



WILDFIRE RESILIENCY AND TRAINING SUMMIT

SPONSORSHIP OPPORTUNITIES

Wildfire Resiliency and Training Summit
April 12-16, 2025 | Penticton, B.C.





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EVENT

In 2024, British Columbia's FireSmart community was faced with dramatic evidence that wildfire season in the province is increasingly starting sooner, finishing later and cutting a wider path of destruction across the province. With higher temperatures, drought conditions and other effects of climate change expected to persist, fire and fire resiliency are quickly becoming year-long challenges for British Columbia communities.

On April 12-16, more than 700 firefighting professionals, FireSmart experts and Indigenous, municipal and community leaders will gather in Penticton for the 2025 Wildfire Resiliency and Training Summit. There, they will focus on changing the narrative around fire, along with the latest research, technologies, best practices and other information to help regions and communities prepare for the upcoming wildfire season.

The theme for this year's Summit is "Living with Fire: Building resilience by bringing fire back to the land, strengthening relationships, and investing in collective well-being". The five-day gathering in Penticton will kick off with two days of training for firefighting professionals, followed by a three-day conference with keynote presentations, expert panels, workshops, training programs and valuable networking opportunities. We hope you can join British Columbia's firefighters and FireSmart community as they work together to keep British Columbia communities safe, build fire resiliency and reduce the negative impacts of fire.

AUDIENCE

Members of the FireSmart community attending this conference will include key staff from First Nations, local governments, the Province of British Columbia, fire departments province-wide, as well as local FireSmart representatives, wildfire mitigation specialists, firefighters, researchers, emergency managers, wildfire scientists and industry partners.

REACH

Through the year-round work carried out by Summit attendees, your sponsorship reach will be amplified as they work with municipalities, First Nations, homeowners, home builders, renovation contractors, ranchers, farmers, landscapers, schools and others educating them about the products and best practices that help make communities and homes fire resilient.



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As the importance of being FireSmart continues to grow in the face of ongoing climate change, the Wildfire Resiliency and Training Summit will provide your organization with unique sponsorship, exhibitor and networking opportunities to showcase how your products, services and expertise have a valuable role to play in keeping communities safe and building fire resiliency across British Columbia.

THE OPPORTUNITY

For the 2025 Wildfire Resiliency and Training Summit we are offering a single sponsorship tier and price point. All funds raised through sponsorship will be directed towards the following two initiatives:

- Registration and travel subsidy for individuals who would like to attend but do not have access to existing financial assistance programs (First Nations, students, Coordinators, Community Champions, VFD etc.). The WRTS planning committee will oversee the application and review process to determine which applicants best meet the requirements.
- BC Wildland Firefighter Awards: In recognition of the critical role that wildland firefighters play in keeping the province safe, FireSmart BC, the First Nations' Emergency Services Society, and BC Wildfire Service have partnered to create the annual BC Wildland Firefighter Awards, which will recognize firefighters (Indigenous and non-Indigenous) at the Wildfire Resiliency and Training Summit (WRTS). Each recipient will receive a unique gift and a personal award of \$1000 that can be used towards furthering wildfire resiliency.

For more information, please visit the Wildfire Resiliency and Training Summit [website](#).

WRTS 2025 SPONSORSHIP: \$2600

- 2 Conference registrations (April 14-16, 2025).
- Opportunity to have an exhibitor booth at the Summit.
- Opportunity to provide item for delegate bag.
- Logo placement on event program and signage.
- Logo on sponsor page of the event website.

SECURE YOUR SPONSORSHIP

We welcome the opportunity to partner with you. Start the sponsorship conversation by contacting:

wrts@pacegroup.com