CFappreciation.ca

Community • Strength • Savings

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What is the Program?

As the official military discount program endorsed by the Canadian Armed Forces community it represents, the Canadian Forces (CF) Appreciation Program was created to promote a variety of exclusive and meaningful offers to the Canadian Armed Forces (CAF) community and their families in recognition of their sacrifices and dedication. Over the last few years, the CF Appreciation Program has grown to include the world's top hoteliers, travel and transportation providers, restaurants, shops and services, as well as most attractions and entertainment across North America. The program is ever expanding into these and new markets.

The CF Appreciation Program is a not for profit administered by the Canadian Forces Morale and Welfare Services. The CFMWS is an organization responsible for administering Non-Public Property on behalf of the Chief of Defence Staff, and for delivering selected public morale and welfare programs, services, and activities to eligible members.

Essentially this means that no public dollars are used to manage the program.

How to Join the Program

To join as an Industry Partner, submit a signed agreement along with a description of the product/service and a copy of your logo. Upon acceptance to the program we will promote your brand on a regional or national level, according to your wishes. Making changes to your offer is easy and withdrawl from the program may be accomplished at any time.

Enlist with the Canadian Forces Appreciation Program and promote your brand as a growing number of Industry Partners who show their support for our Canadian Forces Community.

Value of Being an Industry Partner

Join other businesses that have increased revenue and their customer base through the CF Appreciation Program. Your business receives exposure within a Community of over One Million consumers on a local, national, and global level, exposure that you can further refine to target specific demographics within the already established audience.

Loyal customer base
The commitment of your business in addressing the needs of the CAF Community speaks volumes to our member, their families and friends. The CAF have proven to prefer to purchase from businesses who recognize their sacrifices and efforts.

Social Media presence
With our ever growing Facebook and Twitter followers, our postings have proven to create viral demand for Industry Partner products.

Enhanced reach
Showing your support for the CAF and acknowledging their efforts has proven to create awareness and loyalty from a group of loyal consumers who yield impressive buying power.

Promote your brand to a specific region or on a national level, the choice is yours!

Be recognized, build awareness
Ensure that your community recognizes your support of the CAF. Promote your partnership with the CF Appreciation Program through the use of our brand and images in your location(s), on your website, and in print. As the CAF learns of your support they will promote your offer through their incredible network of family, friends, and colleagues.

Join the thousands of businesses who have already joined, and make sure you maintain your market share among the competition.