



# SPONSOR BENEFITS

Do you want to increase awareness in the campus fire safety market?

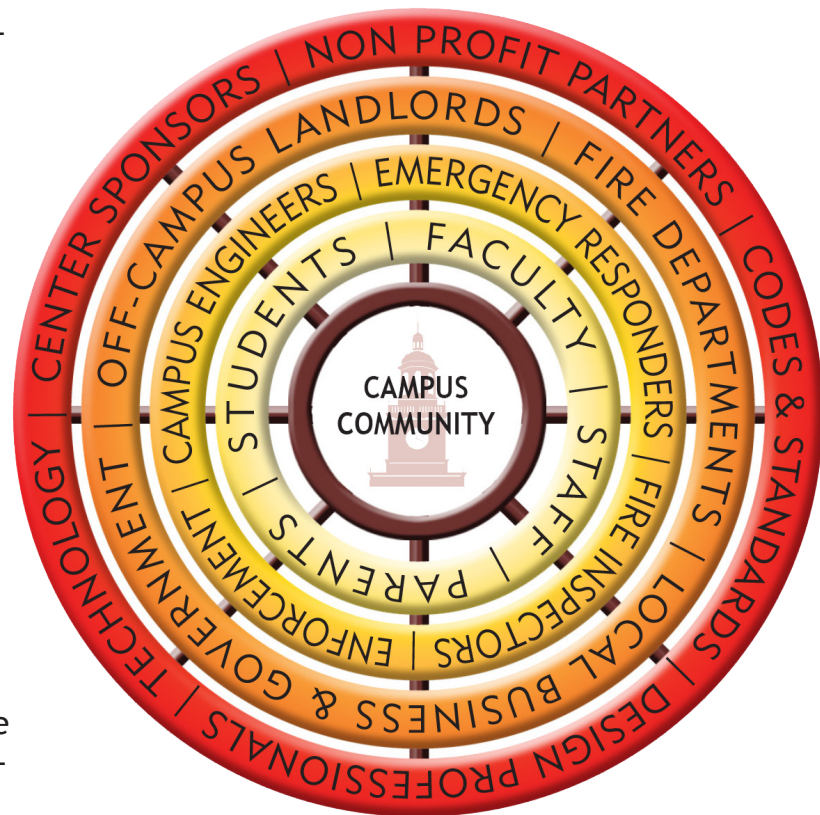
Compliment your organization’s marketing plans, and network in the higher education campus fire and safety market.

CCFS (The Center for Campus Fire Safety, Inc.) has advocated for fire safety at the nations institutions of higher education for over 20 years. We are the voice of thousands of campus fire & life safety officials. CCFS has hundreds of members, and over 17,000 people that receive our newsletter and e-mailings.

CCFS is a non-profit, membership based, organization devoted to reducing the loss of life from fire at our nation’s educational campuses. Our members are the decision makers on their campus and are the experts regarding fire and life safety, building construction, rapid response, in-building emergency communications, emergency management, and so much more.

CCFS works with sponsors and non-profit partners all over the U.S. These partnerships are vital to our ability to thrive and achieve bigger and better things than the year before.

Our vision is the elimination of the loss of life and property by fire in the campus community through systems comprised of education, engineering, and enforcement and our mission is to be the national leader for improved fire and life safety at all colleges and universities by providing resources and educational programs to the greater campus community.



The success of our vision and mission is without question dependent on our partnerships with so many individuals and organizations.

## Sponsors are a critical part of our mission.

We are looking for your help and support. Become a CCFS Sponsor.

Sponsorship in CCFS is an Annual Commitment and can be discontinued at any time.

Levels start as low as \$2.5/\$5K annually, with 12 months of benefits. In many cases this is the cost of a one-page ad in a magazine, for one month!



## Who are our Members?

CCFS Members are decision makers on their campus.

AHJs (authority Having Jurisdiction)  
Fire Marshals  
Fire Officials  
Fire and Safety Inspectors  
Campus Stakeholders

## Who are our Sponsors?

Johnson Controls, Siemens, NFPA,  
FM Global, NFSA, NEMA, ICC, Honeywell,  
Fire Equipment Manufacturers' Association,  
Keltron, Prevent-Zone, UL, The Knox Company,  
Victaulic, Denlar.

## General Benefits for all sponsors

Your logo on all pages of our website, Your logo on the sponsor page listing your commitment level, a page on our website that can be customized with your company and product/service information with a link back to your website. You may also place pdf files there.

## Marketing & Awareness Benefits

All sponsors will have the ability to submit member “news” info for our newsletter, and the ability to post in our Job Board, and network/discuss topics with members in our Forum and e-list. Depending on your sponsorship level, you will also be able to submit non-commercial articles for our newsletter, submit banner ads, work with us on awareness campaigns, produce a 15 minute coffee-break webinar which will be promoted to our mailing list of over 17K readers, and will be archived on our website. You will also receive sponsor discounts if you exhibit at one of our virtual or in-person Campus Fire Forums (April and November).

## Levels of Sponsorship

There are several levels starting at \$2500. for a local sponsor. We also offer Nationwide and International organizations our “National” sponsorship plans starting at \$5000. The two lowest National plans (Bronze and Silver levels) offer a 30% first year discount.

But that’s not all .... if you are a Corporate organization with several companies, ask about our Sponsorship Add-On plan to feature Headquarters and sister companies/ brands.

### Combined Activity to achieve higher level of sponsorship:

The level of sponsorship reflects all monies spent with CCFS during a year. For example, the cost of a booth at our Forum, any forum activities sponsored such as a reception or break, any product purchases or special training (if applicable) or any other donations will be calculated each year to determine sponsorship level.

### Non-Profit Donation:

CCFS is a non-profit 501C3 organization. If you require documentation for tax purposes, please let us know.

| ANNUAL BENEFITS  | Non-Sponsors & Affiliate Member Costs  | Local Sponsors  |
|--|--|---|
| Cost of Annual Donation:   | Affiliate Membership starts at \$350.  | \$2500.   |
| “Typical” Marketing Cost/Value*  | N/A  | \$4300.   |
| Logo on our website  | N/A  | Y   |
| Company Listing on Sponsor Page with Link to your site & pdf files.  | N/A  | Y   |
| Permission to use our logo on your website and marketing materials.  | N/A  | Y   |
| Your logo published on all our marketing materials, trade show banners, etc.   | N/A  | Not on Banners, but hand-out materials                        |
| Opportunity to submit Product/Service advertisement in our newsletter at no cost   | \$750. per release   | 1 per year free   |
| Submit non-commercial articles for CCFS newsletter.  | \$1500. per article  | N/A   |
| Free Banner ad in CCFS newsletter. Sent to over 17,000 readers and redirected to several thousands more.   | \$1500. per banner ad  | 1 per year free   |
| Featured column in our Campus Fire Safety e-newsletter in each publication   | N/A  | N/A   |
| Opportunity to partner with CCFS in Awareness Campaigns.   | \$1500. per day + expenses   | N/A   |
| Sponsor Webinar and/or Present in webinars at no cost.   | \$4000.  | N/A   |
| Ability to work with CCFS Headquarters to use our e-mailing list for marketing promotions (17K readers)  | \$4000.  | \$500. Local selling area                                     |
| Complimentary general presentation slot at the annual Campus Fire Forum  | N/A  | N/A   |
| Discount for sponsor booth space at annual in-person campus fire forum. Note that cost of booth can be lower and discounts higher. At this point, due to Covid we do not have a good feel for our in-person exhibit costs, hotel costs or food costs in 2022.  | N/A Average non-sponsor/non-member cost for booth approx. \$2400 for entire event. Includes invitation to President’s and Networking reception plus means. Extra cost for > 1 exhibitor. | 5%, but if Forum is in your selling area discount will be 10% |
| Special Reduced Pricing for Coffee Break Presentation Slot at Virtual Forums @ \$750. per Forum.   | \$5000.  | N/A   |
| Non-forum - Campus Coffee Break Presentation - a chance to do a 15 minute webinar to our audience. We’ll do the promo, you do the presentation!  | \$5000.  | N/A   |
| New - Automatic Affiliate Institutional Membership - CCFS Sponsors will automatically become CCFS Members, and your organization can add XXX employees at no additional cost per year of sponsorship. Members can attend webinars free, post in our job board, receive discounts, and network with other members on our website, e-lists and forums. | \$350. per person per year   | 2 Affiliate Memberships                                       |
| <b>Hoping to reach this level of technology with more sponsorships</b>   |  |   |
| 365 CCFS App .... This App will be developed for smart phones and provide access to members, events, news and more from CCFS on a 24/7 basis. Your logo would be placed in a specific spot (s) for awareness.  | N/A  | Y, Local Sponsor Listing                                      |

\*contact us for details on how this value was calculated

| Bronze                             | Silver  | Gold  | Platinum  |
|------------------------------------|---|---|---|
| \$5,000.<br>(First-Year = \$3500.) | \$10,000.<br>(First Year = \$7000.)           | \$20,000.   | \$30,000. +   |
| \$18,400.                          | \$30,200.                                     | \$53,300.   | \$100,750.  |
| Y                                  | Y   | Y   | Y   |
| Y                                  | Y   | Y   | Y   |
| Y                                  | Y   | Y   | Y   |
| Y                                  | Y   | Y   | Y   |
| 1 per year free                    | 2 per year free                               | 4 per year free   | 6 per year free   |
| 1 per year free                    | 2 per year free                               | 4 per year free   | 6 per year free   |
| 1 per year free                    | 2 per year free                               | 4 per year free   | 1 per issue (based on 6 issues per year)  |
| N/A                                | N/A   | Y   | Y   |
| Y                                  | Y   | Y   | Y   |
| 1 per year.                        | 2 per year.                                   | 4 per year.   | 12 per year.  |
| 1 per year free                    | 2 per year free                               | 4 per year free   | 12 per year free  |
| N/A                                | N/A   | Y   | Y   |
| 5% or more off (TBD)               | 10% off                                       | 25% off   | Free Booth  |
| Y                                  | Y   | Y   | Y, two coffee-breaks  |
| 1 per year free                    | 2 per year free                               | 3 per year free   | 6 per year free (could run series)  |
| 3 Affiliate Memberships            | 5 Affiliate Memberships                       | 8 Affiliate Memberships   | 10 Affiliate Memberships  |
|                                    |   |   |   |
| Y on Sponsor page                  | Y on Sponsor page plus specific company page. | Y benefits from lower levels, plus logo on emails and other pages | Y benefits from lower levels plus listed as APP underwriter and on all CCFS Templates |

## Interested in us?

Please contact James Gibbs, Business Development Manager or our Executive Director, Cathy Tabor, for more information on how you can work together to help CCFS grow, while we jointly work to eliminate the loss of life and property by fire in the campus community.

Everything you do for  
CCFS matters and is  
highly appreciated.



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