



Corporate Sponsorship (2023)

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's members are **50,000 member families** in more than **525** lake and road associations across Ontario. For 60 years, FOCA has been the information bridge between our partners and waterfront property owners.

Our members want to know about products and services that can enhance their waterfront lives. 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, homeowners and families who need a variety of products and services.

Sponsorship Costs & Benefits:

	PLATINUM level	GOLD level	SILVER level	BRONZE level
Annual Cost:	\$10,000 + HST	\$5,000 + HST	\$3,000 + HST	\$1,500 + HST
Benefits:				
Ad size in annual Newsletter (July)	full page	1/2 page	1/4 page	business card sized/logo
Invite to have a display table at annual FOCA Spring Seminar (March)	yes	yes (space dependent, after Platinum)	yes (space dependent, after Gold)	yes (space dependent, after Silver)
Hyperlinked Logo Placement in the FOCA EAlert (e-news sent to 17,000+ each month)	hyperlinked logo or small linked "ad" in new Platinum section at the top of EAlerts	hyperlinked logo among Gold sponsors near the top of EAlerts	hyperlinked logo among Silver sponsors near the middle of EAlerts	hyperlinked logo among Bronze sponsors near the end of EAlerts
EAlert frequency, editions, & overall annual impressions	all 12 months = over 200,000 impressions total	10 months (see chart below) = over 170,000 impressions total	8 months (see chart below) = over 135,000 impressions total	5 months (see chart below) = over 85,000 impressions
EAlert "welcome" notice (100 words plus image & link)	yes	yes	no	no
Hyperlinked logo on Sponsors' page on FOCA website	yes	yes	yes	yes
Bonus placement on footer of FOCA website homepage	yes	yes	no	no

Monthly EAlert placements by Sponsorship Level:	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Platinum	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Gold	Y	Y	Y	Y		Y		Y	Y	Y	Y	Y
Silver		Y	Y	Y		Y		Y	Y	Y	Y	
Bronze		Y		Y		Y			Y		Y	

Note: all current sponsors may choose to purchase **additional ad placement (100 words + image + hyperlinked logo) in any month @ \$1000 per EAlert**

See important notes about Corporate Sponsorship on the next page



The Federation of Ontario Cottagers' Associations (FOCA) aligns with a limited number of corporate sponsors each year, in support of 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 other 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.

Your sponsorship supports FOCA's ongoing work.

Contact us today:

communications@foca.on.ca