



**Saturday, April 6**  
Calgary TELUS Convention Centre

# Gala Sponsorship Package





# 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.

## Enserva STARS & Spurs Gala: 30 Years of Helping Heroes

Held for the first time in 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 either or both events 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 have the chance to celebrate 30 years of incredible support. Taking place at the Calgary TELUS Convention Centre on April 6, 2024,

the theme of this year's 30th anniversary Gala is about looking forward as much as back. We're setting our sights on a new horizon and celebrating all we have achieved together. At this gathering, philanthropy and progress are front and centre, combining the excitement of glitz, glamour, and live music with the shared excitement of helping a truly worthy cause. And, brand new for 2024, we're proud to introduce the very first official STARS & Spurs After-Party, extending the fun into the early hours of the morning!

Over the years, the Gala has earned its reputation as a must-attend event for two main reasons. The first is for its role in our industry – a place for new ideas, discussions, and partnerships to take root and grow. It's one of the most well-known networking nights of the entire year. The second reason for its success are the ripples we create in the process of having an amazing night – the many lives saved, changed, and given new purpose.

## Benefits of Sponsorship

As a sponsor of the Gala, your name will be **front and centre at one of the most reputable and noteworthy energy sector events of the year**. Your brand will receive full acknowledgement and your contributions highlighted in various ways throughout the evening. Some specific benefits

for sponsorship include tickets, invitations to the pre-Gala reception, private meet-and-greets, and brand promotion to an attending audience of over 500 people. There are multiple sponsorship levels to choose from, listed over the following pages.

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## GOLDEN VISIONARY

# \$60,000

### Choose between:

**Presenting Sponsor:** **SOLD OUT** customized corporate video that will be shown at the Gala.

**Entertainment Sponsor:** Sponsor the featured band or artist of the Gala.

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### Benefits include:

- 16 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
- Your corporate video shown at Gala as presenting sponsor
- 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



# SILVER PATRON

## \$50,000

### Choose between:

**Silent Auction Technology Sponsor:** Sponsor the technology that runs the silent auction, which will allow guests to bid on items while seated at their tables. Receive logo recognition within gala bidding web platform.

**STARS Simulator Sponsor:** Sponsor the STARS simulator van training demonstration.

**Executive VIP Lounge Sponsor (co-sponsorships available):** Sponsor an exclusive lounge located at the event with limited access reserved for the largest Gala sponsors and Live Industry Auction. Donors can meet and mingle throughout the evening.

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### Benefits include:

- 12 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
- Your corporate video shown at Gala as presenting sponsor
- 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
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# LEGENDARY STEWARD

# \$40,000

## Choose between:

**Networking & STARS VIP Speaker Sponsor:** **SOLD OUT** at the Gala networking tables for sponsoring the STARS Very Important Patient (VIP) speaker.

**Watering Hole Station Sponsor:** Sponsor will be recognized with logo placement at all the bars in the event space.

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## Benefits include:

- 12 Gala tickets with priority seating
- 2 personal invitations to the 'You Make A Difference' VIP pre-Gala sponsor reception
- 8 After-Party tickets
- 4 access passes to Executive VIP Lounge
- 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
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# NORTHERN LUMINARY

# \$35,000

## Choose between:

**Innovation & Technology Sponsor:** Sponsor the green screen technology needed to bring the STARS helicopter to life at the event.

**Red Carpet Sponsor:** All guests will get the opportunity to walk the red carpet as they enter the venue and have their photos taken with a STARS Crew member.

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## Benefits include:

- 10 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
- 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
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STARLIGHT SPONSOR

\$30,000

**Choose between:**

**Live Social Engagement Sponsor:** **SOLD OUT** Live social engagement feed displayed on screens throughout the evening.

**STARS Timeline Sponsor:** Sponsor a virtual timeline showing 30 years of STARS missions.

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**Benefits include:**

- 10 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
- 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
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# AURORA CONTRIBUTOR

## \$25,000

### Choose between:

**360 Video Booth Sponsor:** **SOLD OUT** 360-degree video booth where guests can have their picture taken on a bull (or activation of your choice), and guests will take home a souvenir photo with your company logo.

**Centrepiece Sponsor:** Logo recognition on each table centrepiece (120+ tables).

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

**Pledge Drive Matching:** **SOLD OUT** Every dollar donated (up to \$25,000), which will help STARS' operation.

### Benefits include:

- 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
- 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
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# SOLD

## COSMIC COWBOY \$20,000

### Choose between:

*(custom packages also available)*

**Guest Gift Sponsor:** **SOLD OUT** will enjoy a very special take home keepsake emblazoned with your corporate logo.

**Safe Ride Home Sponsor:** **SOLD OUT** tion of the taxi chits available to all attendees, and on signage at the taxi chit stand inside the venue.

**Gala Welcome Reception Sponsor:** **SOLD OUT** tion during the complimentary cocktail hour reception.

**'You Make a Difference' VIP Reception Sponsor:** **SOLD OUT** tion at the VIP pre-Gala reception where sponsors are recognized for their contribution.

**50/50 Raffle:** **SOLD OUT** 50/50 raffle where STARS and one lucky winner share a potential jackpot worth up to \$50,000.

### Benefits include:

- 8 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 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 in Daily Oil Bulletin article and Enserva STARS & Spurs social media channels
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# TRAILBLAZER

## \$17,500

### Choose between:

**Gala Program Sponsor:** **SOLD OUT** Position in the Gala programs that each guest receives (1,000+).

**Silent Auction Sponsor:** **SOLD OUT** Position on signage displayed throughout the silent auction area.

**Marketing & Design Sponsor:** **SOLD OUT** Preparation of LIA and Gala branding and marketing efforts.

**Live Auction Sponsor:** **SOLD OUT** Position during the live auction.

**Wellness Sponsor:** **SOLD OUT**

**Emcee Sponsor:** **SOLD OUT** Emcee of the Gala.

**Indigenous Sponsor:** **SOLD OUT** Indigenous performers at the Gala.

**Sustainability Sponsor:** **SOLD OUT** Help create a positive legacy through the purchase of environmentally and socially responsible goods and services. Logo recognition will appear on Gala signage and in the Gala program with messaging associated with how the Gala is minimizing and managing resource consumption.

### Benefits include:

- 8 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 Enserva STARS & Spurs website
- Name recognition in the Gala program
- Name recognition on Gala screens, Gala signage, and venue signage
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# STARGAZER

## \$12,000

### Choose between:

**Gala Invitation Sponsor (Digital):** Logo recognition on Gala invitations (distributed to 1,500+ members of the business community).

**Gala Ticket Sponsor:** Logo recognition on every Gala ticket (1,000+).

**Ice Bar Raffle Sponsor:** **SOLD OUT** The ice bar where guests purchase the evening's signature cocktail and enter for a chance to win a gorgeous piece of 'ice' of their own in the form of jewelry!

**Parking Sponsor:** Corporate logo recognition on Gala parking tickets.

**Wall of Wine Raffle Sponsor:** Sponsor the raffle that sells out each year, where the winner takes home a personal collection of wine.

**Beer & Bubbles Raffle:** **SOLD OUT** The evening's raffle where one lucky key winner will unlock a bar fridge filled with beer.

**Feature Artist Sponsor:** **SOLD OUT** The evening's feature artist where their artwork will appear in the evening's silent auction.

**Mobile Charging Station Sponsor:** **SOLD OUT** Logo recognition on mobile charging units on each table (120-).

**Wall of Whiskey Raffle Sponsor:** Sponsor the raffle where the winner takes home a personal collection of premium whiskeys.

**Beef Sponsor:** **SOLD OUT** The cost of the beef for the Gala dinner.

**Plated Dinner Sponsor:** Logo recognition on the menu cards located at each table (120-).

**Dessert Sponsor:** **SOLD OUT** Logo recognition on the menu cards located at each table (120-).

**Dinner Wine Sponsor:** Logo recognition on the menu cards located at each table (120-).

**Coat Check Sponsor:** Sponsor the evening's coat check and receive logo recognition at one of the evening's guest check-in points.

**Safety Moment Sponsor:** **SOLD OUT** The Safety messaging and importance of emergency management at an event of this scale.

**Candy Bar Sponsor:** Sponsor the self-serve Candy Bar to delight guests with childhood favourites.

**Auctioneer Sponsor:** Sponsor the live auctioneering company.

**Party Favour Sponsor:** **SOLD OUT** The confection served at the gala.

### Benefits include:

- 4 gala tickets with priority seating
- 4 After-Party tickets
- 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
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# MAVERICK

# \$8,000

## Choose between:

**STARS Crew Sponsor:** Spend the evening with STARS air medical or aviation crew who will share more about their roles and experiences with STARS.

**Volunteer Sponsor:** **SOLD OUT** could not be made possible without the help of 100+ volunteers the night of the event. Sponsor the dinner for our important Gala volunteers.

**Other STARS VIP Guests (non-speaker):** **SOLD OUT** and enjoy the evening with additional STARS VIP guests.

**Media Partner Sponsor:** **SOLD OUT** recognition on Gala screens

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## Benefits include:

- 4 Gala tickets with priority seating
- 2 After-Party tickets
- 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
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# COMPANION \$5,000

## Choose between:

### General Activation (5 Opportunities Available):

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#### Benefits include:

- 2 Gala tickets with priority seating
- 2 After-Party tickets
- 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





# 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 Gala and how to best position your company to support this excellent cause, please reach out directly to [Shellie Clarke](mailto:sclark@tenaris.com) at [sclark@tenaris.com](mailto:sclark@tenaris.com) or by phone at [\(403\) 992-4960](tel:4039924960)