

## CHOA 2017 Corporate Sponsorship

Since its inception over twenty-nine years ago, the Canadian Heavy Oil Association (CHOA) has been the premier provider of technical, educational and social events to the heavy oil and oil sands industry. With over 1800 members, a website and multiple events that engage thousands more industry professionals each year, the CHOA provides sponsors a direct channel to reach the key executives, consultants and managers in all aspects of the heavy oil community.

The CHOA 2017 corporate sponsorship program has four levels to choose from:

<p><b>DIAMOND</b> <b>\$10,000</b></p> <p><b>(Maximum of 10)</b></p>	<p><b>This Premium Sponsorship provides maximum exposure and customizable benefits.</b></p> <p><b>Membership</b></p> <ul style="list-style-type: none"> <li>• <b>Unlimited</b> CHOA membership for company employees</li> </ul> <p><b>Technical Lunch and Afternoon Technical Panel Events</b></p> <ul style="list-style-type: none"> <li>• Title sponsorship of one of the Technical Lunches or Afternoon Technical Panel Events including:             <ol style="list-style-type: none"> <li>1. Material distribution,</li> <li>2. Table or booth,</li> <li>3. Company overview</li> <li>4. Speaker introduction</li> </ol> </li> <li>• 2 complimentary tickets to the sponsored Technical Lunch or Afternoon Technical Panel Event</li> <li>• Pre-purchase Technical Lunch and Afternoon Technical Panel Event tickets in bulk at a reduced member price</li> <li>• Acknowledgement at all 5 Technical Lunches and 5 Afternoon Technical Panel Events</li> </ul> <p><b>CHOA Golf Tournament</b></p> <ul style="list-style-type: none"> <li>• 10% off up to 2 golf teams</li> </ul> <p><b>Journal of the Canadian Heavy Oil Association</b></p> <ul style="list-style-type: none"> <li>• Full page, 4-colour ad in 2 issues of the CHOA Journal</li> <li>• 20% discount on all additional ad bookings</li> <li>• Diamond sponsor recognition in all 2017 issues (3 planned issues)</li> </ul> <p><b>Conferences</b></p> <ul style="list-style-type: none"> <li>• 25% off the cost of any CHOA conference sponsorship package</li> <li>• 15% discount on conference registration</li> </ul> <p><b>Customized Package for Event Sponsorship</b></p> <ul style="list-style-type: none"> <li>• \$3000 sponsorship credit to be applied to: Stampede Party, Calgary Golf Tournament or Oktoberfest</li> <li>• 4 complimentary tickets to Stampede Party and Oktoberfest</li> </ul> <p><b>CHOA Website</b></p> <ul style="list-style-type: none"> <li>• Prominent placement and hyperlink on CHOA website</li> </ul> <p style="text-align: center; color: red; font-weight: bold; margin-top: 20px;"><b>This package contains over \$15,000 worth of value.</b></p>
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<p><b>Gold</b> <b>\$5,000</b></p> <p><b>(Maximum of 15)</b></p>	<p><b>Membership</b></p> <ul style="list-style-type: none"> <li>• 10 complimentary CHOA memberships</li> <li>• 50% off any additional CHOA memberships</li> </ul> <p><b>Technical Lunches and Afternoon Technical Panel Events</b></p> <ul style="list-style-type: none"> <li>• Pre-purchase Technical Lunch and Afternoon Technical Panel Event tickets in bulk at a reduced member price</li> <li>• Acknowledgement at all 5 Technical Lunches and 5 Afternoon Technical Panel Events</li> </ul> <p><b>Journal of the Canadian Heavy Oil Association</b></p> <ul style="list-style-type: none"> <li>• Half page, 4-colour ad in any 2 of the 2017 issues</li> <li>• 20% discount on all additional ad bookings</li> <li>• Gold sponsor recognition in all 2017 issues (3 planned issues)</li> </ul> <p><b>Conferences and Events</b></p> <ul style="list-style-type: none"> <li>• 25% off the cost of any CHOA conference sponsorship package</li> <li>• 15% discount on conference registration</li> <li>• 4 complimentary tickets to Stampede Party and Oktoberfest</li> </ul> <p><b>CHOA Website</b></p> <ul style="list-style-type: none"> <li>• Prominent placement and hyperlink on CHOA website</li> </ul>
<p><b>Silver</b> <b>\$3,000</b></p>	<p><b>Membership</b></p> <ul style="list-style-type: none"> <li>• 5 complimentary CHOA memberships</li> <li>• 40% off any additional CHOA memberships</li> </ul> <p><b>Technical Lunches and Afternoon Technical Panel Events</b></p> <ul style="list-style-type: none"> <li>• Acknowledgement at all 5 Technical Lunches and 5 Afternoon Technical Panel Events</li> </ul> <p><b>Journal of the Canadian Heavy Oil Association</b></p> <ul style="list-style-type: none"> <li>• Half page, 4-colour ad in a single issue</li> <li>• 20% discount on all additional ad bookings</li> <li>• Silver sponsor recognition in all 2017 issues (3 planned issues)</li> </ul> <p><b>Events</b></p> <ul style="list-style-type: none"> <li>• 2 complimentary ticket to Stampede Party and Oktoberfest</li> </ul> <p><b>CHOA Website</b></p> <ul style="list-style-type: none"> <li>• Prominent placement and hyperlink on CHOA website</li> </ul>
<p><b>Bronze</b> <b>\$1,500</b></p>	<p><b>Membership</b></p> <ul style="list-style-type: none"> <li>• 40% off CHOA memberships</li> </ul> <p><b>Technical Lunches and Afternoon Technical Panel Events</b></p> <ul style="list-style-type: none"> <li>• Acknowledgement at all 5 Technical Lunches and 5 Afternoon Technical Panel Events</li> </ul> <p><b>Journal of the Canadian Heavy Oil Association</b></p> <ul style="list-style-type: none"> <li>• Bronze sponsor recognition in all 2017 issues (3 planned issues)</li> </ul> <p><b>CHOA Website</b></p> <ul style="list-style-type: none"> <li>• Prominent placement and hyperlink on CHOA website</li> </ul>

## CHOA 2016 Corporate Sponsor Commitment Form

The Canadian Heavy Oil Association is committed to ensuring our Corporate Sponsors receive exceptional value and promotional exposure. Due to this commitment, our sponsorship opportunities are often sold out early through the First Right of Refusal policy with continuing sponsors. To avoid disappointment and maximize choice, we encourage prompt responses.

**Investing in sponsorship with CHOA brings your organization multiple benefits, including:**

- Brand prominence and visibility in the oil and gas industry
- Recognition as an industry contributor and leader
- Opportunities for contact with thought leaders and decision-makers
- Acknowledgement and complimentary tickets to the Sponsor Appreciation Night

**YES, \_\_\_\_\_ (company name) would like to sponsor the CHOA!**

**Diamond Sponsor –\$10,000**

- I have filled out and am including the Diamond Sponsor Customization form.  
**CHOA staff will contact you regarding Unlimited CHOA membership**

**Gold Sponsor - \$5,000**

Please circle your choice for your CHOA Journal half page ad issue: Spring      Fall      Winter  
**CHOA staff will contact you regarding your 10 complimentary CHOA memberships**

**Silver Sponsor - \$3,000**

Please circle your choice for your CHOA Journal quarter page ad issue: Spring      Fall      Winter  
**CHOA staff will contact you regarding your 5 complimentary CHOA memberships**

**Bronze Sponsor - \$1,500**

**CHOA staff will contact you regarding your Buy One Get One Free CHOA membership options**

Please indicate if you'd like to **PRE-PURCHASE BULK Technical Lunch and/or Afternoon Technical Panel Event** tickets at the reduced member rate for the 2017 year.

Technical Lunch 2017 Program Tickets - Reduced Member Rate = \$25.00 (5 lunches in total)	# of tickets:	Sub-Total:
Afternoon Technical Panel Event 2017 Program Tickets - Reduced Member Rate = \$35.00 (5 events in total)	# of tickets:	Sub-Total:
<b>Total:</b>		<b>\$</b>

Please indicate a contact at your company to advise the CHOA office of ticket use.

Date Submitted:

Sponsor Name:

Address:

City:

Province:

Postal Code:

Contact Name:

Title:

Phone:

Email:

Advertisement Contact Name:

Email:

Phone:

**Please email this form back to Alison Leontaridis at [aleontaridis@choa.ab.ca](mailto:aleontaridis@choa.ab.ca) or call 403.269.1755 ext 303 for any questions.**

#### Payment

- Cheque - An invoice will be generated on receipt of this form. Please note that sponsorship is not considered confirmed until this form has been received by our office.

#### Cheques can be sent to:

CHOA  
2310, 144 4<sup>th</sup> Ave SW,  
Calgary, Alberta, T2P 3N4

**Thank you for your sponsorship!**