

SPONSORSHIP OPPORTUNITIES



JUNE 7 – 11, 2026 • MILWAUKEE, WI

TABLE OF CONTENTS

ABOUT MILWAUKEE & HOST RESORT.....3

RETURN ON INVESTMENT4

SPONSORSHIP DETAILS5

SPONSOR RECOGNITION6-7

BRAND RECOGNITION8

SPONSORSHIP LEVELS.....9-18

SPONSORSHIP MATRIX19

PACKET DEFINITIONS.....20

CONTACT INFORMATION21





GOOD THINGS BREWING

ABOUT MILWAUKEE



Bordering Lake Michigan's western shore, Milwaukee covers about 96 square miles and is home to roughly 563,000 residents, the largest population of any city in Wisconsin. The "City of Festivals" stages events such as Summerfest and a full calendar of cultural celebrations that draw visitors year-round. A three-mile RiverWalk threads through downtown, connecting neighborhoods with cafés, public art, and craft-brewery patios along the Milwaukee River. Landmarks like the Santiago Calatrava-designed Quadracci Pavilion at the Milwaukee Art Museum highlight a thriving arts scene that continues to attract new residents and businesses to this dynamic Great Lakes city.

ABOUT THE PFISTER HOTEL

Opened in 1893, The Pfister is Milwaukee's iconic hotel, blending Gilded Age architecture with modern luxury in the heart of downtown. The hotel houses the largest Victorian art collection of any hotel in the world and offers 307 newly refreshed guest rooms and suites, following a multi-phase, \$20 million renovation completed in 2025. Event venues include fully renovated seventh-floor ballrooms, while signature experiences range from Blu—the 23rd-floor lounge with panoramic views of Lake Michigan and the skyline—to the WELL Spa + Salon, known for its private suites and customizable treatments. With attentive service and a storied past, The Pfister continues to set the standard for luxury hospitality in Wisconsin's largest city.



RETURN ON INVESTMENT

Being a Metro Fire Chiefs Conference sponsor not only demonstrates your organization's presence in the fire service profession, it also gives your brand optimal visibility to hundreds of global attendees.

Metro Fire Chief Conference attendees are executive leaders within their respective fire departments and would viably benefit from your products and/or services.

The value that your sponsorship brings to your organization includes the following:

- **Branding an event or item**
- **Advertising opportunities in the conference program publication**
- **Participation in a forum showcasing products/services**
- **Opportunities to engage with viable potential clients**
- **Opportunities to directly address conference attendees**

SPONSORSHIP DETAILS

There are multiple packages available at different levels of sponsorship funding. Each package has specific benefits listed.

Each sponsorship allows a given number of attendees per the level of sponsorship to attend open speaker sessions and social functions. Spouses and partners are included in the total count.

SPONSORSHIP DETAILS

Pooling Contributions

If multiple sponsors join together to achieve a specific level of sponsorship, the individual will be listed according to their sponsorship level. Example: If two sponsors contribute \$10,000 each to sponsor a Diamond-Level Event, both sponsors will be recognized and listed as Gold Sponsors. Using this same example, if these two contributing Gold Sponsors prefer using a single-sponsor name, then that sponsor only would be listed as a Diamond Sponsor, and the other sponsor's name would not be listed.

Pooling Contributions

A representative from the host conference committee will work with sponsors to identify assigned events. If the cost of the assigned event exceeds the agreed-upon sponsorship level, the sponsor will be contacted and offered the opportunity to increase the contribution to the level necessary to retain sole sponsorship of the desired event.

Pooling Contributions

All events have a maximum limit of attendees. Be sure to register as soon as you can in order to secure the preferred number of spots for your company.



SPONSORSHIP RECOGNITION

Sponsors of the 2026 Metro Fire Chiefs Conference are promoted on the conference website, publication, and in print and electronic marketing for the event. All attendees and speakers will know you will be at the 2026 Metro Fire Chiefs Conference to learn about your products and services.

The Tabletop/ Information Gallery will take place during a designated time of the conference program. This provides an excellent opportunity for company representatives to meet influential fire service professionals.

SPONSOR APPRECIATION RECEPTION

About the Event

The Sponsor Appreciation Reception is a premiere event where the focus is on you - the sponsor - in an intimate networking setting.

Date & Location

The Sponsor Appreciation Reception will take place on Tuesday, June 9th, 2026 from 5 - 7 p.m. at The Pfister Hotel. This immersive, energized networking opportunity allows exhibitors to present their company's value proposition to attendees on an individual, personal level. Sponsors can raffle prizes from business cards collected at their booths or offer similar incentives.

**All sponsors may place their literature on the table at open conference meetings. However, sponsors who attend another sponsor's event shall not distribute their company's literature at that event.*



OTHER DETAILS

- Any persons attending the conference or any social events on behalf of a sponsor and as part of the sponsorship benefits must be identified by your organization a minimum of two (2) weeks prior to the first day of the conference. Any scheduling inquiries, changes in designees, etc., must be communicated to the 2026 Metro Chiefs Conference Committee prior to the conference.
- Please be advised that it is Metro policy that sponsors shall invite Fire Chiefs out to dinner only on the night of the Sponsors Appreciation Night, and not on any other night of the conference where a special event is scheduled. Fire Chiefs have been advised to not accept any invitations during events when there are sponsored events, as it would reduce branding recognition for the event sponsor.
- By signing the sponsorship agreement, you agree to and understand the guidelines set forth for the 2026 Metro Fire Chiefs Conference. If a sponsor does not comply with the above guidelines, the Host Chief will advise the Metro President and the Executive Secretary. The Metro President or his/her designee(s) and the Executive Secretary will meet with the sponsor, and based on the specific circumstances, take action deemed appropriate.





BRAND RECOGNITION & SPONSORSHIP LEVELS

Once a sponsorship has been confirmed, you will be requested to provide the following:

- **A brief 100-150-word description of your company**
- **Website URL**
- **High resolution file of your logo**

These elements will be included on a comprehensive sponsorship listing page on the 2026 Metro Fire Chiefs Conference website.

If your sponsorship includes custom imprinted items, please provide a high-resolution vector (preferable EPS) file.

ELITE SPONSOR

- Elite Sponsor's design includes all brand exposure and sponsor recognition opportunities as described on the sponsorship matrix.
- A full-page advertisement is included in the conference program publication.
- Exclusively, the Elite Sponsor is the only sponsorship that provides the opportunity for a representative for the organization to address attendees for 10-15 minutes before the start of the educational program on Tuesday, Wednesday, and Thursday (three slots available only).
- Up to nine (9) people may attend the open speaker sessions and all social functions. Spouses and partners are included in the total count. (i.e. five (5) staff members accompanied by four spouses/ partners or any combination totaling nine (9) individuals)
- Any or all of these nine (9) people are welcomed to attend pre-conference events, the partners program events, and all social program events. Registration forms for the pre-conference events and the partner program events must be submitted to the conference coordinator with their registrations.
- This level can be sole or a partial sponsorship of a particular item/event.

EXAMPLES OF ITEMS AVAILABLE FOR SPONSORSHIP AT THIS LEVEL:

Sole sponsorship of a Signature Event.

Any general sponsorship equaling this category amount will be considered an Elite Sponsor. You will receive the aforementioned benefits as described. The host Metro Chiefs Conference Committee will designate sponsorship if no particular item or event is requested to be sponsored.

\$50,000+



FOUR ALARM SPONSOR

- The designation of Four Alarm Sponsor includes all brand exposure and sponsor recognition opportunities described on the sponsorship matrix.
- It includes the opportunity to make remarks for 3-5 minutes at a Signature event.
- Four Alarm Sponsors receive a one-half (1/2) page advertisement in the conference program publication.
- Up to nine (9) people may attend the open speaker sessions and all social functions. Spouses and partners are included in the total count (i.e. five (5) staff members accompanied by four spouses/partners or any combination totaling nine (9) individuals).
- Any or all of these nine people are welcomed to attend the pre-conference events, the partners program events, and all social program events. Registration forms for the pre-conference events and the partner program events must be submitted to the conference coordinator with their registrations.
- This level can be sole or partial sponsorship of a particular item/event

EXAMPLES OF ITEMS AVAILABLE FOR SPONSORSHIP AT THIS LEVEL:

Partial sponsorship of a Signature Event.
Sole/partial transportation.
Social/Partner events.
Hospitality suites.

Any general sponsorship equaling this category amount will be considered a Four Alarm Sponsor. You will receive the aforementioned benefits as described. The host Metro Chiefs Conference Committee will designate sponsorship if no particular item event is requested to be sponsored.

\$40,000+



OFFICIAL TRAINING AND RESEARCH PARTNER

- The Official Training & Research Partner designation includes all brand exposure and sponsor recognition opportunities as described in the sponsorship matrix.
- The Partner will be offered a presentation slot as part of the main program to share fire service training and research results. Signage shall be displayed to distinguish Partners from corporate sponsors.
- A one-half (1/2) page advertisement shall be displayed in the center of the conference program publication.
- Up to four (4) people may attend the open speaker sessions and all social functions, pre-conference events, the partners program events, and all social program events. Spouses and partners are included in the total count (i.e. two staff members accompanied by two spouses/partners totaling four (4) individuals).
- Registration forms for the pre-conference events and the partners program events must be submitted to the conference coordinator with their registrations.
- This level can either be sole or partial sponsorship of a particular item/ event.

EXAMPLES OF ITEMS AVAILABLE FOR SPONSORSHIP AT THIS LEVEL:

- 1. The Partner will be offered the option to put item (s) in the conference bag.**
- 2. Sole/partial transportation, social/partner event, or hospitality suite.**
- 3. Breakfast provided to all attendees and spouse/partners. Signage will be displayed indicating your organization as the sponsor.**
- 4. Break refreshments/snacks provided to all attendees and /or spouses/partners. Signage will be displayed indicating your organization as the sponsor.**
- 5. Lunch provided to all attendees and / or spouses/partners. Signage will be displayed indicating your organization as the sponsor.**

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OFFICIAL TRAINING AND RESEARCH PARTNER

Any general sponsorship equaling this category amount will be considered a Premier Partner. You will receive the aforementioned benefits as described. The host Metro Chiefs Conference Committee will designate sponsorship if no particular item/ event is requested to be sponsored.

SPECIAL NOTE: Training and Research Partners are approved in advance by the Metro Chiefs Executive Board. Promoting a sole-source product or service during the education session is strictly prohibited.

\$25,000



PREMIER SPONSOR

- Includes all brand exposure and sponsor recognition opportunities as described on Pages 4-6.
- Allows for one representative to make remarks for 3 - 5 minutes at a designated time.
- Complimentary quarter (1/4) page advertisement in the conference program publication.
- Up to seven (7) people may attend the open speaker sessions and all social functions. Spouses/ partners are included in the total count (i.e., four (4) staff members accompanied by three (3) spouses/partners or any combination totaling seven (7) individuals). Any or all of these seven people are welcomed to attend the pre-conference events, the partners program events, and all social program events.
- Registration forms for the pre-conference events and the partners program events must be submitted to the conference coordinator with their registrations.
- This level can be either sole or partial sponsorship of a particular item event.

EXAMPLES OF ITEMS AVAILABLE FOR SPONSORSHIP AT THIS LEVEL:

- 1. Breakfast provided to all attendees and spouses/ partners. Signage will be displayed indicating your organization as the sponsor.**
- 2. Break refreshments/snacks provided to all attendees and / or spouses/partners. Signage will be displayed indicating your organization as the sponsor.**
- 3. Lunch provided to all attendees and /or spouses/ partners. Signage will be displayed indicating your organization as the sponsor.**
- 4. Sole/partial sponsorship of transportation, social/ partner event, or hospitality suite**
- 5. Partial sponsorship of a Signature event.**

Any general sponsorship equaling this category amount will be considered a Premiere Sponsor. You will receive the aforementioned benefits as described. The host Metro Chiefs Conference Committee will designate sponsorship if no particular item/ event is requested to be sponsored.

\$25,000



DIAMOND SPONSOR

- Includes all brand exposure and sponsor recognition opportunities as described on Pages 4-6.
- Allows for one representative to make remarks for 3-5 minutes at a designated time.
- Up to six (6) people may attend the open speaker sessions and all social functions. Spouses/partners are included in the total count (i.e., three (3) staff members accompanied by three (3) spouses/partners). Any or all of these six people are welcomed to attend the pre-conference events, the partners program events, and all social program events .
- Registration forms for the pre-conference events and the partners program events must be submitted to the conference coordinator with their registrations.
- This level can be either sole or partial sponsorship of a particular item event.

EXAMPLES OF ITEMS AVAILABLE FOR SPONSORSHIP AT THIS LEVEL:

- 1. Breakfast provided to all attendees and spouses/partners. Signage will be displayed indicating your organization as the sponsor.**
- 2. Break refreshments/snacks provided to all attendees and/or spouses/ partners. Signage will be displayed indicating your organization as the sponsor.**
- 3. Lunch provided to all attendees and / or spouses/partners. Signage will be displayed indicating your organization as the sponsor.**
- 4. Partial sponsorship of transportation or social/partner event.**
- 5. Partial sponsorship of a Signature event.**

Any general sponsorship equaling this category amount will be considered a Diamond Sponsor. You will receive the aforementioned benefits as described. The host Metro Chiefs Conference Committee will designate sponsorship if no particular item event is requested to be sponsored.

\$20,000



PLATINUM SPONSOR

- Includes all brand exposure and sponsor recognition opportunities as described on Pages 4-6.
- Allows for one representative to make remarks for 3-5 minutes at a designated time.
- Up to five (5) people may attend the open speaker sessions and all social functions. Spouses/partners are included in the total count (i.e., three (3) staff members accompanied by two (2) spouses/partners). Any or all of these five people are welcomed to attend the pre-conference events, the partners program events, and all social program events.
- Registration forms for the pre-conference events and the partners program events must be submitted to the conference coordinator with their registrations.
- This level can be either sole or partial sponsorship of a particular item/event.

EXAMPLES OF ITEMS AVAILABLE FOR SPONSORSHIP AT THIS LEVEL:

- 1. Breakfast provided to all attendees and spouses/partners. Signage will be displayed indicating your organization as the sponsor.**
- 2. Break refreshments/snacks provided to all attendees and/or spouses/partners. Signage will be displayed indicating your organization as the sponsor.**
- 3. Lunch provided to all attendees and/or spouses/partners. Signage will be displayed indicating your organization as the sponsor.**
- 4. Partial sponsorship of transportation or social/partner event.**
- 5. Partial sponsorship of a Signature event.**

Any general sponsorship equaling this category amount will be considered a Platinum Sponsor. You will receive the aforementioned benefits as described. The host Metro Chiefs Conference Committee

\$15,000



GOLD SPONSOR

- Includes all brand exposure and sponsor recognition opportunities as described on Pages 4-6.
- Allows for one representative to make remarks for 3 - 5 minutes at a designated time.
- Up to four (4) people may attend the open speaker sessions and all social functions.
- Up to two (2) people may attend the pre-conference and partner events. Spouses and partners are included in the total count (i.e., two staff members accompanied by two spouses/partners for the social functions. One staff member and one spouse/ partner for the pre-conference and partner events).
- This level can either be sole or partial sponsorship of a particular item/event.

EXAMPLES OF ITEMS AVAILABLE FOR SPONSORSHIP AT THIS LEVEL:

- 1. Conference Bags - custom imprinted with your logo, included in each attendee's conference packet.**
- 2. Conference Program Publication - Complimentary full-page back cover advertisement.**
- 3. Breakfast provided to all attendees and spouse/partners. Signage will be displayed indicating your organization as the sponsor.**
- 4. Break refreshments/snacks provided to all attendees and/or spouses/partners. Signage will be displayed indicating your organization as the sponsor.**
- 5. Lunch provided to all attendees and / or spouses/partners. Signage will be displayed indicating your organization as the sponsor.**
- 6. Partial sponsorship of transportation or social/partner event.**
- 7. Partial sponsorship of a Signature event.**

Any general sponsorship equaling this category amount will be considered a Gold Sponsor. You will receive the aforementioned benefits as described. The host Metro Chiefs Conference Committee will designate sponsorship if no particular item/ event is requested to be sponsored.

\$10,000



SILVER SPONSOR

- Includes all brand exposure and sponsor recognition opportunities as described on Pages 4-6.
- Allows for one representative to make remarks for 3 - 5 minutes at a designated time.
- Up to two (2) people may attend the open speaker sessions and all social functions.
- Only one (1) person may attend the pre-conference and partner events. Spouses and partners are included in the total count (i.e., one staff member accompanied by one spouse/ partner at the social programs. One person only at the pre-conference and partner events).
- This level can either be sole or partial sponsorship of a particular item/event.

EXAMPLES OF ITEMS AVAILABLE FOR SPONSORSHIP AT THIS LEVEL:

- 1. Conference Padfolios - custom imprinted with your logo, included in each attendee's conference packet.**
- 2. Breakfast provided to all attendees and spouse/ partners. Signage will be displayed indicating your organization as the sponsor.**
- 3. Break refreshments/ snacks provided to all attendees and / or spouses/ partners. Signage will be displayed indicating your organization as the sponsor.**
- 4. Lunch provided to all attendees and / or spouses/ partners. Signage will be displayed indicating your organization as the sponsor.**

Any general sponsorship equaling this category amount will be considered a Silver Sponsor. You will receive the aforementioned benefits as described. The host Metro Chiefs Conference Committee will designate sponsorship if no particular item/ event is requested to be sponsored.

\$7,500



BRONZE SPONSOR

- Includes all brand exposure and sponsor recognition opportunities as described on Pages 5 & 6.
- Remarks from one representative for 3-5 minutes at a designated time.
- Up to two (2) people may attend open speaker sessions and one (1) person may attend all social functions. Does not include pre-conference and partner events.
- Unless otherwise specified, contributions made at this level of sponsorship will be assigned.

EXAMPLES OF ITEMS AVAILABLE FOR SPONSORSHIP AT THIS LEVEL:

- 1. Conference pens - custom imprinted with your logo, included in each attendee's conference packet with extras available to attendees.**
- 2. Conference lanyards & name badges - custom imprinted with your logo, given to all conference attendees.**

Any general sponsorship equaling this category amount will be considered a Bronze Sponsor. You will receive the aforementioned benefits as described and sponsorship funds will be assigned for any unsponsored expenses.

\$5,000

CONTRIBUTING SPONSOR

- Includes all brand exposure and sponsor recognition opportunities as described on Pages 4-6.
- Remarks from one representative for 3-5 minutes at a designated time.
- One person may attend the open speaker session only. All other social and partner program events are closed to the Contributing Sponsor.

Any general sponsorship equaling this category amount will be considered a Bronze Sponsor. You will receive the aforementioned benefits as described and sponsorship funds will be assigned for any unsponsored expenses.

\$3,500



SPONSORSHIP MATRIX



	ELITE	FOUR ALARM	OFFICIAL TRAINING RESEARCH PARTNER	PREMIER	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	CONTRIBUTING
USD	\$50,000+	\$40,000 to \$49,999	\$25,000 to \$25,999	\$25,000 to \$25,999	\$20,000 to \$24,999	\$15,000 to \$19,999	\$10,000 to \$14,999	\$7,500 to \$9,999	\$5,000 to \$7,499	\$3,500 to \$4,999
Brand Exposure & Sponsor Recognition	X	X	X	X	X	X	X	X	X	X
Information Table at Conference	X	X	X	X	X	X	X	X	X	X
Assigned Sponsor Event	X	X	X	X	X	X	X	X	X	X
Advertisement	Full Page	1/2 Page	1/2 Page	1/4 Page						
3-5 Min. Presentation at a Designated Time					X	X	X	X	X	X
3-5 Min. Presentation at a Signature Event		X		X						
10-15 Min. Presentation at Education Event	X									
Presentation of Main Program			X							
Open Speaker Session	Up to 9 People	Up to 9 People	Up to 4 People	Up to 7 People	Up to 6 People	Up to 5 People	Up to 4 People	Up to 2 People	Up to 2 People	1 Person
Social Functions	Up to 9 People	Up to 9 People	Up to 4 People	Up to 7 People	Up to 6 People	Up to 5 People	Up to 4 People	1 Person	1 Person	
Pre-Conference Events	Up to 9 People	Up to 9 People	Up to 4 People	Up to 7 People	Up to 6 People	Up to 5 People	Up to 4 People	1 Person		
Partner Events	Up to 9 People	Up to 9 People	Up to 4 People	Up to 7 People	Up to 6 People	Up to 5 People	Up to 4 People	1 Person		



PACKET DEFINITIONS

OPEN SPEAKER SESSIONS:

Presentations made during the educational component of the conference program.

BUSINESS SESSIONS:

Opened to Regular and Senior Metro Chiefs only. (See Section II of the Metro Bylaws)

SOCIAL PROGRAMS:

Sponsored events, such as the hospitality suites, evening events, and opening and closing ceremonies.

PARTNER PROGRAMS:

Programs specifically organized for partners attending with Regular and Senior Metro Chiefs and Elite, Four Alarm, Premier, Diamond, Platinum, Gold, and Silver Sponsors.

PRE-CONFERENCE PROGRAMS:

Sponsored programs prior to the Opening Ceremony.



GOOD THINGS BREWING

**FOR SPONSORSHIPS,
CONTACT US.**

Darin Peterburs

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DEADLINE FOR REGISTRATION: 4/15/26