



# SPONSORSHIP & ADVERTISEMENT PACKAGE 2025



## **GET INVOLVED!**

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

Tailored Packages Offered.

### **Reach Out Today!**

George Henderson

george@sasktrucking.com

306.994.8730

418A McDonald Street, Regina, SK, S4N 6E1

**\*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](mailto: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

Showcase your company with a back-page 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

Our Annual General Meeting in October 2025 offers a unique opportunity for your company to stand out. This year, the annual report will be primarily digital, accessible on our website for both Members and Non-Members, with emailed copies sent directly to our members. Additionally, a limited number of printed copies will be available exclusively for association members attending the event. This is an excellent chance to showcase your company to a targeted and engaged audience.



### Full Page \$1,000

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

### Half Page \$600

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

### 1/4 Page \$600

This 1/4-page advertisement will be supplied by you and will be displayed throughout the book.



\*Advertisement deadline for content submission is September 1st each year.\*

## EVENT

# Gala and Awards Banquet

Join us for the Gala and Awards Banquet in Regina on October 21, 2025. 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.

### **Dinner Sponsor \$1,500 (8 Opportunities)**

Signage on the buffet table.

### **Program Sponsor \$2,500**

Logo on the front cover of the programs.

### **Chocolate Box Sponsor \$2,500**

Logo on chocolate boxes, which is at everyone's seat.

### **Audio Visual Sponsor \$2,000 (3 Opportunities)**

Logo on the AV screen throughout the event.

### **Decoration Sponsor \$1,000 (4 Opportunities)**

Logo on the table.

### **Cocktail Reception Sponsor \$2,500**

Signage at the bar and on the drink ticket, that each guest receives.

### **Door Prize Sponsor \$500 (9 Opportunities)**

Logo on the door prize table. Also, the option to donate prizes (Total of \$500 value) instead of payment.

### **Wine Sponsor \$3,000**

Logo on the table and the ticket to receive the bottle.

### **Entertainment Sponsor \$3,000 (3 Opportunities)**

Logo on the AV screen throughout the event.



## EVENT

# Government Relations Reception

During the Government Relations Reception in April 2025 we will engage in discussions with government officials. This offers a valuable opportunity to voice your concerns and advocate for our industry.

### Sponsor \$1,000 (3 Opportunities)

Opportunities to address

Logo on name tags

Option to display your own signage

Logo on the appetizer table



## EVENT

# Driver Appreciation BBQ

Annually, the Saskatchewan Trucking Association chooses three weigh scales across the province to host an appreciation BBQ. In 2025, our chosen destinations are Langham on May 22nd, Estevan on June 19th, and Regina on September 11th. 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.



### Sponsor \$1,000 (3 Opportunities)

Logo on all lunch bags

Option to bring swag items, informational packages

Opportunity to display your own signage

Opportunity to volunteer and help hand out lunches

Social media promotion

The Regina BBQ is during National Trucking Week which typically attracts a higher presence of MLAs, making it an excellent sponsorship opportunity.



## EVENT

# STA Golf Classic

The STA Golf Classic will take place on August 21, 2025 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 2025 we will be hosting a networking cocktail event the evening before the tournament.

### **Contest Hole Sponsor \$1,200**

#### **(7 Opportunities)**

Opportunity to network,  
You can set up a table,  
distribute swag, or even create  
a fun and engaging theme to  
make your hole stand out.  
Supplied advertisement and  
logo included in the day  
program  
Signage at the hole

### **Hole Sponsor \$750 (11 Opportunities)**

Logo included in the day  
program  
Signage at the hole

### **Greens Sponsor \$750 (18 Opportunities)**

Logo included in the day  
program  
Signage at the Greens

All of the following will receive their logo in the Day Program as well as the following items listed.

### **19th Hole Sponsor \$2,000**

Logo on the tickets to redeem beverage.

### **Dinner Sponsor \$1,500**

#### **(6 Opportunities)**

Signage around the dining room.

### **Door Prize Sponsor \$500**

#### **(6 Opportunities)**

Signage on Door Prize table.

### **Lunch Sponsor \$2,500**

Signage around the lunch room.

### **Participant Gift Sponsor \$2,200**

Opportunity to supply your own swag.  
Option to donate prizes instead of payment.

### **Power Cart Sponsor \$3,000**

Logo will be displayed on every golf cart.

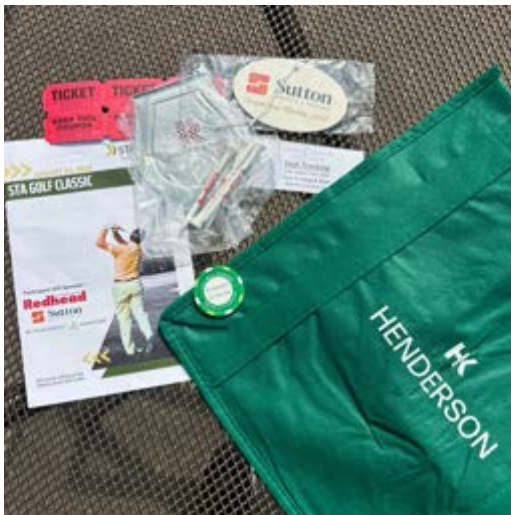
### **Putting Contest Sponsor \$1,500**

Signage around the putting area.

### **Snack Sponsor \$1,700**

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!

**Full Page \$2,100/ issue**

**1/2 Page \$1,700 / issue**

**1/3 Page \$1,200/ issue**

**1/4 Page \$1,025 / 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](mailto:david@kelman.ca) • 866-985-9791**

