



Ontario
Electrical
League



Corporate
Partnership
Opportunities

Corporate Partnership Opportunities

As a non-profit trade association dedicated to advancing Ontario's electrical industry, we are proud to stand beside partners who support each other and share our mission to build a stronger, more resilient sector.

At OEL, there are four different opportunities for us to collaborate and create meaningful impact together:

1. Join as a Member

[Joining as a Member](#) gives you all the exclusive benefits that comes with an OEL membership, including access to the online Member Community.

2. Be an Event Sponsor

Sponsoring a local or annual OEL event boosts your brand visibility within our network while also supporting initiatives that strengthen Ontario's electrical sector. Sponsors receive acknowledgement and inclusion at the respective events and its promotion, as well as pre & post-event recognition.

3. Be a Member Benefit Partner

Offering our Members a discount, preferred pricing, or exclusive special benefits gives you exposure through our [Member Benefits Package](#), positioning your brand as an industry partner.

4. Purchase Ads on our Weekly Newsletter

You can support OEL's efforts by purchasing ads on our weekly newsletter *Weekly Dialogue*, which goes out every Thursday to over 2,000 readers and has an average 50% open rate.



1. Join the OEL as a Member

For a direct level of engagement, you can opt to join the OEL as a non-LEC Member to access all the benefits that come with a Membership, including preferred newsletter advertising rates and access to the OEL online community via the Member Portal.

[View the Corporate Membership Packages](#) on the OEL website. For additional questions on Corporate Memberships, please contact Wendy at wendy.dobinson@oel.org.



2026 Cost Structure

**Prices are effective as of June 1st, 2026*

- **Manufacturer Membership** – Companies that design and manufacture components, devices, or systems used for electrical distribution, control, and protection.
 - **One-Divisional:** \$1,800 + Tax
 - **Multi-Divisional:** \$2,600 + Tax
- **Manufacturer's Agent Membership** – Individual agents that represent a manufacturer.
 - \$820 + Tax
- **Distributor Membership** – Wholesalers that supply electrical products and equipment from manufacturers to contractors and other businesses.
 - **1-3 Branches:** \$820 + Tax
 - **Over 3 Branches:** \$2,100 + Tax
- **Service Company Membership** – Companies that provide professional non-electrical services to contractors and other businesses.
 - **Operates in Ontario only:** \$1,250 + Tax
 - **Operates nationally+:** \$2,500 + Tax
- **Utility Company Membership** – Regulated entities that manage the production, transmission, and delivery of electrical power to end users.
 - **Less than 50,000 Customers:** \$1,600 + Tax
 - **Greater than 50,000 Customers:** \$3,200 + Tax
- **Association Membership** - Organizations that represent, support, or advance shared professional or industry interests.
 - \$820 + Tax

What OEL Membership gets you as a non-LEC

- Listed as an Industry Partner on the [OEL Member Benefits Package](#), which is distributed to New Members and at events. This is publicly available on the OEL platforms.
- Access to the Online Member Community, our internal social platform only accessible to Members, where you can engage and interact directly with them.
- A welcome feature on our newsletter, *Weekly Dialogue*, to be included the month you join.
- Lower rates for advertising on *Weekly Dialogue*, which is sent out every Thursday to our entire Membership of over 2,000 contacts and an average open rate of 50% every week. Advertising rates for Members are \$200 + HST for two ads.
- Free access as an Employer to the [OEL Job Board](#) - a job-posting Applicant Tracking System that features a built-in applicant assessment tool and is fully integrated with public job boards like Indeed, Monster, Glassdoor, and Google Jobs.
- Lower rates to participate as exhibitors and sponsors (where applicable) at some OEL events and lower rates to participate as golfers at the OEL Annual Golf Day.
- Unrestricted access to attend local Chapter Meetings across the province.



2. Be an Annual or Local Event Sponsor

The OEL hosts several industry events and initiatives across the province every year, offering partners meaningful opportunities to engage more actively with our Members and help us collaboratively strengthen the electrical sector as a whole.



Provincial Sponsorship

Contribute a lump sum (between \$5,000 to \$25,000) which will go towards funding some of our projects, initiatives, and events. Doing this will give you honorary Membership for the year, including all the standard benefits of a Corporate Membership (above) plus additional inclusion as a Provincial Sponsor across our other collateral.

Platinum Provincial Sponsor

\$25,000 (One Opportunity Available)

- All benefits of OEL Membership, including access to the Online Member Community and free usage of the OEL Job Board.
- Free ad spot on Weekly Dialogue any time upon request.
- Opportunity to set up a vendor table at any or all provincial OEL event (Roadshow, OEL Golf Day, Apprentice Day).
- Company logo included as a provincial sponsor at all Weekly Dialogue issues for the year.
- Inclusion as a sponsor at all provincial event marketing and communication.
- Inclusion as a provincial sponsor on the Annual Report plus a dedicated page for an ad.
- Inclusion as a provincial sponsor on the Member Benefits package.

Gold Provincial Sponsor

\$10,000 - \$15,000

- All benefits of OEL Membership, including access to the Online Member Community and free usage of the OEL Job Board.
- Free ad spot on Weekly Dialogue, once per month, upon request.
- Opportunity to set up a vendor table at any or all provincial OEL event (Roadshow, OEL Golf Day, Apprentice Day).
- Company logo included as a provincial sponsor at all Weekly Dialogue issues for the year.
- Inclusion as a sponsor at all provincial event marketing and communication.
- Inclusion as a provincial sponsor on the Annual Report.
- Inclusion as a provincial sponsor on the Member Benefits package.

2. Be an Annual or Local Event Sponsor

Silver Provincial Sponsorship

\$5,000 - \$9,999

- All benefits of OEL Membership, including access to the Online Member Community and free usage of the OEL Job Board.
- Opportunity to set up a vendor table at any or all Roadshow events.
- Company logo included as a provincial sponsor at all Weekly Dialogue issues for the year.
- Inclusion as a sponsor at all Roadshow marketing and communications.
- Inclusion as a provincial sponsor on the Annual Report.
- Inclusion as a provincial sponsor on the Member Benefits package.

Bronze Provincial Sponsorship

\$1,000 - \$4,999

- All benefits of OEL Membership, including access to the Online Member Community and free usage of the OEL Job Board.
- Company logo included as a provincial sponsor at all Weekly Dialogue issues for the year.
- Inclusion as a sponsor at all Roadshow marketing and communications.
- Inclusion as a provincial sponsor on the Annual Report.
- Inclusion as a provincial sponsor on the Member Benefits package.

Sponsorship Level	Honourary Membership	Weekly Dialogue Advertising	Provincial Event Participation	Event Marketing	General Exposure
Platinum	Yes	Free ad spot by request anytime.	Any or All	All Provincial Events	<ul style="list-style-type: none"> • Weekly Dialogue • Annual Report • Member Benefits
Gold	Yes	Free ad spot by request, max once per month.	Any or All	All Provincial Events	<ul style="list-style-type: none"> • Weekly Dialogue • Annual Report • Member Benefits
Silver	Yes	Member Advertising Rates	Any or All Roadshow Events	Roadshow only	<ul style="list-style-type: none"> • Weekly Dialogue • Annual Report • Member Benefits
Bronze	Yes	Member Advertising Rates	None. Participation charged separately.	Roadshow only	<ul style="list-style-type: none"> • Weekly Dialogue • Annual Report • Member Benefits

Annual Events & Opportunities

OEL Roadshow – Informal networking events and tradeshows held across multiple locations in September with the main goal to enhance the collaboration in the local electrical communities. It is open to everyone in the local sector and entrance is free. Roadshow sponsorship includes placement in all Roadshow promotional materials and the option to participate as an exhibitor at one or more Roadshow events.

- **Provincial Platinum Sponsorship:** \$25,000 (1 opportunity)
- **Provincial Gold Sponsorship:** \$10,000 - \$15,000
- **Roadshow Silver Local Sponsorship:** \$2,000 - \$5,000
- **Roadshow Bronze Local Sponsorship:** \$1,000

[See the full details here.](#)

**Quoted prices and items are from previous years and may be subject to change without prior notice.*

For inquiries on the Roadshow, please contact Maverick at maverick.camorista@oel.org

OEL Annual Golf Day – Held every Fall, our Annual Golf Day attracts members from Windsor to Ottawa and everywhere in between to the legendary Glen Abbey Golf Club in Oakville. Golf Day sponsorship includes placement in all Golf Day promotional materials, signage, and the opportunity to set up a promotional booth at a designated hole.

For inquiries on the Annual Golf Day, please contact Wendy at wendy.dobinson@oel.org

- **Player Cart Sponsorship:** \$2,500
- **Breakfast Sponsorship:** \$2,000
- **Player Gift Sponsorship:** \$1,000
- **Lunch Sponsorship:** \$3,500
- **Water Station Sponsorship:** \$750
- **Longest Drive Sponsorship:** \$1,000
- **Closest to the Pin Sponsorship:** \$1,000
- **Beverage Cart Sponsorship:** \$3,500
- **Hole Sponsorships:** \$500

**Quoted prices and items are from previous years and may be subject to change without prior notice.*

2. Be an Annual or Local Event Sponsor



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Leave Your Tools Behind Apprentice Days – Held across multiple locations during the course of the year, our Apprentice Days are full-day, informative workshops that bring local apprentices together to receive career guidance, financial management insights, and health & wellness advice from industry speakers. This landmark event equips the next generation of electricians with the tools they need to succeed. Apprentice Day Sponsorships includes placement in all Apprentice Day promotional materials and signage.

For inquiries on the Apprentice Days, please contact Beatrice at beatrice.sharkey@oel.org

- o **Event Prize Sponsorship:** \$500
- o **Venue Sponsorship:** \$1,000
- o **Catering Sponsorship:** \$1,000
- o **Staff/Volunteer Travel & Logistics Support:** \$1,000

Annual General Meeting (AGM) – Each June, we host our virtual Annual General Meeting (AGM) to update members on key initiatives, provide a year-in-review, and conduct voting. As part of the 2026 AGM, Members receive a complementary Annual Report mailed out to them, highlighting the OEL’s activities and achievements over the past year. AGM Sponsorship includes advertisement placement within the Annual Report, a sponsor acknowledgment in our weekly newsletter, and a special acknowledgement in the Annual Report.

For inquiries on the AGM, please contact Beatrice at beatrice.sharkey@oel.org

- o **Quarter-Page Ad:** \$300 for Quarter-Page ad. Limited to 1 purchase per company.
- o **Half-Page Ad:** \$600. Limited to 1 purchase per company.
- o **Mailing Sponsorship:** \$4,000 (Includes 1 Full-Page Ad at the first page of the Report.)
- o **Printing Sponsorship:** \$3,500 (Includes 1 Full-Page Ad in the last page of the Report.)

Local Chapter Events & Meetings – Many events at the local level are planned and delivered entirely by individual Chapters. These include local trade shows, Chapter golf tournaments, Chapter Meetings, and other locally organized events.

To participate in locally organized events where sponsorship opportunities exist, please inquire with our local Member Sales & Services representatives supporting the respective Chapters.

Southwestern Region	Eastern Region	Central Region	Northern Region	GTA
Shelley Whetren shelley.whetren@oel.org	Michelle Barta michelle.barta@oel.org	Cindy Van Gent cindy.vangent@oel.org	Catherine Glynn catherine.glynn@oel.org	Puneet Khurana puneet.khurana@oel.org

3. Be a Member Benefit Partner

Representing small-to-medium independent Licensed Electrical Contractors across Ontario, the OEL is proud to partner with organizations that support our Members in various ways – from discounts and preferred pricing to value-added services and resources that can help them run their businesses.

Ontario Electrical League's Emp designed to provide you with vital in knowledge. But it also helps you gro your employees' careers. Key benefit

Wage subsidies covering up to a maximum of an employee's gross income.



Cost: There is no cost to participate as a Member Benefits Partner.

How It Works: Offer a minimum of 10% discount or equivalent preferred pricing, or special benefits to OEL members.

What being a Member Benefit Partner gets you:

Member Benefit Partners and their offerings are listed in the [OEL Member Benefits Package](#), which are distributed at events, mailed to new Members, and are publicly available on the OEL platforms.

Examples:



FBC, Canada's Farm & Small Business Tax Specialist gives you a 10% discount off your first year and can help you with income tax and business planning services. Contact details can be found on the Member Portal.



JobPerfect Big Change offers you a 10% discount off user licenses. The BigChange paperless job management system for electrical contractors gives your back office and mobile teams more power, insight, and flexibility - freeing up time and resources to grow your business.



You receive a 15% discount off Dakota merchandise and 10% off at any other regular price items at any **Mark's Commercial** location in Canada. You can download the discount voucher from the Member Portal which you can use in-store.

4. Advertise with Us on Weekly Dialogue

Our newsletter, *Weekly Dialogue*, is distributed to all Members and special friends, every Thursday and reaches more than 2,000 subscribers, with an average open rate of 50%. Advertising in the newsletter is a great way to increase brand awareness among OEL Members through traditional channels.



Weekly Dialogue Advertising Cost

- **Members, Benefits Partners, and Industry Partners:** If you have partnered with us through one of the options above, you can take advantage of lower advertising rates: \$200 + HST for a banner ad on two dates.
- **Non-Members:** \$200 + HST for a banner ad on one date.

Ad Specifications

If you purchase an ad on Weekly Dialogue, here is what we will need from you:

- One banner size: 1000x500 px
- Hyperlink to where your banner ad will link to.
- Preferred Thursday date(s) on when to publish your ad.
- Preferred placement (one of two options) – please refer to the Mock-up on this document or [here](#).

Weekly Dialogue
Ontario Electrical League
A Newsletter of the Ontario Electrical League

Small Business Development Series | Free Webinar
Maximize Your Business Potential with Social Media
with Humanity Agency
Friday, December 10th
8:00AM - 10:00AM
Your next customer is online—are you reaching them? Join our free webinar in December to learn how to turn your social platforms into powerful tools for your business growth, visibility, and customer connections.
[Register Now!](#)

Ad Space

Leave Your Tools Behind!
Apprentice Day: North Bay
Wednesday, December 10
12:00PM - 2:00PM
Gateway City Brewery
A day for your apprentices to connect and gain insights from industry leaders, mental health, and career development. No cost to participate, cover their Day's Pay and Travel. For questions, contact Senjari at [senjari@oel.ca](#).
[Register Your Apprentices Here](#)

News & Updates

Overview of Upcoming Changes to Ontario Construction Act - Joint Leadership Conference Panel Discussion
The changes have not yet taken effect, but once in force, some key updates will include the annual release of full-time, broader access to apprenticeship, and a revised process for issuing proper invoices.
[Read More Here](#)

Ad Space

Canadian Fire Alarm Technology Program - Winter 2026
Health and Safety Management College announces registration for the Winter 2026 Term of the Canadian Fire Alarm Technology Program is now open. Through this program, students gain the foundational expertise necessary to become skilled Fire Alarm Technicians.