

APPENDIX A

JUNE 18-19, 2025 | BONNYVILLE, AB



BONNYVILLE & DISTRICT OIL & GAS SHOW

BONNYVILLE
AND DISTRICT
Chamber
of COMMERCE

SPONSORSHIP

GUIDE



We are excited to present the sponsorship opportunities for the Bonnyville & District Oil & Gas Show, happening June 18 and 19, 2025, at the Bonnyville Centennial Centre. Sponsoring this event is a powerful investment in your brand's visibility and success within the oil and gas industry.

By becoming a sponsor, your company will benefit from:

- **Increased Brand Awareness:** Showcase your brand to thousands of targeted professionals through event materials, signage, and digital platforms.
- **Industry Leadership:** Position your company as a leader by associating with a key regional event.
- **Networking Opportunities:** Connect directly with decision-makers and industry leaders, opening doors to new business opportunities.
- **Competitive Advantage:** Stand out in a crowded marketplace and demonstrate your commitment to industry growth and innovation.

For a full breakdown of sponsorship levels and their benefits, please refer to the attached package. We look forward to the possibility of partnering with you and making this year's event a huge success.

Thank you for considering this opportunity!



Bonnyville & District Chamber of Commerce

Ph: 780.826.3252 | E: director@bonnyvilleoilandgasshow.com
www.bonnyvilleoilandgasshow.com



Event Sponsorship OPPORTUNITIES

REGISTRATION | **\$25,000** (exclusive) or **\$12,500** (2 available)

We have hired a company to streamline and enhance our online registration, check-in and name badge printing process. This new process will eliminate long wait times for people attending the show, reduce errors and will also provide an opportunity for exhibitors to easily collect information from prospective clients using barcode technology. This system will elevate our show to the next level of professionalism. As the Registration Sponsor, you will receive:

- Your logo printed on each name badge (worn by each exhibitor, attendee, committee member and volunteer - an estimated total of 3,800)
- Full page colour advertisement in event program
- MyLEADS premium exhibitor lead retrieval system for use during the show with two barcode scanners
- Signage at the venue's event registration counters
- Feature booth location outside to set up a booth
- Logo & link to company website on BOAGS Facebook page & BOAGS website
- 10 tickets to the opening ceremonies

OPENING CEREMONIES | **\$15,000**

With this option you become the title sponsor for the opening ceremonies event. Exhibitors, delegates and sponsors receive a predetermined number of complimentary tickets to this opening event. Included with your sponsorship are:

- Name branding wherever we mention or advertise this event
- Signage at the event venue
- Full page colour advertisement in the event program
- Logo & link to company website on BOAGS website
- 15 tickets to the opening ceremonies & creative input on event planning

EXHIBITOR LUNCH | **\$4,000** (4 available)

Your company will provide a buffet lunch to exhibitors for one day during the show. Included with your sponsorship of the exhibitor lunch, you will receive:

- Name branding wherever we mention or advertise this lunch event
- Signage at the lunch venue
- Half page colour advertisement in the event program
- Logo & link to company website on BOAGS website
- Six tickets to the opening ceremonies

For more information
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Event Sponsorship OPPORTUNITIES

VOLUNTEERS | \$5,000

As the Volunteer Sponsor, you are providing our show volunteers with honorariums. For the 2017 show, there were over 700 volunteer hours paid to numerous community groups! Our volunteers are crucial to the success of the show. As part of your sponsorship, you will receive:

- Company name on volunteer tags
- Company logo on volunteer t-shirts
- Link to company website on BOAGS webpage
- Signage displayed at event venue
- Half page colour advertisement in event program
- Photo opportunity with each volunteer group
- Six tickets to the opening ceremonies

BOWLING SOCIAL NIGHT | \$5,000

Show exhibitors will be privy to an exclusive evening of socializing at King Pins, Bonnyville's new bowling alley and games room - courtesy of you! Included with your sponsorship of the exhibitor social night, you will receive:

- Link to company website on BOAGS webpage
- Signage displayed at trade show & bowling venue
- Full page colour advertisement in event program
- Speaking opportunity at social night
- Six tickets to the opening ceremonies
- 4 tickets to social night bowling event

LANYARD | \$7,000

With this option you are sponsoring the lanyards for all exhibitor, visitor, volunteer and committee member badges. Included with your sponsorship of the lanyards, you will receive:

- Your logo printed on 3,500 lanyards along with the show logo
- Signage displayed at the event venue
- Half page colour advertisement in event program
- Logo & link to company website on BOAGS webpage
- Four tickets to the opening ceremonies

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Event Sponsorship OPPORTUNITIES

WATER BOTTLES | **\$5,000**

With this option, each booth will receive two water bottles customized with your logo along with the show logo. Included with your sponsorship of the water bottles, you will receive:

- Your corporate logo on each bottle
- Quarter page color advertisement in the event program
- Logo & link to company website on BOAGS webpage
- Two tickets to the opening ceremonies

TOTE BAG | **\$4,000**

With this option you are sponsoring the tote bags that each show visitor is given at time of entry. A handy takeaway for all guests, the bags will be used to collect exhibitor handouts and marketing materials and other promotional giveaways. Included with your sponsorship of the tote bags, you will receive:

- Signage displayed at the venue
- Half page colour advertisement in event program
- Logo & link to company website on BOAGS webpage
- Four tickets to the opening ceremonies

VISITOR DOOR PRIZE | **\$2,500**

You are sponsoring our door prize - a 65" television this year - for all visitors to enter to win. Included with your sponsorship of the visitor door prize, you will receive:

- Quarter page color advertisement in the event program
- Advertisement of the prize with brand recognition
- Signage displayed at the venue
- Logo & link to company website on BOAGS webpage
- Two tickets to the opening ceremonies

EXHIBITOR LOUNGE GRAB 'N' GO | **\$2,000** (2 available)

Your sponsorship provides a daily assortment of snack items, coffee and juices to the exhibitors throughout the two days of the show. Sponsorship is sold per day. Included with your sponsorship of the Exhibitor Lounge Grab 'N' Go Snacks, you will receive:

- Signage displayed at the venue
- Half page colour advertisement in event program
- Logo & link to company website on BOAGS webpage
- Two tickets to the opening ceremonies

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Friends of BOAGS SPONSORSHIP



BEAR | \$10,000

- Recognition on BOAGS website
- Link to company website on BOAGS webpage
- Individual signage with logo at venue entrance
- 15 tickets to the opening ceremonies
- Full page colour advertisement in event program
- Three Facebook live videos highlighting your business (one during event)
- Sponsored Facebook advertisement for two weeks
- Brand placements during all live media advertising or interviews
- MC recognition at opening ceremony
- Thank you mention in post-event advertising



WOLF | \$7,500

- Recognition on BOAGS website
- Link to company website on BOAGS webpage
- Signage with logo at venue entrance
- 10 tickets to the opening ceremonies
- Half page colour advertisement in event program
- Two Facebook live videos highlighting your business (one during event)
- Sponsored Facebook advertisement for one week
- Two brand placements during live media advertising or interviews
- MC recognition at opening ceremony
- Thank you mention in post-event advertising



BISON | \$5,000

- Recognition on BOAGS website
- Link to company website on BOAGS webpage
- Signage with logo at venue entrance
- Six tickets to the opening ceremonies
- Half page colour advertisement in event program
- One Facebook live video highlighting your business (during event)
- MC recognition at opening ceremony
- Thank you mention in post-event advertising

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MOOSE | \$2,500

- Recognition on BOAGS website
- Link to company website on BOAGS webpage
- Logo on event signage at venue entrance
- Four tickets to the opening ceremonies
- Quarter page colour advertisement in event program
- Two social media mentions as an event sponsor



DEER | \$2,000

- Recognition on BOAGS website
- Link to company website on BOAGS webpage
- Logo on event signage at venue entrance
- Two tickets to the opening ceremonies
- Quarter page colour advertisement in event program
- One social media mention as an event sponsor



FOX | \$1,500

- Recognition on BOAGS website
- Logo on event signage
- Two tickets to the opening ceremonies
- Eighth page logo advertisement in event program



BEAVER | \$1,000

- Recognition on BOAGS website
- Logo on event signage
- Logo placement in event program



LAKE TROUT | \$500

- Recognition on BOAGS website
- Logo placement in event program

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SHOW GUIDE ADVERTISING

Unlock massive advertising opportunities

Get your brand in front of a highly targeted audience of energy industry professionals by advertising in the Official Show Guide for the 2025 Bonnyville & District Oil & Gas Show.

The Show Guide will be distributed to all attendees at the show, ensuring that your message is seen by a wide audience of potential customers.

As an advertiser in the Official Show Guide, you'll have the opportunity to:

- Reach a highly targeted audience of energy industry professionals who are interested in the latest products, services and trends in the industry
- Increase brand visibility and influence
- Drive traffic to your website or booth at the show
- Showcase your products and services to potential customers
- Generate leads and sales through targeted advertising

Our advertising packages are designed to suit a variety of budgets and needs, with options ranging from full page ads to business card size. We also offer a range of customization options to ensure that your ad fits your brand and messaging.

Secure your spot today!



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