



Georgia Association of Fire Chiefs

Georgia State Firefighters Association

**2025 BUSINESS MEMBERSHIP AND
SPONSORSHIP PROGRAMS**





Our vision is to foster meaningful connections between businesses and the firefighting community, enhancing the safety and well-being of Georgia's residents by supporting the lifesaving efforts of firefighters, rescue teams, and EMS professionals.



As career firefighters, we understand the vital importance of having the advocacy and support of the Georgia Association of Fire Chiefs (GAFC) and the Georgia State Firefighters Association (GSFA) in our life-saving work for the community.

Since the inception of our state associations in the 1950s, we have positively impacted thousands of fire, rescue, and emergency services professionals through:

- Continuing education and training
- Access to innovative products, solutions, and services
- Legislative efforts to protect both firefighters and citizens
- Support for the families of fallen firefighters
- A strong sense of camaraderie, support, and networking

We have achieved these milestones with the invaluable support of the business community—your dedication to the fire service mirrors our own. Our growing membership of over 4,000 members relies on equipping their departments to provide the highest level of life-saving services to those they are sworn to protect.

By participating in our 2025 Business Membership, exhibits, and sponsorship programs, your company will have a unique opportunity to engage directly with key decision-makers and influencers in our field.

These business engagement initiatives also provide essential financial support, enabling our associations to continue serving our courageous members.

On behalf of the GAFC and GSFA, we look forward to a successful partnership with your organization.

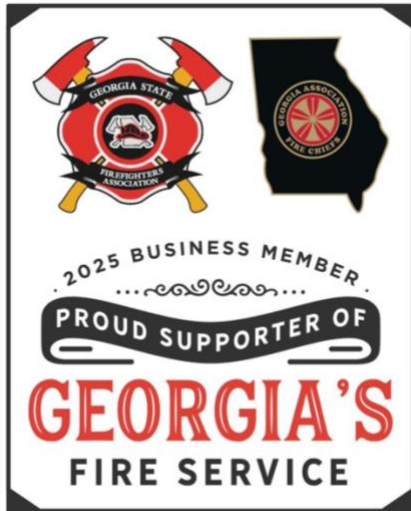
Sincerely,



Terry Smith, Fire Chief
Kingsland Camden County Fire Department
President, Georgia Association of Fire Chiefs



Mike Byrd, Fire Chief
Spalding County Fire Department
President, Georgia State Firefighters Association



2025 ANNUAL BUSINESS MEMBERSHIP

Becoming a Business Member offers your company a competitive advantage by aligning with the Georgia Association of Fire Chiefs (GAFC) and the Georgia State Firefighters Association (GSFA), enhancing your visibility among over 4,000 members statewide.

Your annual investment of \$600 provides your company with business membership recognition with both the GAFC and GSFA, helps to provide support, and includes:

As a Business Member, you will enjoy the following benefits:

- Permission to use the Business Membership logo on your website and marketing materials
- Inclusion in the GAFC and GSFA Business Member directory
- Annual access to the GSFA and GAFC membership database (Excel file with names, departments, ranks when available, and department addresses)
- Exclusive digital marketing opportunities, including vendor email blasts and e-newsletter ad banners
- Free quarterly Facebook posts on GAFC and GSFA accounts
- Priority registration for sponsored events ahead of non-business members

2025 Business Membership Dues: \$600

INDIVIDUAL SUPPORTERS

We welcome Individuals to support the fire service and join the Business Membership Program in honor or commemoration of a firefighter or fire department. Individuals will be listed along with honoree as requested.

To sign up contact: Yalonde Tanner GAFC ytanner@gafc.org 678.686.6239
or Lynne Norton lnorton@greatstoneconsulting.com 678-310-9842



2025 53rd ANNUAL FIREFIGHTER RECOGNITION DAY AND 18th ANNUAL LEGISLATIVE APPRECIATION DINNER

FEBRUARY 4, 2025

Atlanta, Georgia

Sponsorships close 1/15/25

Location: The Georgia Freight Depot, Atlanta

Dinner 5:30PM-7:30 PM. BBQ provided by the Vienna Fire Department

Each year, the Georgia Association of Fire Chiefs (GAFC) and the Georgia State Firefighters Association (GSFA) team up with fellow associations to advocate for key legislative issues and engage with elected officials to honor and celebrate firefighters.

- Estimated 250 firefighters and elected officials
- Jointly sponsored by the GAFC and the GSFA

Sponsorship includes:

- ⇒ Logo and recognition on signage, program, thank you advertisement in Georgia Firefighters Magazine
- ⇒ Tabletop at dinner for displaying materials(merchandise sales not permitted)
- ⇒ 3 dinner tickets

Cost:

- Business sponsorships - \$800
- Firefighter associations and fire related governmental agencies - \$500

To reserve your space contact: Yalonde Tanner GAFC ytanner@gafc.org 678.686.6239 or Lynne Norton lnorton@greatstoneconsulting.com 678-310-9842



GEORGIA ASSOCIATION OF FIRE CHIEFS 2025 SPRING EXECUTIVE TRAINING SESSION

MARCH 30 - APRIL 2, 2025

**Marriott Savannah Riverfront
Savannah, Georgia**

Sponsorships and Tabletops close 3/4/25

Georgia Association of Fire Chiefs (GAFC) welcomes over 200 chiefs, fire service leaders and officers to four days of training to help build and refine their leadership skills. Your organization can educate these attendees about your solutions, services and products that help with the operation of their departments through our tabletop vendor hall. Sponsorships are also available to elevate your company and showcase your support and alignment with the GAFC and the leaders we serve. Please note schedule and format are subject to change

Vendor Hall Tabletop Space – Hall Open Sunday 3/30 12:30 PM - Monday 3/31 3:30 PM

Cost: \$600 (\$700 after 3/4). Benefits include:

- One (1) standard table and One (1) company representative registration. Monday breakfast, lunch and reception attendance included in the registration
- One additional representative registration can be purchased for \$300 - *Companies are limited to four (4) representatives in total for the event*
- Listing in event program
- Pre and post event registration list (does not include email)

Sponsorships - All sponsors receive benefits including:

- Two (2) company representative tickets to sponsored event
- Logo on GAFC website, social media, signage, and event printed program
- Pre and post event registration list (does not include email)
- Premier, Gold, and Silver level sponsors receive Choice of video OR speaking opportunity:
 - A. Video (supplied by sponsor) to run during all breaks on “Sponsor Spotlight” reel – up to 3-minute video
 - B. Speaking slot 2 minutes on agenda (can include powerpoint)

⇒ **Premier Sponsor Cost \$5,000** Receive top recognition at ALL events, meals, and education sessions. Includes Two (2) company representative registrations (value \$600) with access to ALL events. **Cost \$5,000**

⇒ **Gold Vendor Hall reception sponsor or Lunch sponsor. Cost: \$1,750**

- Option of Sunday 3/30 Vendor Hall Reception, Lunch Monday 3/31, or Lunch Tuesday 4/1.

⇒ **Silver Breakfast sponsor. Cost \$1,200**

- Monday 3/21, Tuesday 4/1 or Wednesday 4/2. Includes brief (2 min) speaking opportunity

⇒ **Bronze Education Session or Coffee Break sponsor. Cost \$600**

- Monday - Wednesday availability

Note Sponsorships Do Not include Tabletop Space – Tabletop Space must be purchased separately

Sponsorships and Tables are limited. To reserve your space contact Yalonde Tanner GAFC ytanner@GAFC.org 678.686.6239 or Lynne Norton lnorton@greatstoneconsulting.com 678-310-9842



2025 GEORGIA FIRE SERVICE FALL CONFERENCE

September 30 – October 3, 2025
Georgia Public Safety Training Center (GPSTC)
Forsyth, Georgia

Sponsorship & Exhibit Registration Deadline: September 1, 2025



Join over 250 fire chiefs, fire service leaders, and firefighters from across Georgia at one of the state's premier fire service events. The Georgia Fire Service Fall Conference brings together professionals from cities, counties, and volunteer departments for top-tier continuing education, live demonstrations, competitive events, and meaningful networking opportunities.

This is your opportunity to showcase your products, services, and solutions to a focused and engaged audience.

Exhibit Opportunities

Exhibit Hall Hours:

- **Open:** Wednesday PM (October 1) – Thursday afternoon (October 2)

Exhibit Space Options and Inclusions:

- **10x10 Booth:** \$825 – includes 2 exhibitor badges
- **10x20 Booth:** \$1,350 – includes 4 exhibitor badges
- **Outdoor Equipment/Apparatus Display:** \$1,550 – includes 4 exhibitor badges

Each exhibit includes:

- One tabletop and two chairs per 10x10 space; Apparatus receive one tabletop and two chairs
- Complimentary lunch ticket for each exhibitor badge (Thursday only – ticket required)
- Free internet and electricity (limited outlets available)
- Company listing in the printed program and on the event website
- Access to pre- and post-event registration lists (emails not included)
- Carpeted exhibit hall

Note: This is a tabletop exhibit only. No pipe and drape will be provided. Lead retrieval rental devices are not available.

Additional Options:

- Extra exhibitor badge (limit of 3 additional): \$100 each
- Additional tabletop: \$50

Exhibitor Logistics

Move-In: Wednesday, October 1 | 11:00 AM – 4:00 PM

Move-Out: Thursday, October 2 | Starting at 12:30 PM

Shipping Information:

Inbound and outbound shipments should be sent to:

GPSTC

1000 Indian Springs Dr.

Forsyth, GA 31029

Attn: Firefighters Conference

Shipments may begin arriving on **Monday, September 29, 2025.**



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Sponsorship & Exhibit Registration Deadline: September 1, 2025



Sponsorship Opportunities

Note: Sponsorships do not include exhibit space. All sponsors must purchase exhibit space separately.

Sponsorship Levels:

- **Premier Sponsor – \$5,000**
 - Recognition at all events, meals, and sessions
 - Two (2) full event registrations
 - Includes speaking or video opportunity
- **Platinum – \$2,500**
 - Sponsor for Opening Exhibit Hall Reception or Ice Cream Social
- **Gold – \$1,500**
 - Sponsor for a General Lunch Session
- **Silver – \$1,000**
 - Choose one: Exhibit Hall Lunch, Refreshment Break, or Event Lanyard
(Note: Lanyards must be provided by the sponsor)

SOLD OUT

Sponsorship Benefits (all levels include):

- Choice of either:
 - A sponsor-supplied video (up to 3 minutes) featured during event breaks, OR
 - A 2-minute speaking slot on the agenda
- Logo placement on the event website, signage, promotional emails, and printed program
- Pre- and post-event registration lists (emails not included)

Contact Information:

- **Yalonde Tanner, GAFC** – ytanner@gafc.org | 678-686-6239
- **Lynne Norton, Great Stone Consulting** – lnorton@greatstoneconsulting.com | 678-310-9842



2025 DIGITAL MARKETING OPPORTUNITIES



Available **only to Business Members**, the following programs provide an opportunity to:

1. Showcase your organization's support of the Georgia Association of Fire Chiefs (GAFC) and the Georgia State Firefighters Association (GSFA) and commitment to the fire industry
2. Market your solution statewide to our firefighter members and other content subscribers
3. Keep your brand top of mind with the current state of in-person industry event cancellations

Digital Advertising - eNews Banner Ads

Add your electronic banner to the association's eNewsletters received by chiefs, chief officers, firefighters, EMS, rescue professionals, and government fire officials. GAFC's "Command Brief" eNewsletter is

received by over 800 members, GSFA's "Fully Involved" eNewsletter is received by over 4,600 comprised of members and other individuals. GAFC/GSFA eNewsletters provide critical and timely information, announcements, and industry news that the fire industry counts on to keep our communities safe and well.



- Exclusive to 1 company banner per eNewsletter
- Hyperlink to your company's landing page
- First reserved, first served. Multiple month ad blocks available.
- Cost: \$350
- Cost includes banner running 1x in each GAFC and GSFA eNewsletter in sponsored month – total distribution 5,400



Banner materials specifications:

- Dimensions 600(W) by 60(h) pixels
- File type: 80k max GIF/JPEG/PNG at 72 DPI

Member List Email Serve

GAFC/GSFA will serve on behalf of your organization an email to our members and list opt-in recipients.

Content may include promotion of your company's products/services, upcoming webinars or events you are producing, announcements/news, and other information that you'd like to share.

- Email features your organization exclusively – email will indicate the message is a paid promotion
- Content not to exceed 300 words, graphics and images may be supplied for inclusion
- Cost: \$550
- Total member email distribution 4,300

To place your order Contact Lynne Norton lnorton@greatstoneconsulting.com 678-310-9842

GEORGIA FIREFIGHTER ONLINE MAGAZINE

2025 ADVERTISING PROGRAM



Georgia Firefighter magazine is an official publication of the Georgia State Firefighters Association (GSFA). *Georgia Firefighter* reaches more than 3,500 firefighters across the state ranging from fire chiefs to firefighters.

Whether your goal is to target seasoned professionals with budget-making authority or engage the next emerging generation of firefighters with the latest gear, *Georgia Firefighter* provides a direct link to departments throughout Georgia.

Gain direct contact to the state's firefighters with information on your company's products and services by advertising with *Georgia Firefighter*.

4 color advertising rates per issue:

- Full Page, Cover \$2,400 - 7 in. x 9 1/2 in.
- Full Page \$1,800 - 7 in. x 9 1/2 in.
- 2/3 Page Space \$1,200
 - Horizontal: 7 in. x 6 1/3 in.
 - Vertical: 4 7/12 in. x 9 1/2 in.
- 1/2 Page Space \$960
 - Horizontal: 7 in. x 4 2/3 in.
 - Vertical: 3 5/12 in. x 9 1/2 in.
 - Vertical Square: 4 7/12 in. x 7 in.
- 1/3 Page Space \$720
 - Horizontal: 7 in. x 3 1/2 in.
 - Vertical: 2 1/6 in. x 9 1/2 in.
 - Vertical Square: 4 7/12 in. x 4 2/3 in.
- 1/4 Page Space \$580
 - Horizontal: 4 7/12 in. x 3 1/2 in.
 - Vertical: 3 5/12 in. x 4 2/3 in. Wide: 7 in. x 2 1/3 in.

Ad file formats accepted tif, jpg, eps, pdf

2025 Issue and Closing Dates

Edition and Publication Date	Ad Space Close	Ad Material Due
Spring - May	1/10/25	2/7/25
Summer – July	3/28/25	4/18/25
Autumn- October	6/20/25	7/18/25
Winter – January 2026	9/12/25	10/10/25

To place your ad space Contact: Taylor Moore GSFA taylor@gsffa.org 770.914.7774, or Lynne Norton lnorton@greatstoneconsulting.com 678-310-9842

2025 Program Commitment Form

Submission of Commitment Form does not guarantee confirmation of selection, GAFC/GSFA will be in contact regarding specifics and invoicing.



Sponsorship	Level	Rate	Indicate Level
Annual Business Membership – 2025	GAFC/GSFA Combined	\$600	
2025 Annual Firefighter Recognition Day and Legislative Dinner February 4, 2025 Atlanta, Georgia	Business	\$800	
	Fire Associations/Agencies	\$500	
GAFC Spring Executive Training Session March 30- April 2, 2025 Savannah, Georgia	Presenting	\$5,000	
	Gold	\$1,750	
	Silver	\$1,200	
	Bronze	\$600	
	Tabletop – Vendor Hall	\$600 (\$700 after March 4	
Annual Fire Service Conference September 30-October 3, 2025 Forsyth, Georgia	Premier	\$5,000	
	Platinum	\$2,500	
	Gold	\$1,500	
	Silver	\$1,000	
	10x10 Exhibit space	\$825	
	10x20 Exhibit space	\$1,350	
	20x40 Apparatus space	\$1,550	
Georgia Firefighters Magazine Advertising Issues: Spring (Print/Online), Summer (Online), Autumn Print/Online), Winter Online)	Indicate issue(s) and sizes		
	Full page	\$2,400/\$1,800	
	2/3 page	\$1,200	
	1/2 page	\$960	
	1/3 page	\$720	
	1/4 page	\$580	
Digital Marketing Programs	Indicate program and frequency request Note: Placement will be confirmed and scheduled by GAFC/GSFA		
	Banner Ad	\$350	
	Email Serve	\$550	

Company: _____ Company Contact Name: _____

Contact Phone and Email: _____

Please email your form to Yalonde Tanner, GAFC Business Manager ytanner@gafc.org

Questions? Contact: Yalonde Tanner GAFC ytanner@gafc.org 678.686.6239, Taylor Moore GSFA

taylor@gsffa.org

770.914.7774, or Lynne Norton lnorton@greatstoneconsulting.com 678-310-9842

Use this form as a working document to commit your intent for 2025

Please do not submit it with a check with this form, as each item will be invoiced individually

We appreciate your commitment to the Georgia Fire Service