



STA Saskatchewan
Trucking
Association

Advocacy. Safety. Economy.

Sponsorship and Advertisement Package 2024



GET INVOLVED!

**Sponsorship Ignites Events and Programs.
Join the Momentum and Invest!**

Tailored Packages Offered.

Reach Out Today!

George Henderson
george@sasktrucking.com

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Legend

\$5000 - \$10,000+
\$1,500 - \$4,999
\$1,000 - \$1,499
\$500 - \$999

Platinum
Gold
Silver
Bronze

Disclaimer

The Saskatchewan Trucking Association reserves the right to modify event dates at any time.

Platinum Annual Sponsorship \$25,000

Exploring the STA Annual Sponsorship could be the ideal way to introduce your brand to the right audience. We're open to customizing this sponsorship to align perfectly with your needs. If you have any specific alterations or suggestions in mind, don't hesitate to reach out to us. To seize this opportunity, please contact George Henderson at george@sasktrucking.com.

Website Advertising (Sidebar & Footer)

Your advertisement will continuously be featured throughout our website on the sidebar and footer spots throughout the year, you can supply us with updated content quarterly.

Logo Recognition and Advertising

Your logo won't go unnoticed; we'll prominently feature it in our bi-weekly newsletter, showcase it in our social media posts, display it at our events on name tags, and grant you a full-page advertisement slot in our annual report.

Western Canada Highway News Member Showcase

Secure your position as one of the four featured members in Western Canada Highway News, a magazine owned collectively by the four western provinces.

National Trucking Week Radio Advertisement

This includes recognition on CJME, and CKOM radio stations, ensuring the message reaches the entire province of Saskatchewan. This broadcast is approximately five 30-second advertisements everyday for a duration of 8-10 days. This coverage allows you to connect with a wide and engaged audience, reinforcing your brand's presence during this significant celebration.

Direct Messaging

You'll have the chance to supply us with content up to once a month for distribution to our entire membership base, either as a newsletter feature and/or a blog post on our website. Whether you have an upcoming event or have achieved something noteworthy in the industry that you'd like to share, this is your platform to get the word out to a wide audience.

Exclusive Event Access

Enjoy complimentary invitations to our prestigious annual Golf Classic, as well as our highly-anticipated Annual General Meeting, Gala and Awards Banquet, along with any other STA events!

Annual Report Advertising

Feature your company advertisement in our annual report, a publication distributed to our entire membership base!

Social Media Content

When you provide us with your content, we'll distribute your image across our social media platforms. You can expect to see your content shared up to 12 times, ensuring it remains on our platforms and reaches our audience at least once a month!

EVENT

Annual General Meeting

This year, our Annual General Meeting, scheduled for October 2024, presents a unique opportunity. Instead of traditional printed copies, the annual report will be available digitally. However, a limited number of printed copies will still be provided to association members attending the event. On average, approximately 260 copies are distributed, ensuring that each member receives one. This provides an excellent opportunity to showcase your company to our members.



Annual Report Advertisements

Gold \$2,750 (1 Available)

The advertisement you've provided will appear on the back page of the Annual Report.

Silver \$1,200

This full-page advertisement will be supplied by you and will be displayed throughout the book.

Bronze \$750

This half-page advertisement will be supplied by you and will be displayed throughout the book.



EVENT

Gala and Awards Banquet

Join us for the Gala and Awards Banquet at TCU Place in Saskatoon on October 29, 2024. The evening will be a promising night filled with lots of networking opportunities. Enjoy a cocktail reception, dinner, and an awards ceremony, with numerous chances to showcase your logo and branding throughout the evening.

Platinum Sponsor \$6,500

- Speaking Opportunity.
- Enhanced logo recognition with increased visibility.
- Full page advertisement supplied by you will be in the evening program.
- Option to display your own signage.
- Acknowledgement by the emcee.
- 40 Additional complimentary door prize tickets for the table.
- Complimentary table of 8 guests.

Silver Sponsor \$1,250

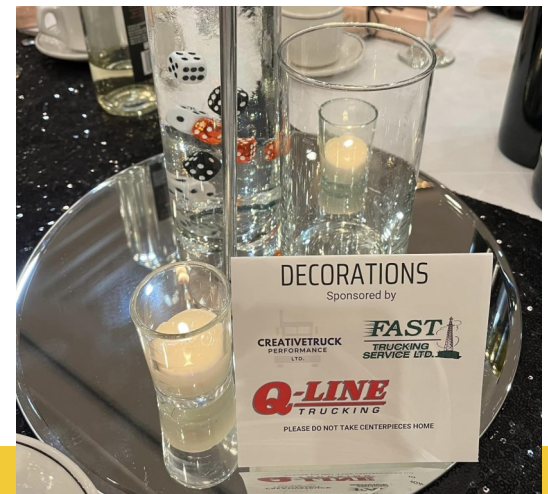
- Logo Recognition.
- Acknowledgment by the emcee.
- Option to display your own signage.
- 10 Additional door prize tickets.
- Complimentary tickets for 2 guests.

Bronze Sponsor \$700

- Logo Recognition.
- Complimentary ticket for 1 guest.

Gold Sponsor \$4,000

- Logo recognition.
- Acknowledgement by the emcee.
- Half page advertisement supplied by you will be in the evening program.
- Option to display your own signage
- 20 Additional door prize tickets.
- Complimentary tickets for 4 guests.



EVENT

Transition to Lower Emissions

This event revolves around low and zero-emissions equipment, the necessary infrastructure, and highlighting government incentives. With the federal government setting ambitious emissions targets in a short timeframe, the industry stakeholders turned to us, the STA for an informative session to lay the foundation for their understanding.

During this event, we've set up trade show booths for attendees to engage with during breaks, and we've also arranged for the presence of some equipment that you can have a hands-on experience with.

Join us at the Viterra International Trade Centre (REAL District) in Regina on September 4-5 2024!

Gold Sponsor \$5,000

Speaking Opportunity.

Enhanced logo recognition with increased visibility and media placements.

Option to have Equipment on Display.

Complimentary Trade show booth

10 Complimentary day passes.

Advertisement supplied by you will be in the program.

Option to display your own signage at entrance.

Acknowledgement by the emcee.

Silver Sponsor \$1,250

Logo recognition.

Complimentary Trade show booth

5 Complimentary day passes.

Advertisement supplied by you will be in the program.

Acknowledgement by the emcee.

Bronze \$500

Logo recognition in the program.

2 Complimentary day passes.



EVENT

Government Relations Reception

During the Government Relations Reception in May 2024 we will engage in discussions with government officials. This offers a valuable opportunity to voice your concerns and advocate for our industry.

Gold Sponsor \$2,000

Private networking with Government Officials half an hour before the event start time

Opportunity to address

Option to display your own signage.

Logo on name tags

Silver Sponsor \$1,000

Opportunity to address

Logo on name tags



EVENT

Driver Appreciation BBQ

Annually, the Saskatchewan Trucking Association chooses three weigh scales across the province to host an appreciation BBQ. In 2024, our chosen destinations are Langham on May 30th, Swift Current on July 18th, and Regina on September 12th. During each barbecue, we serve around 250 meals, offering you a chance to showcase your appreciation by distributing your logo and other promotional items to the professional drivers that stop by.

Bronze \$800 (3 Opportunities Total)

Logo will be displayed on all lunch bags.

Opportunity to bring swag items, informational packages, etc.

Opportunity to bring signage.



EVENT

Annual Golf Classic

The STA Golf Classic will take place on August 23, 2024 at the Dakota Dunes Golf Links. We consistently see 122 golfers participating in the event, enjoying a round of golf. This event also provides abundant networking opportunities. For 2024 we will be hosting a networking cocktail event the same evening as the tournament.

Contest Hole \$1,500

Opportunity to network at the hole, can bring a table, swag, etc.

Advertisement and logo included in the day program

Signage at the hole

Hole Sponsor \$1,000

Signage at the hole

Logo in Day Program

Greens Sponsor \$750

Signage at the Greens

Logo in Day Program

Other Sponsorship Opportunities

All of the following will receive their logo in the Day Program.

19th Hole Sponsor \$2,000

Signage around the room.

Participant Gift Sponsor \$2,200

Opportunity to supply your own swag.

Dinner Sponsor \$6,000

Signage around the dining room.

Power Cart Sponsor \$3,000

Logo will be displayed on the golf carts.

Door Prize Sponsor \$1,250

Signage on Door Prize table.

Putting Contest Sponsor \$1,500

Signage around the putting area.

Lunch Sponsor \$3,500

Signage around the lunch room.

Snack Sponsor \$700

Logo on the snack bags that will be placed in every cart.



ADVERTISING

Western Canada Highway News

The Western Canada Highway News is published quarterly (Spring, Summer, Fall, Winter), your ad will appear in the printed copies that are mailed to the Carrier Members PLUS it will also be included in the digital edition on the Western Canada Highway News website – giving it even more added exposure online!

Advertisement Size and Pricing

Full Page \$1,875/ issue

1/2 Page \$1,475 / issue

1/3 Page \$1,000/ issue

1/4 Page \$875 / issue

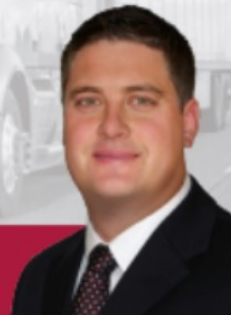


Western Canada
Highway News

Looking to reach the trucking industry in
BC, Alberta, Saskatchewan and Manitoba?

Contact Dave to discuss your company's promotional plans.

DAVE GILL, Marketing Manager • david@kelman.ca • 866-985-9791



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