

First Responders’ Day Event Sponsorship Opportunities
Ottawa May 1st 2026

Note: VENUE SPONSOR – Hard Rock Hotel and Casino Ottawa

Thank you for helping us ensure this event is FREE for First Responders.

SPONSORSHIP LEVEL	COST	INCLUDES
EVENT ADVERTISING AND MARKETING PARTNER	\$50,000	Company Name as Partner included on ALL Advertisements (ie radio, and new this year TV within budget) for the event Complimentary exhibit space (8x10), if needed 4 Complimentary event registrations 2 items in Attendee Bags (size limit may apply, supplied by Partner) Logo on event registration website as PARTNER to the event Social media recognition Logo displayed across on-site signage as PARTNER Acknowledgement at opening/closing ceremonies
GOLD	\$25,000	1-2 Complimentary exhibit spaces (8x10) as needed 4 Complimentary event registrations 2 items in Attendee Bags (size limit may apply, supplied by Sponsor) Logo on event registration website Social media recognition Logo displayed across on-site signage as Gold Sponsor Acknowledgement at opening/closing ceremonies
SILVER	\$15,000	1 Complimentary exhibit space (8x10) 2 Complimentary event registrations 1 item in registration kit (size limit may apply, supplied by Sponsor) Logo on event registration website Social media recognition Logo displayed across on-site signage as Silver Sponsor
BRONZE	\$10,000	1 Complimentary exhibit space (8x10) 2 Complimentary event registrations Logo on event registration website Social media recognition Logo displayed across on-site signage as Bronze Sponsor
FIRST RESPONDER LUNCH SPONSORSHIP (provided by the onsite Hard Rock catering)	\$15,000 or shared by 2 sponsors \$7,500x2	Logo recognition displayed on Lunch counter signage Logo on event registration website Social media recognition 2 Complimentary event registrations Note: Hard Rock Serving Staff will happily wear your branded Bib Apron during lunch service if you provide! <i>There can be (2) sponsorship spots available for Lunch, divided # of Bib Aprons</i>
EVENT MORNING COFFEE/TEA/JUICE SPONSORSHIP (provided by the onsite Hard Rock catering)	\$7,000 or shared by 2 sponsors 3,500x2	Logo recognition displayed on Refreshment counter signage Logo on event registration website Social media recognition 2 Complimentary event registrations <i>There are (2) sponsorship spots available for Refreshments</i>

SPONSORSHIP LEVEL	COST	INCLUDES
ATTENDANCE BAG SPONSORSHIP	\$3,000	Logo recognition displayed on Registration counter signage 1 item in registration kit (size limit may apply) Logo on event registration website Social media recognition 2 Complimentary event registrations
LANYARDS	\$2,500	Logo recognition displayed on Registration counter signage Logo on Attendee Registration Badge Logo on event registration website Social media recognition 2 Complimentary event registrations

Note: Donations of coupons/gift certificates/items for the Attendee Bags are welcomed. Anticipating 500 in attendance

Email: Events@FRYCanada.com for more details