



## **Canadian Association of Fire Chiefs (CAFC)**

### **Investment Opportunity Plan**

#### **Objective**

1. To create opportunities for CAFC to offer manufacturers and suppliers to the fire services industry in Canada a qualified endorsement on their product(s), of partnership in common toward the fire and life safety mission.
2. To create opportunities for strategic alliances that benefit the profit objective of the partner.

#### **Methodology**

The following processes will be implemented to assist CAFC in meeting the objectives.

1. The CAFC will arrange initial meetings with those manufacturers/suppliers to the fire services industry in Canada that have demonstrated an interest in forming strategic alliances with the CAFC.

The CAFC will regularly meet with these partners for the purposes of assuring maximum, mutually beneficial return on investment.

2. The Investment Opportunity Plan will offer partners a three year option, over which CAFC will endeavor to incrementally and significantly increase each of the value, the value-added and the Return on Investment associated with the plan.
3. The CAFC will strike a committee for the purpose of developing the criteria by which a specially designed logo will be licensed and monitored. This committee will include all Investors and an equal number of CAFC member choices.
4. The committee will make suggestions to the CAFC respecting the continued, effective marketing of the logo, thereby; raising public and fire service awareness of the logo; branding the logo; increasing the value of the logo, and; maintaining the credibility and reputation of the logo.
5. The logo will be available for use on committee-approved product/services only.

6. Each investor will be permitted one member on CAFC committee(s) maintained for the purpose of influencing the policy that may directly affect their market position in Canada.

### **Investment Details**

Investors will be invited to partner with the CAFC in the following manner:

1. Cash Investment for three years:

Year #1	\$50,000
Year #2	\$75,000
Year #3	\$100,000
2. Following an approval process conducted at the Executive Committee level of the CAFC, the association would provide the CAFC strategic partner with a qualified endorsement of their product.
3. Investors would be limited to two each per year.

### **Return on Investment**

The strategic partner of CAFC will receive the following return on investment:

1. The opportunity to display a specially designed CAFC logo on certain, specified and approved product(s) for a period of three years;
2. To have the logo of the manufacturer of the approved product appear as a strategic partner on the CAFC website (with links to the manufacturer's website) for a period of three years;
3. To have the logo of the manufacturer of the approved product appear at all major meetings or conferences in a prominent place for a period of three years;
4. To provide opportunities for the manufacturer to make a short presentation on the product at the annual conference or trade show;
5. Be provided with a free trade show booth at the Annual CAFC Trade Show; and
6. Be provided with one (1) reserved table for 8 at Fire Rescue Canada Closing Banquet