



Local FireSmart™  
Collective Program

Premier Partner:



## Local FireSmart Collective Program (LFCP) Partnership Opportunity Package

### New Program Launching Spring 2026

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#### Program Overview

Launching in Spring 2026, the new Local FireSmart Collective Program (LFCP) is a made-in-B.C. initiative designed to help communities work together to reduce wildfire risk — because FireSmart is most effective when it's a collective effort.

The LFCP will replace the FireSmart Canada Neighbourhood Recognition Program (FCNRP) in British Columbia. It supports and recognizes groups of residents and community organizations that take meaningful, coordinated action to protect their shared spaces from wildfire.

From rural communities and suburban neighbourhoods to First Nations communities, farms, and ranches, the LFCP reflects the diverse needs of B.C. residents. The program also offers financial incentives and public recognition to reward local wildfire resiliency efforts.

Key features of the LFCP:

- **Inclusive and scalable:** Built to grow with community needs and welcome a wider range of participants.
- **Tailored to B.C.:** Specifically designed for the province's diverse communities and landscapes.
- **Built on success:** Expands and strengthens the proven foundation of the former FCNRP which recognizes 250 communities across B.C.
- **Action-focused:** Shifts from recognition alone to empowering and celebrating tangible collective wildfire risk reduction.

## Why Partner with the LFCP?

Partnership with the Local FireSmart Collective Program (LFCP) isn't just a brand alignment opportunity, it's a **high-impact investment** in wildfire resilience, environmental leadership, and public engagement across British Columbia.

### Program Reach & Exposure

Channel	Estimated Reach	Frequency/Value
Program Launch Press Release	100,000+ impressions via earned media	1X placement
FireSmart BC Digital Channels	7,046,044+ total reach annually (web + social + email)	Multiple placements
Program Launch Video	7,132,518+ annual views via FireSmart BC channels (web + social + email + Youtube)	Logo inclusion
LFCP T-Shirts	2,500 shirts distributed to 250 communities	Logo inclusion, local, on-the-ground brand visibility
LFCP Swag Boxes (items may include hats, gardening gloves, and yard clean-up bags)	1 box X 250 Collectives	Logo inclusion, local, on-the-ground brand visibility
Wildfire Resiliency and Training Summit	700+ attendees from local gov't, First Nations, emergency services & industry	Logo exposure through the program launch video shown at the event. Speaking opportunity for Premier Partner.
Co-Branded Digital Content	10,000+ impressions per feature	Up to 6x annually for Premier
Website (firesmartbc.ca)	170,835 unique visitors annually	Persistent brand presence

### Beyond Reach: Strategic Value of Partnering with FireSmart BC

In addition to the program reach and exposure outlined above, **FireSmart BC is the only initiative in the province solely dedicated to wildfire prevention education and grassroots community engagement.** This makes it a uniquely high-value and purpose-driven partnership opportunity.

## Strategic Benefits of Partnership:

- **Enhance your brand's alignment** with wildfire risk reduction, climate resilience, and public safety education.
- **Strengthen your ESG or CSR profile** by supporting a program that delivers tangible, community-level impact.
- **Partner with a trusted, evidence-based initiative** recognized for its leadership in wildfire prevention.
- **Contribute directly to the resilience of B.C. communities**, including Indigenous groups, municipalities, and rural regions.
- **Leverage real-world impact stories** for use in sustainability reports, stakeholder updates, and brand storytelling.
- **Build meaningful relationships** across government, Indigenous leadership, emergency services, and nonprofit sectors.

## Partnering with FireSmart BC

Partnership funding will:

- Provide **essential grants** to participating communities.
- Support **program operations and administration** to ensure long-term impact.
- Help amplify awareness, education, and engagement through **public-facing content and events**.

### Important Disclaimer:

Participation in the LFCP contributes to a broader solution to reduce wildfire risk. It does not guarantee protection or immunity from wildfire events. Sponsorship reflects a shared commitment to community resilience, not an assurance of specific outcomes.

### Vetting Requirement:

All potential sponsors will be required to undergo a vetting process through the BC FireSmart Committee (BCFSC) to ensure alignment with FireSmart BC's mission, vision, and values.

Thank you for your interest in supporting the LFCP. We look forward to potentially working together to reduce wildfire risk for British Columbia.

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## OPEN Partnership Opportunities

### CHAMPION PARTNER

**Mid-Tier – \$150,000 over three years**

- **Availability: 4 opportunities**
- **Investment: \$50,000 per year (3-year term)**

#### **Benefits Include:**

- Recognition in program launch press release\*
- Recognition in subsequent press releases to announce program achievements\*
- Invitation to participate in promotional events
- Logo placement at the end of a program launch video
- Logo on a dedicated landing page: [firesmartbc.ca/LFCP](https://firesmartbc.ca/LFCP)
- Opportunity to use the FireSmart BC and LFCP brand on your company website
- Logo on 2,500 program T-shirts (10 shirts x 250 Collectives)
- Logo exposure at the Wildfire Resiliency and Training Summit (700+ attendees) through the program launch video shown at the event.
- Two (2) co-branded digital content features annually
- Access to annual program success metrics for CSR reporting
- First right of renewal at term end

\*Requires sponsorship in place by January 15, 2026.

### CONTRIBUTING PARTNER

**Entry-Tier – \$15,000 over three years**

- **Availability: Unlimited**
- **Investment: \$5,000 per year (3-year term)**

#### **Benefits Include:**

- Logo placement at the end of a program launch video
- Logo on dedicated landing page: [firesmartbc.ca/LFCP](https://firesmartbc.ca/LFCP)
- Opportunity to use the FireSmart BC and LFCP brand on your company website
- Company mention in LFCP digital content (blog, newsletter, social media)
- Access to annual program success metrics for CSR reporting
- First right of renewal at term end

## Existing Partnership

### PREMIER PARTNER

- **Availability:** Sponsorship Filled – Thank you to BCAA for their continued support of FireSmart BC and their newly committed support of the LFCP.



### Benefits Include:

- Prominent recognition in program launch press release
- Opportunity for prominent recognition in subsequent press releases to announce program achievements
- Opportunity for media interviews & participation in promotional events
- High-visibility logo in a program launch video
- Logo & written recognition on dedicated landing page: [firesmartbc.ca/LFCP](https://firesmartbc.ca/LFCP)
- Opportunity to use the FireSmart BC and LFCP brand on your company website
- High-visibility logo on 2,500 program T-shirts (10 shirts x 250 Collectives)
- Prominent logo placement on LFCP curated swag boxes containing useful items such as hats, gardening gloves, and yard clean-up bags (1 box X 250 Collectives)
- Speaking opportunity at the Wildfire Resiliency and Training Summit (700+ attendees)
- Prominent logo exposure at the Wildfire Resiliency and Training Summit (700+ attendees) through the program launch video shown at the event.
- 4–6 co-branded digital content features per year (blog, newsletter, social media)
- Community testimonials (with approval)
- Access to annual program success metrics for CSR reporting
- Prominent logo placement in co-branded LFCP resources used at community events
- Opportunity to negotiate additional branding placements
- First right of renewal at term end