



SPONSORSHIP

Opportunity



By sponsoring FOCA, your company is not just making a financial contribution—they are **investing in the health, sustainability, and future of Ontario's waterfronts** while enhancing your **brand's credibility and impact**.

www.FOCA.on.ca / 705-749-3622 / info@foca.on.ca /   

ABOUT THIS MARKET



Cottagers represent a powerful economic force, owning over **\$75 billion in real estate** and spending **\$8 billion annually** on goods and services beyond their properties. FOCA's member associations span **hundreds of Ontario's rural municipalities**, with cottagers collectively stewarding **15,000 km of shoreline and 50,000 hectares of rural land**. As homeowners, boaters, and families, they drive demand for a wide range of products and services, making them a prime audience for businesses looking to tap into this lucrative market.

WHY CHOOSE FOCA?



BRAND VISIBILITY & MARKET ACCESS

FOCA provides sponsors with broad exposure across print, digital, and event platforms, reaching an engaged network of waterfront property owners—many of whom are decision-makers with disposable income.



ENVIRONMENTAL LEADERSHIP & CORPORATE RESPONSIBILITY

Partnering with FOCA aligns your brand with conservation, sustainability, and responsible waterfront living, reinforcing your commitment to environmental and social impact.



ADVOCACY & COMMUNITY INFLUENCE

FOCA is a trusted voice on waterfront issues, from policy to environmental stewardship. Sponsoring FOCA positions your company as a leader in supporting Ontario's lakes and rural communities.

Please review FOCA's Corporate Sponsorship **Policy** on the last page of this document

BENEFITS BY SPONSORSHIP LEVEL

1

Cottage Champion – \$30,000 – Premier recognition and exclusive engagement with FOCA’s network.

Brand positioning in monthly newsletter; speaking opportunities such as the AGM & Spring Seminar, one news feature sent to targeted email group, FOCA market insights & consultation services, full-page ad in annual Lake Stewards Magazine (summer distribution, 3,000 print + online access), display table at the AGM & Spring Seminar (March, hybrid event, 250+ attendee avg), preferred placement with hyperlinked logo in monthly newsletter (21,500+ subscribers, 68% open-rate), 500-word “Welcome” article, hyperlinked logo on website, bonus placement in website footer.

2

Lakefront Leader – \$10,000 – High-visibility sponsorship with featured exposure in FOCA communications.

Full-page ad in annual Lake Stewards Magazine (summer distribution, 3,000 print + online access), display table at the AGM & Spring Seminar (March, hybrid event, 250+ attendee avg), preferred placement with hyperlinked logo in monthly newsletter (21,500+ subscribers, 68% open-rate), 250-word “Welcome” article, hyperlinked logo on website, bonus placement in website footer.

3

Campfire Contributor – \$5,000 – Strong brand presence and community connection opportunities.

Half-page ad in annual Lake Stewards Magazine (summer distribution, 3,000 print +online), display table at Spring Seminar (space dependent after Cottage Champion and Lakefront partners; March, hybrid event, 250+ attendee avg), hyperlinked logo in monthly newsletter (21,500+ subscribers, 68% open-rate), 150-word “Welcome” article, hyperlinked logo on website.

4

Shoreline Supporter – \$3,000 – A great way to show your support while gaining brand recognition.

Quarter-page ad in annual Lake Stewards Magazine (summer distribution, 3,000 print + online access), display table at Spring Seminar (space dependent; March, hybrid event, 250+ attendee avg), hyperlinked logo in monthly newsletter (21,500+ subscribers, 68% open-rate), 100-word “Welcome” article, hyperlinked logo on website.

5

Paddle Patron – \$1,500 – Entry-level sponsorship with targeted visibility for your brand.

Business-card ad in annual Lake Stewards Magazine (summer distribution, 3,000 print + online access), display table at Spring Seminar (space dependent; March, hybrid event, 250+ attendee avg), hyperlinked logo in monthly newsletter (21,500+ subscribers, 68% open-rate), hyperlinked logo on website.



FOCA is a **not-for-profit** organization representing **50,000 member families** across **525+ lake and road associations** in Ontario. **Since 1963**, we have been the essential bridge connecting partners with waterfront property owners. Our members actively seek products and services that enhance their waterfront lifestyle, and FOCA is **the only province-wide organization** with direct access to this **affluent and highly engaged** community.



AUDIENCE AND ENGAGEMENT

- 21,761** Newsletter Subscriptions
- 282,047** Newsletters Sent **68% open rate**
- 61,000** FOCA Website Users
- 5,106** Social Media Followers **+ Now on Instagram**
- 629** Active Lake Partner Volunteers
- 67** Hosted Events and Presentations
- 251** AGM Attendance **Hybrid Event with display tables**
- 3,000** Lake Stewards (Print) Magazine **+ Online Distribution**

FOCA SPONSORSHIP *Policy*

The Federation of Ontario Cottagers' Associations (FOCA) aligns with a limited number of corporate sponsors each year, in support of our vision: **to sustain and enhance the cottage experience for generations.**

Please Note:

- 1 Sponsors pay an annual sponsorship fee to FOCA, and receive benefits (see separate summary sheet for details) 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 our annual AGM & Spring Seminar (early March) and by providing marketing materials to FOCA to circulate amongst members, during the period of the sponsorship agreement.

Thank you! Your sponsorship supports FOCA's ongoing work.

Connect with us today:

communications@foca.on.ca 705-749-3622