

FireSmart™ BC Partnership Package





Introduction

Welcome to the FireSmart BC partnership package! This document outlines how we team up with organizations and the perks it offers both parties. Before reaching out with a partnership request, please take a moment to read through the package. It'll help you get to know us better and ensure we're on the same page.

Let's Stay Connected, Partner:

- [FireSmart BC Website](#)
- [FireSmart BC Facebook](#)
- [FireSmart BC Magazine](#)
- [FireSmart BC Instagram](#)
- [The Get FireSmart Podcast](#)
- [FireSmart BC X](#)

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About FireSmart BC

Vision, Mission, Strategic Goal

Vision	Mission
A wildfire-resilient province where everyone works, plays and lives FireSmart.	To build wildfire resilience and reduce the negative impacts of fire for everyone in the province through FireSmart.
Strategic Goal	
Everyone in the province is aware of FireSmart, understands their role, accepts responsibility and takes action to increase wildfire resiliency.	

What is FireSmart?

FireSmart BC is a provincial program committed to reducing the negative impacts of wildfire. It is based on scientific research that shows that doing simple FireSmart tasks around where you live can make your property more resilient to wildfire.

[Firesmartbc.ca](https://firesmartbc.ca) is the go-to resource for individuals, neighbourhoods and communities looking to protect themselves and their properties from wildfire.

Who Oversees FireSmart?

The BC FireSmart Committee (BCFSC) formally came together in 2017 to coordinate and advance the goals of FireSmart in BC. The BCFSC consists of several agencies who work together to maintain and improve the delivery of the FireSmart BC program to support wildfire preparedness, prevention and mitigation. They develop a strategic plan and an annual work plan to deliver on the program's commitment to wildfire resilience in the province.

FireSmart BC has a [dedicated team of professionals](#) who action the BCFSC goals. They come from the BC Wildfire Service, the Fire Chiefs Association of BC, the First Nations' Emergency Services Society, and the Union of BC Municipalities.

Why FireSmart?

Wildfires are growing in frequency, scale and severity. In 2023, BC experienced 2,252 wildfires. 92% of people believe that wildfires are one of the most important issues facing BC.

We must be proactive to adapt to a world with more wildfires. Wildfire prevention is a shared responsibility. When individuals, business owners and the government work together, it can make a big difference in reducing community wildfire risk.

Core Programs

Program Name	Audience	Description
Home Partners Program (HPP)	Residents, wildfire mitigation specialists, insurance companies, First Nation communities, and local governments.	A professional home assessment with property-specific recommendations.
FireSmart Canada Neighbourhood Recognition Program	Neighbourhoods, subdivisions, communities.	Formal recognition program for neighbourhoods who have collectively taken steps to prepare for wildfire.
Plant Program	Residents, garden centres.	Unique FireSmart plant tags to help residents find safer plants at participating garden centres.
Library Program	Youth, libraries, parents.	Digital & physical children’s literacy resources dedicated to wildfire resiliency.
Education Program	Youth, educators, parents.	A teaching resource to introduce students in grades K-12 to FireSmart concepts.

FireSmart’s Official Mascot



- Ember, the FireSmart Fox, is the official mascot for FireSmart BC.
- Ember’s job is to put a friendly – but also alert and adaptable – face on FireSmart’s messages of preparedness and resilience.
- [Click here](#) to watch Ember’s story
- Visit [Ember’s Den](#) to access downloadable youth education materials and activities

About Our Partners

Why We Partner

Our mission at FireSmart BC is ambitious, and we recognize that we can't achieve it alone. Building a wildfire-resilient province through FireSmart requires widespread participation, advocacy, and action from individuals, businesses, and government entities. When we collaborate, we can make a significant impact in reducing wildfire risk and protecting our communities.

Partner Profile

Below are some of the groups we typically partner with.

Non-Profits

Indigenous and non-Indigenous non-profit organizations, registered charities, or similar community-focused groups.

Garden Centres/Hardware Stores

Nurseries, garden centres, hardware companies or similar home-improvement retail stores.

Schools/Educational Organizations

Public or private schools, Indigenous schools, and organization that support youth education.

Tourism Companies

Indigenous and non-Indigenous tourism, hospitality and transport companies that cater to travelers.

Insurance Companies

Indigenous and non-Indigenous private or public companies specializing in risk management or insurance products.

Wildfire Mitigation/Climate Change Organizations

Indigenous and non-Indigenous organizations or groups actively involved in wildfire mitigation, climate change, or related initiatives.

FireSmart BC does not typically partner with wildfire consultants, equipment providers or political parties/groups.

Some of Our Current Partners



Partnership Opportunities

Opportunity	Description	How to Submit a Request
Promote FireSmart BC at a local community event	Request Ember, the FireSmart Fox or FireSmart promotional materials for use at your local community event.	Complete the online partnership intake form . Responses typically take 7-10 days.
Distribute or co-brand FireSmart resources, images or information	Make a request to use the FireSmart BC logo, images, resources or information on your company website, social media accounts or communication channels.	Complete the online partnership intake form . Responses typically take 7-10 days.
Include the FireSmart BC logo or request trademark authorization	Include the FireSmart BC brand on your website or in your communications.	Complete the Request to use FireSmart Logos and Images form . Responses typically take 7-10 days.
Submit an unsolicited partnership proposal	Submit an idea for an alternative partnership opportunity with the intention of promoting wildfire resilience.	Email partnerships@firesmartbc.ca with "Partnership Proposal" in the email title to submit a partnership proposal that is not listed above.



FireSmart BC Marks Usage and Brand Guidelines

Partners must review and abide by the [FireSmart BC Marks Usage Request Form](#) and the [FireSmart BC Brand Guidelines](#). Any inclusion of FireSmart logos or other brand assets must be accompanied by the following disclaimer: “[Your Name/Company Name] has no formal affiliation with, and does not represent FireSmart BC, the BC FireSmart Committee or any of its member agencies.”

Questions?

If you have read the above information and think there is mutual partnership fit, please complete the [partnership intake form](#). If you have questions before submitting, please email partnerships@firesmartbc.ca.