



Thursday, Feb 29
Bennett Jones LLP
Calgary Office

Live Industry Auction

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.

What to Expect at the Live Industry Auction

As a donor or sponsor to the Live Industry Auction, your company is highlighted to the best of the Canadian energy sector at an exclusive auction in support of STARS. Two of your C-suite executives will attend Bennett Jones offices in Bankers Hall, elbow to elbow with their peers from top WCSB producers, as the entire industry comes together to raise money for STARS by auctioning off industry packages furnished by leaders in the service industry.

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

All sponsorship packages include tickets to the After-Party in addition to many other benefits you will receive.

Benefits of Sponsorship

Depending on your 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.

Tax Receipt Process: Bid high! Donate to STARS and receive a tax receipt for your purchased service package.

A tax receipt for an auction item may be provided to the winning bidder if they purchase the auction item for more than 125% of the posted fair market value (FMV).

For example:

Posted FMV – \$45,000

Winning bid – \$57,000 (exceeds 125% of FMV = \$56,250)

Less advantage/FMV – \$45,000 (donor invoice for FMV)

Receipt amount – \$12,000

All sponsorship packages include tickets to the After-Party in addition to many other benefits you will receive. Depending on your 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.

DONOR  BENEFITS

\$60,000 SERVICE PACKAGE

- 4 Live Industry Auction tickets
- 12 Gala tickets with priority seating
- 4 personal invitations to the 'You Make A Difference' VIP pre-Gala sponsor reception
- 12 After-Party tickets
- 4 access passes to Executive VIP Lounge
- Corporate video shown at Live Industry Auction as presenting donor
- Corporate logo on Live Industry Auction screens and Live Industry Auction Signage
- Corporate logo recognition on Enserva STARS & Spurs website with a link to your website
- Corporate logo and full-page ad in the Gala program
- Corporate logo on Gala screens, Gala signage, and venue signage
- Individual 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

SOLD

★
\$50,000
SERVICE PACKAGE

- 4 Live Industry Auction tickets
- 8 Gala tickets with priority seating
- 4 personal invitations to the 'You Make A Difference' VIP pre-Gala sponsor reception
- 10 After-Party tickets
- 4 access passes to Executive VIP Lounge
- Corporate video shown at Live Industry Auction as presenting donor
- Corporate logo on Live Industry Auction screens and Live Industry Auction Signage
- Private meet-and-greet with entertainment
- Corporate logo recognition on Enserva STARS & Spurs website with a link to your website
- Corporate logo and full-page ad in the Gala program
- Corporate logo on Gala screens, Gala signage, and venue signage
- Individual 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



\$40,000 SERVICE PACKAGE

- 2 Live Industry Auction tickets
- 8 Gala tickets with priority seating
- 4 personal invitations to the 'You Make A Difference' VIP pre-Gala sponsor reception
- 8 After-Party tickets
- 4 access passes to Executive VIP Lounge
- Corporate logo on Live Industry Auction screens and Live Industry Auction Signage
- Private meet-and-greet with entertainment
- Corporate logo recognition on Enserva STARS & Spurs website with a link to your website
- Corporate logo and full-page ad in the Gala program
- Corporate logo on Gala screens, Gala signage, and venue signage
- Individual 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

ONE LEFT


\$35,000
SERVICE PACKAGE

- 2 Live Industry Auction tickets
- 8 Gala tickets with priority seating
- 2 personal invitations to the 'You Make A Difference' VIP pre-Gala sponsor reception
- 6 After-Party tickets
- 2 access passes to Executive VIP Lounge
- Corporate logo on Live Industry Auction screens and on Live Industry Auction signage
- Private meet-and-greet with entertainment
- Name recognition on Enserva STARS & Spurs website with a link to your website
- Corporate logo and full-page ad in the Gala program
- Corporate logo on Gala screens, Gala signage, and venue signage
- Individual 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

SOLD


\$30,000
SERVICE PACKAGE

- 2 Live Industry Auction tickets
- 8 Gala tickets with priority seating
- 2 personal invitations to the 'You Make A Difference' VIP pre-Gala sponsor reception
- 6 After-Party tickets
- 2 access passes to Executive VIP Lounge
- Corporate logo on Live Industry Auction screens and on Live Industry Auction signage
- Private meet-and-greet with entertainment
- Name recognition on Enserva STARS & Spurs website with a link to your website
- Corporate logo and half-page ad in the Gala program
- Corporate logo on Gala screens, Gala signage, and venue signage
- Individual 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

ONE LEFT


\$25,000
SERVICE PACKAGE

- 2 Live Industry Auction tickets
- 6 Gala tickets with priority seating
- 2 personal invitations to the 'You Make A Difference' VIP pre-Gala sponsor reception
- 6 After-Party tickets
- 2 access passes to Executive VIP Lounge
- Corporate logo on Live Industry Auction screens and on Live Industry Auction signage
- Private meet-and-greet with entertainment
- Name recognition on Enserva STARS & Spurs website with a link to your website
- Corporate logo and half-page ad in the Gala program
- Name recognition on Gala screens, Gala signage, and venue signage
- 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

SOLD

★
\$20,000
SERVICE PACKAGE

- 2 Live Industry Auction tickets
- 6 Gala tickets with priority seating
- 2 personal invitations to the 'You Make A Difference' VIP pre-Gala sponsor reception
- 4 After-Party tickets
- 2 access passes to Executive VIP Lounge
- Corporate logo on Live Industry Auction screens and on Live Industry Auction signage
- Name recognition on Enserva STARS & Spurs website with a link to your website
- Corporate logo and profile in the Gala program
- Name recognition on Gala screens, Gala signage, and venue signage
- Grouped recognition in a LinkedIn and EnergyNow announcement
- Grouped recognition Daily Oil Bulletin article and dedicated posts on Enserva STARS & Spurs social media channels
- Private tour of a STARS facility



ONE LEFT


\$17,500
SERVICE PACKAGE

- 2 Live Industry Auction tickets
- 6 Gala tickets with priority seating
- 2 personal invitations to the 'You Make A Difference' VIP pre-Gala sponsor reception
- 4 After-Party tickets
- 2 access passes to Executive VIP Lounge
- Name recognition on Live Industry Auction screens and on Live Industry Auction signage
- Name recognition on Enserva STARS & Spurs website
- Name recognition in the Gala program
- Name recognition on Gala screens, Gala signage, and venue signage
- Grouped recognition in a LinkedIn and EnergyNow announcement
- Grouped recognition in Daily Oil Bulletin article and Enserva STARS & Spurs social media channels
- Private tour of a STARS facility

SOLD



\$15,000

SERVICE PACKAGE

PACKAGE WILL BE INCLUDED IN SILENT AUCTION AT LIA EVENT

- 2 Live Industry Auction tickets
- 2 Gala tickets with priority seating
- 4 After-Party tickets
- Name recognition on Live Industry Auction screens and on Live Industry Auction signage
- Name recognition on Enserva STARS & Spurs website
- Name recognition in the Gala program
- Name recognition on Gala screens, Gala signage, and venue signage
- 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



**Live
Industry
Auction**

Sponsorship Guide



★
\$5,000 - \$14,999

SERVICE PACKAGES

PACKAGE WILL BE INCLUDED IN SILENT AUCTION AT LIA EVENT

- 2 Gala tickets with priority seating
- 2 After-Party tickets
- Name recognition on Live Industry Auction screens and on Live Industry Auction signage
- Name recognition in the Gala program
- Grouped recognition in a LinkedIn and EnergyNow announcement
- Grouped recognition in Daily Oil Bulletin and Enserva STARS & Spurs social media channels



**Live
Industry
Auction**

Sponsorship Guide



SOLD

SPONSORSHIP  OPPORTUNITIES

HORIZON STEWARD

\$20,000

Choose between:

Food Sponsor: **SOLD OUT** buffet of appetizers that will be served to guests at the Live Industry Auction.

Refreshment Sponsor: **SOLD OUT** refreshments that will be served at the Live Industry Auction.

Benefits include:

- 2 Live Industry Auction invitations
- 6 Gala tickets with priority seating
- 2 personal invitations to the 'You Make A Difference' VIP pre- Gala sponsor reception
- 4 After-Party tickets
- 2 access passes to Executive VIP Lounge
- Corporate logo on Live Industry Auction screens and on Live Industry Auction signage
- Corporate logo and profile in the Gala program
- Name recognition on Enserva STARS & Spurs website with a link to your website
- Name recognition on Gala screens and venue signage
- 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

ONE LEFT



SADDLE PARTNER

\$17,500

Opportunity available:

Wine Sponsor (2 Sponsorships Available): Sponsor the selection of wine that will be available to guests at the Live Industry Auction.

Benefits include:

- 2 Live Industry Auction invitations
- 6 Gala tickets with priority seating
- 2 personal invitations to the 'You Make A Difference' VIP pre- Gala wsponsor reception
- 4 After-Party tickets
- 2 access passes to Executive VIP Lounge
- Corporate logo on Live Industry Auction screens and on Live Industry Auction signage
- Name recognition in the Gala program
- Name recognition on Gala screens, Enserva STARS & Spurs website, and venue signage
- 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



**Live
Industry
Auction**

Sponsorship Guide





PATHFINDER

\$12,000

Opportunity available:

Spirits Sponsor: Sponsor an exciting selection of spirits that will be offered to guests throughout the Live Industry Auction.

Benefits include:

- 2 Live Industry Auction invitations
- 2 Gala tickets with priority seating
- 4 After-Party tickets
- Corporate logo on Live Industry Auction screens and on Live Industry Auction signage
- Name recognition in the Gala program
- Name recognition on Gala screens, Enserva STARS & Spurs website, and venue signage
- 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





VOYAGER

\$10,000

Opportunity available:

Venue Sponsor: Sponsor the venue where the Live Industry Auction will take place.

Benefits include:

- 2 Live Industry Auction invitations
- 2 Gala tickets with priority seating
- 4 After-Party tickets
- Corporate logo on Live Industry Auction screens and on Live Industry Auction signage
- Name recognition in the Gala program
- Name recognition on Gala screens, Enserva STARS & Spurs website, and venue signage
- 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



SOLD



WRANGLER

\$8,000

Choose between:

Gift Bag: **SOLD OUT** gift bag that each guest will be invited to take as they leave the Live Industry Auction event.

Auctioneer: **SOLD OUT** services of the Auctioneer overseeing the Live Industry Auction.

Benefits include:

- 2 Live Industry Auction invitations
- 2 Gala tickets with priority seating
- 2 After-Party tickets
- Corporate logo on Live Industry Auction screens and on Live Industry Auction signage
- Name recognition in the Gala program
- Name recognition on Gala screens, Gala website, and venue signage
- 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



**Live
Industry
Auction**

Sponsorship Guide



ONE LEFT



MUSTANG
\$5,000

Choose between:

Decorations: Help create the perfect atmosphere for the Live Industry Auction guests by sponsoring the decorations that bring the theme alive.

Audiovisual Sponsor: **SOLD OUT** Sound, lighting, and digital equipment.

Transportation: **SOLD OUT** Cost of a safe ride home after the Live Industry Auction.

Benefits include:

- 2 Live Industry Auction invitations
- 2 After-Party tickets
- Corporate logo on Live Industry Auction screens and on Live Industry Auction signage
- Name recognition in the Gala program
- Name recognition on Gala screens, Enserva STARS & Spurs website, and venue signage
- 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

SPONSORSHIP OPPORTUNITIES	\$20K	\$17.5K	\$12K	\$10K	\$8K	\$5K
Live Industry Auction (LIA) Invitations	2	2	2	2	2	2
Gala Tickets	6	6	2	2	2	
'You Make A Difference' VIP Reception Tickets	2	2				
After-Party Tickets	4	4	4	4	2	2
Access to Executive VIP Lounge	2	2				
Corporate Video Shown at LIA as Presenting Sponsor						
Private Meet-and-Greet With Entertainment						
Logo Recognition on LIA Screens and Signage	★	★	★	★	★	★
Name Recognition on LIA Screens and Signage						
Logo Recognition on Enserva STARS & Spurs Gala Website (w/ link to company website)						
Name Recognition on Enserva STARS & Spurs Gala Website (w/ link to company website)	★					
Name Recognition on Enserva STARS & Spurs Gala Website		★	★	★	★	★
Full-Page Ad and Logo Recognition in Gala Program						
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 Gala Screens and Signage						
Name Recognition on Gala Screens and Signage	★	★	★	★	★	★
Individual Recognition in LinkedIn and EnergyNow Announcement						
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

To discuss your preferred sponsorship package for the Live Industry Auction and how to best position your company to support this excellent cause, please reach out directly to Mark O'Byrne at obyrne1@slb.com or by phone at [\(403\) 803-7188](tel:(403) 803-7188)