

# Grow. Lead. Compete.



## Brand Development: Build Your Industry Presence

Explore the variety of EFC sponsorship opportunities—and learn how your organization can best leverage this program to further develop your brand within the Canadian electrical industry.

Partnering with EFC as a sponsor will shine a spotlight on your company's brand at EFC events, our annual conference, and through various marketing programs.

### Three Areas of Sponsorship

- + Corporate Sponsorship
- + Program Sponsorship
- + Event Sponsorship

Sponsorships can also be customized and geared towards specific marketing goals of your organization. Your brand will gain valuable exposure to our industry members, and will enhance your corporate profile through a vast array of recognition, networking and philanthropy.

**EFC Corporate Sponsorship and Marketing Awards**

+ **Sandra Pedro**  
VP, Member Engagement and Partnerships  
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**National and Regional Event Sponsorships**

+ **Nathalie Lajoie**  
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[nlajoie@electrofed.com](mailto:nlajoie@electrofed.com)

+ **Lorance De Carvalho**  
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+ **Dennis Potharst**  
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[dpotharst@electrofed.com](mailto:dpotharst@electrofed.com)

**YPN Sponsorships**

+ **Dennis Potharst**  
[dpotharst@electrofed.com](mailto:dpotharst@electrofed.com)

## Corporate Sponsorship, \$7,500

Be recognized by your industry peers and competitors as an EFC Corporate Sponsor.

### Key Sponsorship Benefits

Includes 2 complimentary registrations at the:

- + EFC Annual Conference (+ 2 virtual registrations), May
- + Economic Forecast Day, September
- + Future Forum & Marketing Awards, November
- + EFC Christmas Reception, November and December

Brand visibility on EFC website homepage:

- + 2 free leaderboard ads in weekly newsletters
- + 2 dedicated email blasts to a targeted list of members (distributed by EFC)
- + 3 free ads in *Canadian Electrical Wholesaler* bi-weekly newsletter

### Approximate value of above benefits \$3,300

### Plus

Display your logo:

- + One vertical banner displayed at EFC events
- + Event materials, handouts, and display on Powerpoint presentations
- + Event registration website
- + Verbal recognition at events



Questions? Contact Sandra Pedro, EFC's VP, Member Engagement & Partnerships at:  
[spedro@electrofed.com](mailto:spedro@electrofed.com) or 416-671-7938

For full details on EFC's Sponsorship program, visit  
[electrofed.com/sponsorships](http://electrofed.com/sponsorships)



## Program Sponsorship



EFC delivers exciting programs to support student engagement and workforce development. Members can help support these initiatives and further promote their brand by sponsoring one of the following programs:

### + Scholarship Program

EFC and its members continue to help students across Canada reach their education and career objectives through the EFC Scholarship program. Learn more at: [scholarship.electrofed.com](http://scholarship.electrofed.com)

### + Young Professionals Network (YPN)

The YPN program is designed to unite young professionals across Canada who are currently employed at an EFC member organization and who are 40 years of age and younger. To find out more, visit: [electrofed.com/ypn](http://electrofed.com/ypn)

### + Marketing Awards

The Marketing Awards program is designed to recognize EFC member organizations that are demonstrating marketing excellence and innovation within the Canadian electrical manufacturing and distribution industry. For more information, visit: [electrofed.com](http://electrofed.com)



## Event Sponsorship

Members can help support these initiatives and further promote their brand by sponsoring one of the following events:

	Conference	EFC Federation Cup	YPN	Ontario Region	Quebec Region	Atlantic Region	Business Events and Programs	CEMRA
<b>Event Type</b>	Conference	Golf Tournament	Educational and Networking	Gala and Golf	Gala and Golf	Golf, Curling and Lobsterfest	Educational and Networking	CEMRA Night at NEMRA Conference
<b>Scope</b>	National	National	National	Regional	Regional	Regional	National and Regional	National
<b>Audience</b>	500+ Key industry leaders and guests	280 Key industry leaders	Young people in the industry, 40 years of age and under	Ontario Region members and guests, open to all EFC members	Quebec Region members and guests, open to all EFC members	Atlantic Region members and guests, open to all EFC members	Geared towards all EFC members	Geared towards all EFC members
<b>Sponsorship Opportunities</b>	<b>Lead Sponsor</b> \$10,000  <b>Partner Level</b> \$5000+  <b>Supporter Level</b> \$2500+  <b>Contributor Level</b> \$1500+	Many sponsorships to choose from varying from \$750 to \$5000	<b>National Sponsor</b> \$4000  <b>Regional Sponsor</b> \$1500 per region	<b>Various levels</b> \$1500 \$1000 \$500	<b>Spring &amp; Fall networking events</b> varying from \$1000 to \$5000  <b>QC Christmas Reception Sponsor</b> \$750	<b>Various levels</b> \$750 \$500	Many sponsorships to choose from varying from \$1000 to \$10,000 depending on keynote presenter	<b>Canadian Night at NEMRA Sponsor</b> varying from \$250 to \$500  <b>Various levels for other opportunities</b> \$2500 \$1000

\* See reverse side for contact information.