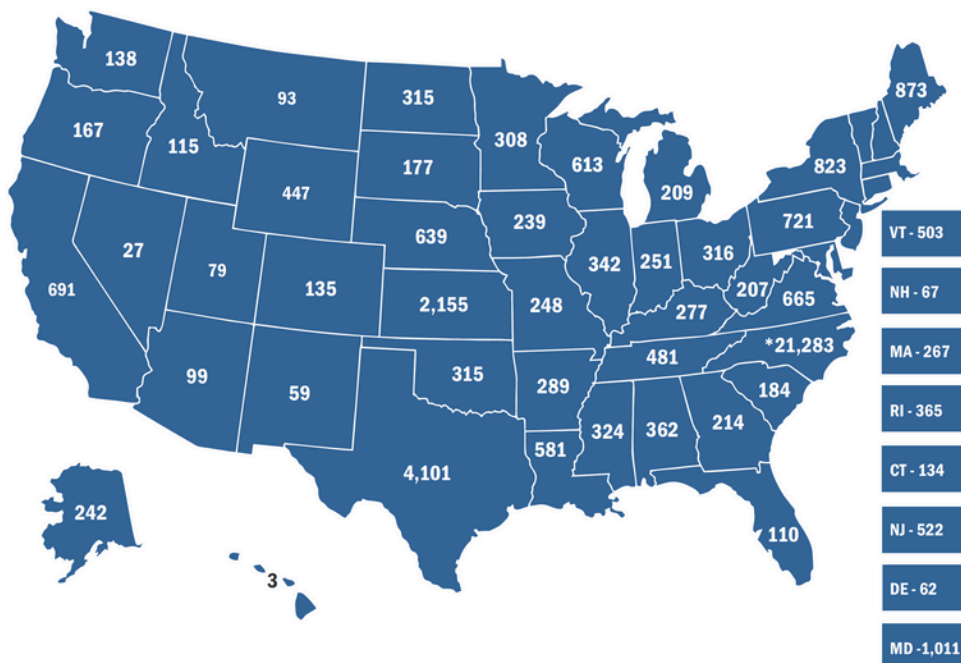
72,368 MONTHLY
PAGE VIEWS

As of August 2025

Membership by State

NVFC Membership Numbers

Participating States and Numbers as of September 1, 2025



43,753 MEMBERS

**Membership grew 17% from 2024 to 2025 and
63% in the last 5 years!**

Corporate Membership and Partnering Opportunities

Joining the NVFC as a corporate member affiliates your brand with the leading organization serving and supporting the volunteer fire, EMS, and rescue services.

The NVFC will listen and work with you to build a program that fits your needs and budget. Whether you want a unique program, product giveaway, or individual sponsorship, you'll get visibility and a solid team behind you.

Corporate membership offers*:

- Multi-channel marketing plan that may include announcements in newsletters, NVFC web site, social posts, and eblasts.
- Visibility as an industry authority through webinars, presentations at conferences and events, thought-leader articles, and more.
- Access to conference attendees and NVFC leadership.
- Attendee registration lists for sponsored webinars.
- Opportunity to develop a customized giveaway program and offer product discounts to members.
- Brand exposure and expansion to new markets.
- Discounts on NVFC advertising opportunities.



**Benefits vary based on membership level and sponsorship package*

There are five levels of corporate memberships available, so you can select the option that best aligns with your company's strategic goals.

Membership Level	Cost
Chairman's Club	\$20,000
Supporter	\$10,000
Champion	\$5,000
Advocate	\$2,500
Sustaining	\$1,000

Explore the benefits of each level and join by visiting www.nvfc.org/join. View our [current corporate members](#).



NVFC Training Summit

June 26-27, 2026 | Arlington, VA

2025 EVENT DEMOGRAPHICS



160 attendees from 44 states and the District of Columbia



Department types:

- 44% all volunteer
- 27% combination
- 14% other
- 10% mostly volunteer
- 2.5% mostly career
- 2.5% career



Population served:

- 19% - 25,000 or more
- 22% - 10,000-24,999
- 18% - 5,000-9,999
- 16% - 2,500-4,999
- 13% - Under 2,500



Common titles included: Fire Chief, Assistant Chief, Training Officer, R&R Coordinator, EMS Captain, Fire Prevention Officer, Volunteer Firefighter, Public Information Officer

The Training Summit is a 2-day conference focusing on critical fire and emergency service topics including leadership, responder health & safety, and volunteer recruitment & retention. This annual event is your opportunity to participate and showcase your products and services to volunteer fire, EMS, and rescue responders from across the U.S. From networking events, keynote addresses, and education sessions to the exhibit area, the 2026 NVFC Training Summit offers direct access to prospects all in one place.

CORE AUDIENCE

- Fire Chiefs
- Firefighters and EMTs
- Company Officers
- Training Officers
- R&R Coordinators

CONFERENCE TRACKS

- Recruitment and Retention
- Health and Safety
- Leadership

Training Summit Sponsor Levels Available

EXCLUSIVE LEVELS AND OPPORTUNITIES

FIRE CHIEF: \$5,000



Keynote Speaker Sponsorship

- Welcome from sponsor
- 10-minute presentation (non-marketing)

ASSISTANT CHIEF: \$3,500



Networking Breakfast and/or Lunch Sponsor

- Welcome from sponsor
- 10-minute presentation (non-marketing)

(Four available)

BATTALION CHIEF: \$2,500



Track Sponsor

- Welcome from sponsor
- Intro of session speakers
- Track room signage

(Three available)

CAPTAIN: \$2,500



WiFi & Technology Sponsor

- Branding at technology charging stations and on welcome slides

LIEUTENANT: \$2,500



Welcome Ice Cream Social Sponsor

- Welcome from sponsor
- Recognition at opening session

DRIVER ENGINEER: \$2,000



Registration Sponsor

- Branding on lanyard and registration bag
- Registration bag insert
- Recognition at opening session

FIREFIGHTER: \$2,000



Networking Break Sponsor

- General podium recognition

AUXILIARY: \$1,500



Exhibitor

All sponsorships include:

- One 6 foot exhibit table
- One complimentary registration (*additional registrations \$99*)
- Networking opportunities through receptions, meals, and social networking events
- Specific recognition related to sponsored items or event
- Opt-in registration list (name, title, dept. email)
- Recognition in all promotional materials and signage
- Opportunity to provide item(s) for raffle at general session
- Company materials included in meeting app



*Additional 25% fee if not an NVFC corporate member

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NVFC Board Conferences

2026 Spring | May 15-17 | Alexandria, VA | 2026 Fall | September 23-25 | Owensboro, KY

The NVFC board conferences are a gathering of influential national leaders including the NVFC board of directors (comprised of state fire service association representatives), fire service partners, allied association executives and officers, and government officials. Being a part of an NVFC board conference is a key strategy to meet with state association influencers all at one time and get the pulse of the volunteer community while building relationships within the fire service.

Sponsorship of NVFC Board Conferences

Opportunities Include:

- ✓ Welcome Reception Sponsor*: \$5,000
- ✓ Lunch Sponsor*: \$5,500
- ✓ Breakfast Sponsor*: \$4,500
- ✓ WiFi/Technology Sponsor: \$4,500
- ✓ Registration Sponsor: \$2,000
- ✓ Networking Break Sponsor: \$2,000
- ✓ Exhibitor: \$1,500

**Includes a 15-minute speaking opportunity in Industry Update portion of general session*



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Training and Education



Training is a top priority for NVFC members. The NVFC's live virtual event series — featuring webinars, panel discussions, and member conversations — offers timely, relevant content on a monthly or more frequent basis. These sessions are free for both members and non-members, with the option to participate live and engage in real-time Q&A or access recordings at their convenience.

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.

Live Virtual Event and Virtual Classroom Sponsorship Includes:

- ✓ Discussion administered and hosted by the NVFC
- ✓ Sponsor recognition in pre- and post-promotion and during the session
- ✓ Logo, 2-3 sentence company statement as sponsor
- ✓ Increased brand awareness among a wider audience
- ✓ For webinar and roundtables only:
 - Opportunity to provide content experts, participate live, introduce speaker, and provide company overview
 - Opt-in registration list
 - Opportunity to provide giveaway items or free resource to attendees

Live virtual events:
Cost: \$1,800 member | \$2,250 non-member

Virtual Classroom course sponsorship (existing course):
\$1,500 member | \$1,875 non-member

Unique and Impactful Opportunities



NVFC First Responder Helpline

Being a first responder can take a serious toll on mental health as well as relationships and physical well-being. Unfortunately, many volunteer fire and EMS departments aren't equipped with an employee assistance program (EAP) or immediate resources to assist. Thanks to the NVFC's First Responder Helpline, accessing help is now a phone call away.

Supporting the NVFC's national helpline will get critical care to its more than 43,000+ members and their families. 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.

Sponsorship Levels:

- ✓ Platinum \$20,000
- ✓ Gold \$10,000
- ✓ Silver \$5,000
- ✓ Bronze \$2,500

Recognition for a 12-month period, which includes:

- ✓ Welcome/Renewal Letters
- ✓ Ad/Communications
- ✓ Press Release and Articles
- ✓ Eblast

Sponsors offerings: *(vary based on level)*

- Logo and/or name recognition in at least one issue of Member Mail during the year.
- Logo and/or name recognition in dedicated Helpline eblast to NVFC audiences.
- Logo and/or name recognition in NVFC membership welcome/renewal packets.
- Logo and/or name recognition on NVFC web site promoting program.
- Logo included on promotional slider on NVFC home page
- Logo on Helpline brochure.
- Recognition in press release to industry media promoting the Helpline.
- Other advertising opportunities included based on level.

NVFC AWARDS

The National Volunteer Fire Council annually recognizes and honors volunteers who have made a significant contribution to their department, local area, state, and/or national arena and whose outstanding achievements in the fire service and community exemplify outstanding performance.

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 Conference.

Sponsors receive prominent recognition during the application period, in press releases and media coverage, within the presentation booklet, and on the award itself, plus the opportunity to co-present at the event.



AWARDS

- ➞ **William J. Darley Lifetime Achievement Award**
This award honors an individual who has been a volunteer firefighter for at least 20 years and whose remarkable achievements in the fire service and community exemplify outstanding performance.
- ➞ **Chief James P. Seavey Sr. Health and Wellness Leadership Award**
This award honors a volunteer firefighter, EMS provider, or rescue worker who has served as a leader in creating or promoting emergency responder health and wellness programs or initiatives in areas including, but not limited to, firefighter cancer, heart health, behavioral health, and overall health and wellness.
- ➞ **NVFC Junior Firefighter of the Year Award**
This award honors a junior firefighter who has gone above and beyond in their service to their fire department.
- ➞ **National Junior Firefighter Program**
This award honors a junior firefighter program or Explorer Post that has demonstrated significant community impact, innovation, and creativity.

Please note: 2026 awards sponsorships are now sold out

Awards

Award Sponsors receive:

- ✓ Recognition throughout the application, selection process, in press releases and winner announcements, in the awards program, and during the award ceremony.
- ✓ Visibility with the award announcements on social media and the NVFC web site.
- ✓ The opportunity to be part of the award review committee.
- ✓ Opportunity to co-present the award at the NVFC Conference.
- ✓ Company logo on the award.
- ✓ One complimentary registration and exhibit table for the NVFC Spring Board Conference.

Cost per award sponsorship: \$7,500 member | \$9,375 non-member

Please note: 2026 awards sponsorships are now sold out

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 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 scholarship recipients to attend one NVFC in-person training.

Cost per scholarship: \$1,500 member | \$1,875 non-member



Advertising Opportunities

Dispatch Newsletter

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

R&R Roundup Newsletter

R&R Roundup is the bi-weekly e-newsletter providing articles and information on recruitment and retention topics. Ad space is limited to one advertiser per issue.

The Training Times Newsletter

The Training Times announces upcoming training including webinars and Roundtable Talks. It goes out weekly on Friday. Ad space is limited to one ad per issue.



	Dispatch	R&R Roundup	Training Times
Subscribers	46,000+	11,000	46,000+
Average Open Rate	36%	35%	36%
Rate*	\$400/insert	\$300/insert	\$400/insert
Specs	540px x 90px	540px x 90px	540px x 90px

**Additional 25% fee if not an NVFC corporate member*

As of August 2025

ADVERTISING OPPORTUNITIES

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 30,000+ subscriber list. This popular publication features content relating to the health and safety of emergency responders and includes limited advertising for maximum exposure.



View the digital version of the NVFC's annual Firefighter Strong publication here.

SIZE	COST
Full page	\$3,000
½ page horizontal (7.5"w x 5"h)	\$1,500
⅓ page square (4.937"w x 5"h)	\$1,200
⅛ page vertical (2.37"wx5"h)	\$900

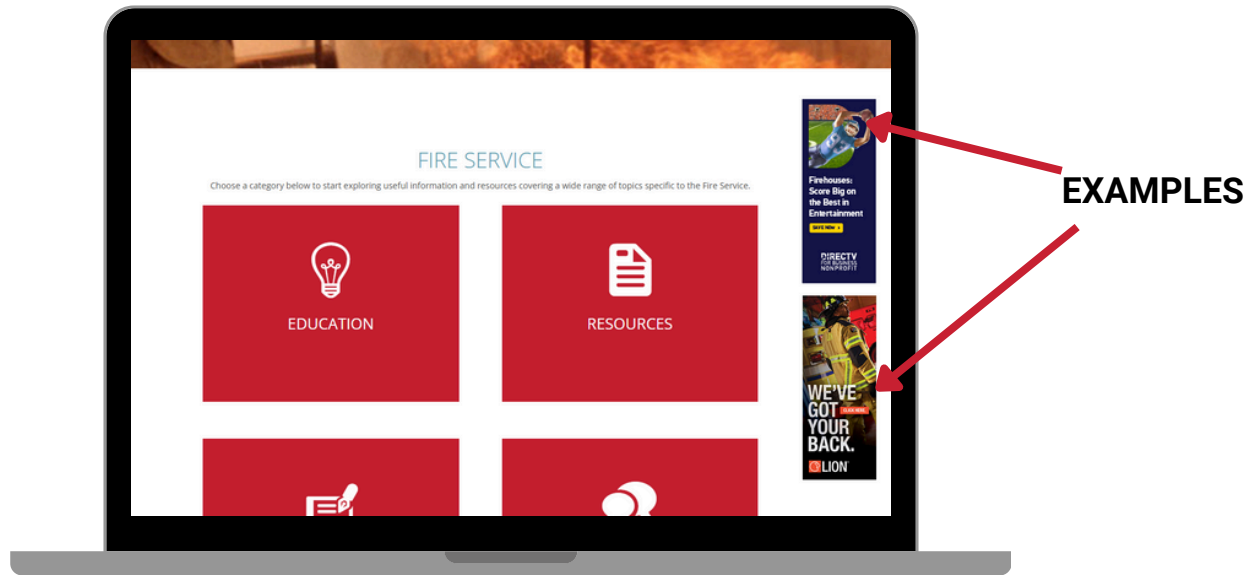
*Additional 25% fee if not an NVFC corporate member

**Must contract for 12 months to receive a discounted rate

ADVERTISING OPPORTUNITIES

Web Site

There are two positions available and advertising appears in the right column of interior pages and runs for 30 days.



12-month visit average	45,500+ visits/month
Monthly visitors	38,000+
Monthly page views	72,000+
Specs	120px x 300px

Period	Cost
1 Month/first month	\$400
Additional Months	\$300
12 Months**	\$3,000

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***Must contract for 12 months to receive a discounted rate*

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NVFC CORPORATE MEMBERS

CHAIRMAN'S CLUB



SUPPORTER



NVFC CORPORATE MEMBERS

CHAMPION



ADVOCATE

ESO
FIRE-DEX
FIRECRAFT SAFETY PRODUCTS
FIREFIGHTER AIR COALITION
HOME FOR HEROES, INC.
INTERNATIONAL FIRE SERVICE TRAINING
ASSOCIATION

LION
PIERCE MANUFACTURING, INC.
STEPR™
TESLA
UNION PACIFIC
UNITED DIAGNOSTIC SERVICES

SUSTAINING

ADAPT MANAGEMENT
DIRECTV FOR BUSINESS® NONPROFIT
L.N. CURTIS & SONS
NPPGOV
OMNISHIELD

ROSENBAUER AMERICA
TEEX EMERGENCY SERVICES TRAINING
WALDORF UNIVERSITY
WATEROUS

MEDIA PARTNERS

