

Align yourself with FOCA, the Federation of Ontario Cottagers' Associations. **FOCA works with a limited number of sponsors** whose values align with our vision of thriving and sustainable Ontario waterfronts!

**Access superior brand positioning alongside FOCA, the voice of the waterfront.**

Sponsorship can begin at any time, and is renewable on an annual basis.

## Sponsorship Benefits include:

### Print Advertisement

in the annual FOCA **Ontario Lake Stewards Magazine**

(only current sponsors can advertise here)



### E-news Placements

hyperlinked logo in the monthly **FOCA EAlert** sent to over 20,000 subscribers!



### Sponsor Display Table at FOCA's Association Event

interact directly with over 100 representatives of Ontario associations at our Annual General Meeting & Spring Seminar, traditionally held on the first Saturday of March in Toronto



**Connect with us about sponsorship today!**

[communications@foca.on.ca](mailto:communications@foca.on.ca) 705-749-3622 <https://foca.on.ca/sponsors>



## Choose your annual benefits by sponsorship level:

	PLATINUM level	GOLD level	SILVER level	BRONZE level
<b>Annual Fee (+ HST):</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$3,000</b>	<b>\$1,500</b>
<b>Benefits:</b>				
<b>Ad size in annual Newsletter (July)</b>	full page	1/2 page	1/4 page	business card sized/logo
<b>Invite to have a display table at annual FOCA Spring Seminar (March)</b>	yes	yes (space dependent, after Platinum)	yes (space dependent, after Gold)	yes (space dependent, after Silver)
<b>Hyperlinked Logo Placement in the FOCA Elert (e-news sent to 20,000+ each month)</b>	hyperlinked logo or small linked "ad" in Platinum section at the top of Elerts	hyperlinked logo among Gold sponsors near the top of Elerts	hyperlinked logo among Silver sponsors near the middle of Elerts	hyperlinked logo among Bronze sponsors near the end of Elerts
<b>Elert frequency, editions, &amp; overall annual impressions</b>	all 12 months = 240,000 impressions total	10 months (see chart below) = 200,000 impressions total	8 months (see chart below) = 160,000 impressions total	5 months (see chart below) = 100,000 impressions
<b>Elert "welcome" in 1<sup>st</sup> year (100 words plus image &amp; link)</b>	yes	yes	no	no
<b>Hyperlinked logo on Sponsors' page on FOCA website</b>	yes	yes	yes	yes
<b>Bonus placement on footer of FOCA website homepage</b>	yes	yes	no	no

Monthly Elert 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 Elert placement (100 words + image + hyperlinked logo) in any month @ \$1000 per Elert

### 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.