

# FOCA Sponsorship (2020)



Align yourself with FOCA, the Federation of Ontario Cottagers' Associations. FOCA works with a limited number of corporate sponsors to support our vision of **thriving and sustainable waterfronts across Ontario**.

## About FOCA:

FOCA represents **50,000 member families** in more than 500 lake and road associations across Ontario.

**For over fifty years**, FOCA has been an information bridge between our partners and waterfront property owners. Our members want to know about products and services that can enhance their waterfront lifestyle. FOCA is the only province-wide organization speaking directly to this affluent and elusive group.

## About this Market:

Cottagers own more than \$75-billion in real estate and spend an estimated \$8-billion each year on non-real estate purchases.

FOCA has member associations in hundreds of Ontario's rural Municipalities. Cottagers own 15,000 km of shoreline and 50,000 hectares of rural land. Our members are boat enthusiasts, home owners and growing families who need a variety of products and services.

## Sponsorship Benefits include:

**Ad space in the FOCA Newsletter** (see chart below for size by Sponsor Level); annual print distribution each Summer to 2,500 Executives in 500 member groups + digitally.

Meet waterfront property owners face-to-face at FOCA events, e.g. Spring Annual General Meeting. **Attend and display your marketing materials**; make contacts to offer to bring your message to additional lake-level meetings. \*

Hyperlinked logo on the **FOCA website** (over 100,000 pageviews in past year) and in each **FOCA Elert** (10,000 monthly email subscribers). Note: Gold Sponsors receive bonus logo placement on the homepage: [foca.on.ca](http://foca.on.ca)

*\* When space is limited at FOCA events, priority for display space is assigned by Sponsorship level (Gold first).*

	Gold Sponsor (\$5,000)		
Choose your Sponsorship Level & annual fee:	Silver Sponsor (\$3,000)		
	Bronze Sponsor (\$1,000)		
Hyperlinked logo by sponsorship level in each monthly Elert e-newsletter	X	X	X
1 Elert "welcome" notice, announcing new sponsor		X	X
Invitation to attend / display table at FOCA annual event (space dependent)	(X)	(X)	X
Hyperlinked logo in Sponsors footer on FOCA Homepage: <a href="http://www.foca.on.ca">www.foca.on.ca</a>			X
Full page advertisement in the annual FOCA Lake Stewards Newsletter			X
Half page advertisement in annual FOCA Lake Stewards Newsletter		X	
Quarter page advertisement in annual FOCA Lake Stewards Newsletter	X		

Invest in the future of Ontario's freshwater communities.  
Your sponsorship makes FOCA programs possible. Contact us today: [communications@foca.on.ca](mailto:communications@foca.on.ca)

# Corporate Sponsorship Policy



The Federation of Ontario Cottagers' Associations (FOCA) aligns with a limited number of corporate sponsors each year, in order to support our vision of:

## **thriving and sustainable waterfronts across Ontario**

### **Please note:**

1. Sponsors pay an annual sponsorship fee to FOCA, and receive benefits (as itemized on the reverse side of this page) from FOCA during the time of their sponsorship, subject to annual review and update by FOCA. Sponsorship can start at any time, and lasts for 12 months.
2. Sponsorship will not be accepted for companies, products, services or activities considered antithetical to the conservation and environmental objectives of FOCA.
3. FOCA reserves the right to decline any sponsorship offers or advertisements from sponsors that FOCA deems misleading, libelous or otherwise unacceptable for any reason.
4. In order to ensure funding sustainability, FOCA does not promise industry exclusivity to any sponsor.
5. Acceptance of ads and/or sponsorship does not constitute endorsement by FOCA of any product or service.
6. Sponsors accept full and sole responsibility for the accuracy and content of any advertisements or promotional materials provided to FOCA.
7. In general, sponsorship or promotional materials from other organizations for fundraising purposes or to solicit members are not accepted for distribution by FOCA. However, exchange ads or event marketing will be considered by FOCA on a case-by-case basis, providing that the policies, services or events promoted are not in conflict with those of FOCA.
8. Sponsors are not provided with the contact information of any FOCA members, but may have opportunities to connect with FOCA members at scheduled events (see details in the benefits listed on the reverse side of this page) and by providing marketing materials to FOCA to circulate amongst members, during the period of the sponsorship agreement.

---

Invest in the future of Ontario's freshwater communities.  
Your sponsorship makes FOCA programs possible. Contact us today: [communications@foca.on.ca](mailto:communications@foca.on.ca)