



**Saturday, April 6**

Calgary TELUS Convention Centre

# After-Party Sponsorship Guide





# Two Big Nights, an Even Bigger Impact

Since 1985, the STARS air ambulance service has become a familiar sight across the skies of western Canada. The dedicated men and women crewing their iconic red helicopters or working hard behind the scenes have saved thousands of lives and given hope to countless families.

But they haven't done it alone. As a non-profit, STARS relies on donations to raise the funds necessary for training, equipment, maintenance, and other costs. So, for the past 30 years, our industry and Enserva have proudly stepped in to help with the annual Enserva STARS & Spurs Gala and Live Industry Auction.

## The Very First Official STARS & Spurs Gala After-Party!

Since 1994, the STARS and Spurs events have been flagship fundraisers for the vital STARS service and a key part of ensuring our communities are safe and resilient regardless of location. Through a Live Industry Auction and a highly-respected Gala, the sponsors and donors who attend each year make an incredible impact on the quality of healthcare across western Canada, never letting the size of the task deter us.

*Over the past three decades, these events have raised more than \$20 million in donation for STARS.*

Now, in 2024, we not only have the chance to celebrate 30 years of incredible support – we have the chance to celebrate the first official STARS & Spurs Gala After-Party! Immediately after the Gala

concludes on the evening of Saturday, April 6, the party will shift to another area of the Calgary TELUS Convention Centre where the festivities, networking, and fundraising will continue into the early hours of the morning. It'll be an evening to remember, with high-energy western flair accompanied by live DJs and light shows all night long. Whether you're just starting out on your energy sector career and want to get to know your industry peers in a fun, fast-paced, no-holds-barred event, or you're an industry veteran wanting to show the kids how we really party in Calgary, you don't want to miss this landmark inaugural occasion.

*Enjoy one great night, and make an incalculable impact on the wellbeing of Canadians for years to come while you do it.*

## Benefits of Sponsorship

As a sponsor of the After-Party, your name will be **front and centre at one of the most reputable and noteworthy energy sector events of the year.** All sponsorship packages include tickets to the After-Party in addition to many other benefits you will receive. Depending on the sponsorship tier, these include prominent branding across the

events; notable placement in the Gala program, the screening videos, and our official website; tickets to the STARS and Spurs Gala; and access to special VIP areas where you can meet and greet the live entertainment. There are multiple sponsorship levels to choose from, listed over the following pages.



# \$25,000 ENTERTAINMENT

SPONSOR THE DJ ENTERTAINMENT AT CALGARY'S PREMIER AFTER-PARTY

- 2 Gala tickets with priority seating
- 2 personal invitations to the 'You Make A Difference' VIP pre-Gala sponsor reception
- 12 After-Party tickets
- Private meet-and-greet with entertainment
- Corporate logo on After-Party screens and name recognition on venue signage
- Corporate logo and half-page ad in the Gala program
- Name recognition on Enserva STARS & Spurs website with a link to your website
- Grouped recognition in a LinkedIn and EnergyNow announcement
- Individual Daily Oil Bulletin article and dedicated posts on Enserva STARS & Spurs social media channels
- Private tour of a STARS facility



# \$20,000

## BEVERAGE SERVICE

SPONSOR THE DRINK SELECTION AT THE LATE NIGHT AFTER-PARTY

- 2 Gala tickets with priority seating
- 2 personal invitations to the 'You Make A Difference' VIP pre-Gala sponsor reception
- 10 After-Party tickets
- Corporate logo on After-Party screens and name recognition on venue signage
- Corporate logo and profile in the Gala program
- Name recognition on Enserva STARS & Spurs website with a link to your website
- Grouped recognition in a LinkedIn and EnergyNow announcement
- Grouped recognition in Daily Oil Bulletin and Enserva STARS & Spurs social media channels
- Private tour of a STARS facility





# \$17,500

## AFTER-PARTY WELCOME

SPONSOR THE AFTER-PARTY KICK OFF

- 2 Gala tickets with priority seating
- 8 After-Party tickets
- Corporate logo on After-Party screens and name recognition on venue signage
- Name recognition in the Gala program
- Name recognition on Gala screens and Enserva STARS & Spurs website
- Grouped recognition in a LinkedIn and EnergyNow announcement
- Grouped recognition in Daily Oil Bulletin and Enserva STARS & Spurs social media channels
- Private tour of a STARS facility





# \$17,500 VOLUNTEERS

SPONSOR THE HARD-WORKING VOLUNTEERS SUPPORTING  
THE AFTER-PARTY

- 2 Gala tickets with priority seating
- 8 After-Party tickets
- Corporate logo on After-Party screens and name recognition on venue signage
- Name recognition in the Gala program
- Name recognition on Gala screens and Enserva STARS & Spurs website
- Grouped recognition in a LinkedIn and EnergyNow announcement
- Grouped recognition in Daily Oil Bulletin and Enserva STARS & Spurs social media channels
- Private tour of a STARS facility



# \$12,000 QUIET ZONES

HELP CREATE QUIET ZONES FOR OUR INTROVERTED EXTROVERTS!

- 2 Gala tickets with priority seating
- 6 After-Party tickets
- Corporate logo on After-Party screens and name recognition on venue signage
- Name recognition in the Gala program
- Name recognition on Gala screens and Enserva STARS & Spurs website
- Grouped recognition in a LinkedIn and EnergyNow announcement
- Grouped recognition in Daily Oil Bulletin and Enserva STARS & Spurs social media channels
- Private tour of a STARS facility





# \$12,000

## EVENT PROMOTION

HELP US CREATE THE "BUZZ" FOR THE BEST AFTER-PARTY CALGARY HAS SEEN IN YEARS!

- 2 Gala tickets with priority seating
- 6 After-Party tickets
- Corporate logo on After-Party screens and name recognition on venue signage
- Name recognition in the Gala program
- Name recognition on Gala screens and Enserva STARS & Spurs website
- Grouped recognition in a LinkedIn and EnergyNow announcement
- Grouped recognition in Daily Oil Bulletin and Enserva STARS & Spurs social media channels
- Private tour of a STARS facility







# \$8,000

## SOCIAL MEDIA PARTNER

SPONSOR THE LIVE SOCIAL ENGAGEMENT FEED DISPLAYED ON SCREENS  
THROUGHOUT THE AFTER-PARTY

- 4 After-Party tickets
- Name recognition on After-Party screens and name recognition on venue signage
- Name recognition in the Gala program
- Name recognition on Gala screens and Enserva STARS & Spurs website
- Grouped recognition in a LinkedIn and EnergyNow announcement
- Grouped recognition in Daily Oil Bulletin and Enserva STARS & Spurs social media channels
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# \$5,000

## AFTER-PARTY TICKET SPONSOR

LOGO RECOGNITION ON EVERY TICKET (1,000-)

- 4 After-Party tickets
- Name recognition on After-Party screens and name recognition on venue signage
- Name recognition in the Gala program
- Name recognition on Gala screens and Enserva STARS & Spurs website
- Grouped recognition in a LinkedIn and EnergyNow announcement
- Grouped recognition in Daily Oil Bulletin and Enserva STARS & Spurs social media channels
- Private tour of a STARS facility

# Packages Comparison

<b>SPONSORSHIP OPPORTUNITIES</b>	<b>\$25K</b>	<b>\$20K</b>	<b>\$17.5K</b>	<b>\$12K</b>	<b>\$8K</b>	<b>\$5K</b>
Gala Tickets	2	2	2	2		
'You Make A Difference' VIP Reception Tickets	2	2				
After-Party Tickets	12	10	8	6	4	4
Private Meet-and-Greet With Entertainment	★					
Name Recognition on Enserva STARS & Spurs Gala Website (w/ link to company website)	★	★				
Name Recognition on Enserva STARS & Spurs Gala Website			★	★	★	★
Half-Page Ad and Logo Recognition in Gala Program	★					
Corporate Profile and Logo Recognition in Gala Program		★				
Name Recognition in Gala Program			★	★	★	★
Logo Recognition on After-Party Screens	★	★	★	★		
Name Recognition on After-Party Screens					★	★
Name Recognition on Gala Screens			★	★	★	★
Name Recognition on Event Signage	★	★	★	★	★	★
Grouped Recognition in LinkedIn and EnergyNow Announcement	★	★	★	★	★	★
Individual Daily Oil Bulletin Article	★					
Grouped Recognition in Daily Oil Bulletin Article		★	★	★	★	★
Private Stars Facility Tour	★	★	★	★	★	★



# About the Organizations



Representing services, suppliers, and manufacturing across the Canadian energy landscape, Enserva is a unified voice that advocates for the success and interests of the industry. For over 40 years, we have acted as the “energy behind the energy” to enhance public and corporate perceptions of the important work our members do.



STARS was born from the conviction that no one should go without the care that could save their life. Operating 24/7 from bases in Calgary, Edmonton, Grande Prairie, Saskatoon, Regina and Winnipeg, STARS provides critical care, no matter where the patient is located. When needed, STARS is there, physically or virtually—in whatever capacity is required. Since 1985, STARS has embarked on over 55,000 missions. Learn more at [stars.ca](http://stars.ca)

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To discuss your preferred sponsorship package for the After-Party and how to best position your company to support this excellent cause, please reach out directly to **Ryan Townend** at [r.townend@williamjoseph.com](mailto:r.townend@williamjoseph.com) or by phone at **+1 (403) 608-4443**