

ENSERVA  
**STARS SPURS**  
GALA

# SPONSORSHIP OPPORTUNITIES

PRESENTED BY



IN SUPPORT OF:





# ABOUT

This memorable and lively gala attracts over 1,000 attendees every year including corporate executives, government officials, key representatives of the energy services sector, and members of our communities. It's networking at its finest and, always, a great time.

Enserva STARS & Spurs in support of Shock Trauma Air Rescue Service (STARS) is their most significant annual fundraising event. Held in person in 2022, it raised \$1.1 million, enabling STARS to touch the lives of countless Western Canadians.

This year, hosted again in person, our goal is to exceed \$1 million and help STARS continue their life saving work.

The priority placed on safety by energy companies is on full display, through the Enserva STARS & Spurs Gala, and the long-standing partnership it represents. While Enserva member companies operate as safely as possible, STARS is always a phone call away when they are needed. The gala has helped raise more than \$19 million for STARS over the past 28 years.



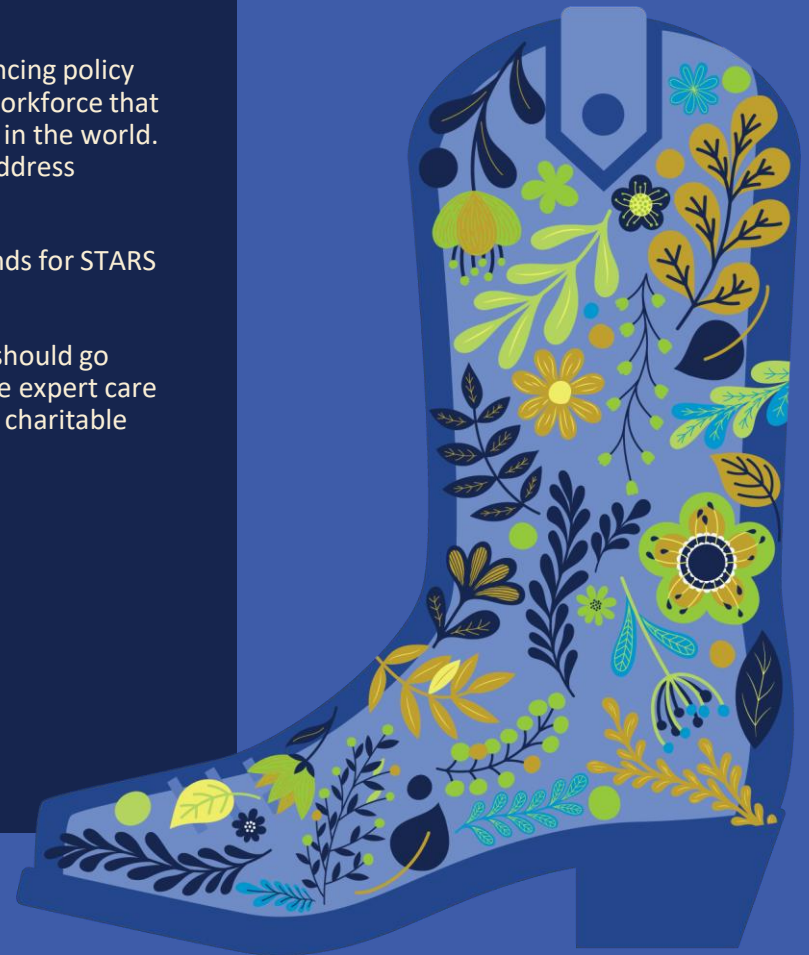


# ABOUT THE PARTNERS

**Enserva** unlocks Canadian energy by making connections, accessing resources, influencing policy and providing insights that accelerate the energy evolution. We provide the energy workforce that the world needs to thrive with the most responsible and carefully regulated practices in the world. We make the world a better place by reducing energy poverty, finding new ways to address impacts and creating economic growth and jobs.

Enserva has brought the energy industry and community leaders together to raise funds for STARS since 1994.

**Shock Trauma Air Rescue Service (STARS)** was born from the conviction that no one should go without the care that could save their life. Whether by air, ground, or satellite link, the expert care delivered by STARS doctors, nurses, and paramedics comes in many forms. STARS is a charitable not-for-profit organization that responds to community needs





# SPONSORSHIP

Enserva members take tremendous pride in the Enserva STARS & Spurs Gala and the difference we help make to countless lives across Western Canada, to our communities, our families, our companies and our employees. The event is also an opportunity to signal our ongoing role in the Canadian economy and our importance to the future of energy.

Our approach to event sponsorship has been tailored to provide an opportunity that's suitable to everyone. Every level of contribution makes a difference, and helps STARS ensure that the right tools are put in the hands of the best talent to save time. Saving time saves lives.

In return for this support, sponsors will receive valuable recognition for their contribution through a variety of platforms.





# AVAILABLE OPPORTUNITIES



# \$50,000

## DIAMOND SPONSOR

### BENEFITS INCLUDE:

- 16 gala tickets with priority seating
- 8 invitations to the "You Make A Difference" VIP pre-Gala sponsor reception
- Your corporate logo, profile and full-page ad in the Gala program
- Corporate logo on Gala screens, Gala website with link to your company website, and on Gala signage.
- Private meet-and-greet with entertainment
- Individual recognition in LinkedIn and EnergyNow announcement
- Individual Daily Oil Bulletin article
- Individual recognition post on Enserva STARS & SPURS social media channels
- Private tour of a STARS facility

### CHOOSE BETWEEN:

- **Presenting Sponsor:** **SOLD**  
Create a customized corporate video that will be shown at the Gala
- **Entertainment Sponsor:**  
Sponsor the featured band or artist of the Gala.

# \$40,000

## RUBY SPONSOR

### BENEFITS INCLUDE:

- 12 gala tickets with priority seating
- 6 invitations to the "You Make A Difference" VIP pre-Gala sponsor reception
- Your corporate logo, profile and full-page ad in the Gala program
- Corporate logo on Gala screens, Gala website with link to your company website, and on Gala signage.
- Individual recognition in LinkedIn and EnergyNow announcement
- Individual Daily Oil Bulletin article
- Individual recognition post on Enserva STARS & SPURS social media channels
- Private tour of a STARS facility

### CHOOSE BETWEEN:

- **Silent Auction Software Sponsor:**  
Sponsor the technology that runs the silent auction.
- **Watering Hole Station:** **SOLD**  
Sponsor will be recognized with logo placed on all the bars in the event space.
- **Networking and STARS VIP Sponsor:** **SOLD**  
Sponsorship of the Mosaic photo booth. Guests are encouraged to get their pictures taken and post their photo on the wall. Sponsor of the STARS Very Important Patient (VIP) speaker.

# \$35,000

## AMETHYST SPONSOR

### BENEFITS INCLUDE:

- 10 gala tickets with priority seating
- 6 invitations to the "You Make A Difference" VIP pre-Gala sponsor reception
- Your corporate logo, profile and full-page ad in the Gala program
- Corporate logo on Gala screens, Gala website with link to your company website, and on Gala signage.
- Individual recognition in LinkedIn and EnergyNow announcement
- Individual Daily Oil Bulletin article
- Individual recognition post on Enserva STARS & SPURS social media channels
- Private tour of a STARS facility

### CHOOSE BETWEEN:

- **Table Tablet Sponsor:**  
Tablets will be placed on every table for guests to learn more about the fundraising initiatives taking place during the Gala. Bid on silent auction, check out the live auction packages, donate to STARS and much more.
- **Red Carpet Sponsor:** **SOLD**  
All guests will get the **SOLD** to walk the red carpet as they enter the venue and have their photos taken with a STARS Crew member.
- **General Sponsor:** Amethyst level Sponsor.



# \$30,000

## SAPPHIRE SPONSOR

### BENEFITS INCLUDE:

- 10 gala tickets with priority seating
- 6 invitations to the "You Make A Difference" VIP pre-Gala sponsor reception
- Your corporate logo, profile and half page ad in the Gala program
- Corporate logo on Gala screens, Gala website with link to your company website, and on Gala signage.
- Individual recognition in LinkedIn and EnergyNow announcement
- Individual Daily Oil Bulletin article
- Individual recognition post on Enserva STARS & SPURS social media channels
- Private tour of a STARS facility

### CHOOSE BETWEEN:

- **Live Social Engagement Sponsor:** **SOLD**  
Sponsor the live social engagement feed displayed on screens throughout the evening.
- **Innovation & Technology Sponsor:**  
Sponsor an interactive game or new industry technology to engage guests throughout the evening.
- **"Play Your Part" Virtual Reality Experience:** **SOLD**  
Sponsor a virtual reality experience where guests experience what's involved in a STARS mission.
- **General Sponsor:** Sapphire level Sponsor.

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# \$25,000

## EMERALD SPONSOR

### BENEFITS INCLUDE:

- 8 gala tickets with priority seating
- 4 invitations to the "You Make A Difference" VIP pre- Gala sponsor reception
- Your corporate logo and half page ad in the Gala program
- Your corporate logo on Gala signage
- Name recognition on Gala screens and on Gala website with a link to your company website.
- Grouped recognition in LinkedIn and EnergyNow announcement
- Individual Daily Oil Bulletin article
- Individual recognition post on Enserva STARS & SPURS social media channels
- Private tour of a STARS facility

### CHOOSE BETWEEN:

- **Videobooth Sponsor:**  
Guests will receive their videos with your company logo.
- **Centerpiece Sponsor:**  
Logo recognition on each table centerpiece.
- **Pledge Drive Matching Sponsor:** **SOLD**  
Match every dollar donated (up to **SOLD**) which will help STARS' operation.
- **General Sponsor:** Emerald level Sponsor.

# \$20,000

## PEARL SPONSOR

### BENEFITS INCLUDE:

- 8 gala tickets with priority seating
- 4 invitations to the "You Make A Difference" VIP pre-Gala sponsor reception
- Your corporate logo in the Gala program and on Gala signage
- Name recognition on Gala screens and on Gala website with a link to your company website.
- Grouped recognition in LinkedIn and EnergyNow announcement
- Individual Daily Oil Bulletin article
- Individual recognition post on Enserva STARS & SPURS social media channels
- Private tour of a STARS facility

### CHOOSE BETWEEN:

- **Safe Ride Home Sponsor:** **SOLD**  
Logo recognition of the taxi cabs available to all attendees, and on signage at the taxi chit stand inside the venue.
- **Guest Gift Sponsor:** **SOLD**  
Our guests will enjoy a very special home keepsake with your corporate logo.
- **Gala Welcome Reception Sponsor:**  
Logo recognition during the complimentary cocktail hour reception.
- **General Sponsor:** Pearl level Sponsor.

# \$17,500

## AMBER SPONSOR

### BENEFITS INCLUDE:

- 8 gala tickets with priority seating
- 2 invitations to the "You Make A Difference" VIP pre-Gala sponsor reception
- Name recognition in the Gala program, on Gala screens, on Gala website with link to your company website, and on Gala signage
- Grouped recognition in LinkedIn and EnergyNow announcement, Daily Oil Bulletin article and on digital post on Enserva STARS & SPURS social media channels
- Private tour of a STARS facility

### CHOOSE BETWEEN:

- **Gala Program Sponsor:** **SOLD**  
Logo recognition on the Gala programs.
- **Silent Auction Sponsor:**  
Logo recognition on signage displayed throughout the silent auction area.
- **STARS Helicopter Sponsor:** **SOLD**  
Logo recognition in front of the helicopter inside the venue
- **Sustainability Sponsor:** **SOLD**  
Help the event create a positive impact through the purchase of environmentally and socially responsible goods and services. Logo recognition will appear on signage and in the Gala program with messaging associated with how the Gala is minimizing and managing resource consumption.
- **Live Auction Sponsor:** **SOLD**  
Logo recognition on screen during the Live Auction.
- **General Sponsor:** Amber level Sponsor.

# \$12,000

## GOLD SPONSOR

### BENEFITS INCLUDE:

- 8 gala tickets with priority seating
- 2 invitations to the ‘You Make A Difference’ VIP pre-Gala sponsor reception
- Name recognition in the Gala program, on Gala screens, on Gala website, and on Gala signage
- Grouped recognition in LinkedIn and EnergyNow announcement, Daily Oil Bulletin article and on digital post on Enserva STARS & SPURS social media channels
- Private tour of a STARS facility

### CHOOSE BETWEEN:

- **Gala Invitation Sponsor (Digital):** **SOLD**  
Logo recognition on Gala invitation (shared to 1,500+ members of the business community).
- **Gala Ticket Sponsor:** **SOLD**  
Logo recognition on every ticket
- **Ice Bar Raffle Sponsor:** **SOLD**  
Logo recognition on the ice bar where you receive the evening’s signature cocktail and a chance to win a gorgeous piece of ice (jewelry!).
- **Parking Sponsor:** **SOLD**  
Corporate logo recognition on the parking tickets.
- **Wall of Wine Raffle Sponsor:** **SOLD**  
Sponsor the raffle that sells out each year where the winner takes home a personal collection of wine.
- **Wall of Whiskey Raffle Sponsor:** **SOLD**  
Sponsor the raffle where the winner wins a personal collection of premium whiskeys.
- **Indigenous Entertainment Sponsor:** **SOLD**  
Sponsor the Indigenous performers at the Gala.
- **Ukrainian Entertainment Sponsor:** **SOLD**  
Sponsor the Ukrainian performers at the Gala.
- **Feature Artist Sponsor:** **SOLD**  
Sponsor the artist whose work will be auctioned in L

- **Beer and Bubbles Raffle:** **SOLD**  
Sponsor the evening’s raffle where a bar fridge is filled with bubbles and only one key will open the door with the winner taking it all home.
- **Coat Check Sponsor:**  
Sponsor the evening’s coat check and receive logo recognition at one of the evening’s for guest check-in points.
- **Dessert Sponsor:** **SOLD**  
Logo recognition on the menu placed at each table.
- **Emcee Sponsor:** **SOLD**  
Sponsor the emcee of the Gala.
- **Dinner Sponsor:** **SOLD**  
Logo recognition on the menu placed at each table.
- **Mobile Charging Station Sponsor:** **SOLD**  
Logo recognition on mobile charging units on each table
- **General Sponsor:** Gold level Sponsor.



# \$8,000

## SILVER SPONSOR

### BENEFITS INCLUDE:

- 4 gala tickets with priority seating
- 2 invitations to the 'You Make A Difference' VIP pre-Gala sponsor reception
- Name recognition in the Gala program, on Gala website, and on Gala signage
- Grouped recognition in LinkedIn and EnergyNow announcement, Daily Oil Bulletin article and on digital post on Enserva STARS & SPURS social media channels
- Private tour of a STARS facility

### CHOOSE BETWEEN:

- **Volunteer Sponsor:**  
This Gala would not be made possible without the help of 100+ volunteers the night of. Sponsor the dinner for our important Gala volunteers.
- **'You Make A Difference' VIP Reception Sponsor:**  
Logo recognition at the VIP pre-Gala reception for all sponsors.
- **STARS Crew Sponsor:**  
Spend the evening with STARS air medical or aviation crew who will share more about their roles and experiences with STARS.
- **Dinner Wine Sponsor:**  
Corporate recognition in the Gala program as the evening dinner wine sponsor.
- **General Sponsor:** Silver level Sponsor.

# \$5,000

## BRONZE SPONSOR

### BENEFITS INCLUDE:

- 2 gala tickets with priority seating
- 2 invitations to the "You Make A Difference" VIP pre-Gala sponsor reception
- Name recognition in the Gala program, on Gala website, and on Gala signage
- Grouped recognition in LinkedIn and EnergyNow announcement, Daily Oil Bulletin article and on digital post on Enserva STARS & SPURS social media channels
- Private tour of a STARS facility

# COMPARE AND CONTRAST

	50k	40k	35k	30k	25k	20k	17.5k	12k	8k	5k
Gala Tickets	16	12	10	10	8	8	8	8	4	2
“You make a difference” VIP reception tickets	8	6	6	6	4	4	2	2	2	2
Corporate video shown at gala as presenting sponsor	★									
Private meet-and-greet with entertainment	★									
Logo recognition on gala screens	★	★	★	★						
Name recognition on gala screens					★	★	★	★		
Logo recognition and corporate profile in gala program	★	★	★	★						
Logo recognition in gala program					★	★				
Name recognition in gala program							★	★	★	★
Logo recognition on gala website w/ link to company website	★	★	★	★						
Name recognition on gala website w/ link to company website					★	★	★			
Name recognition on gala website								★	★	★
Full page ad in gala program	★	★								
Half page ad in gala program			★	★	★					
Logo recognition on event signage	★	★	★	★	★	★				
Name recognition on event 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							★	★	★	★





# THANK YOU FOR YOUR CONSIDERATION

SPONSORSHIP CONTACT - [EVENTS@ENSERVA.CA](mailto:EVENTS@ENSERVA.CA)

**If you are unable to sponsor but still wish to support the Gala, other options are available.**

Raffle, Live and Silent Auction donations

Cash and Gift-In-Kind donations

Gala table and ticket purchases

For more information contact us at [Events@enserva.ca](mailto:Events@enserva.ca)

