



Driving the economy since 1937.

About STA Events

Networking Breakfast

March 19, Regina and April 2, Saskatoon, average 40 attendees, company owners, management and safety professionals. A gathering of colleagues to discuss what is going on in the local trucking world and steps the STA can make in bettering the industry in the coming year. STA staff present advocacy information for discussion and use the feedback to set direction of efforts for the year.

Policy Maker – Stakeholder Reception

April 8TH, Regina, average 50 attendees, company owners, enforcement officials, government officials, regulators, STA Board of Directors. This is the most powerful event the STA hosts; key government officials that have a strong say in the regulatory landscape of the trucking industry in Saskatchewan attended to network with Members. A robust government and Member turnout for this event solidifies the STA as the voice of trucking in Saskatchewan.

STA Golf Classic

August 27th, Dakota Dunes, average 120 attendees, company executives, industry suppliers, sales staff, various management levels. The most fun event of the year, the Golf Classic is a great networking opportunity for carriers and suppliers alike.

National Trucking Week

September 6-13, across the country. A celebration of the role trucking plays in Canadian economy and lifestyle. Promoted by the STA through paid and earned media with Truck Driver Appreciation BBQs being hosted at various weigh scale locations around the province.



Driving the economy since 1937.

Annual General Meeting

October 23rd, Saskatoon, average 40 attendees, election of board of directors, Members only. The Annual General Meeting covers the annual finances of the association, Board Chair and Executive Directors reports. Each Member receives one vote for incoming Board Members.

Gala Awards Banquet

October 23rd, Saskatoon, following the morning education session and Annual General Meeting. Average 175 attendees from all aspects of industry along with key government officials. Celebrating the trucking association Members and accomplishments, the Gala Awards Banquet is food, entertainment and award presentations for the best of the industry.

Annual Sponsorship Packages

Annual Sponsors sponsor all Saskatchewan Trucking Association (STA) events in the calendar year. In addition to promotion at each and every event, sponsors receive ongoing promotion throughout the year. Exposure to target markets on every available STA platform, including direct email to the entire STA Membership ensures your brand is top of mind all year long.

The STA is the voice of truck transport in the province of Saskatchewan. As proactive trusted advisors, the STA is a knowledgeable membership association that represents the collective interests of the truck transport industry through authentic advocacy and education.



Driving the economy since 1937.

Platinum - \$15,000

- Headline Sponsor (naming rights)
- 10 social media posts on platform of choice
- 10 newsletter or newsflash ads
- Press Release on STA website
- Meal sponsor at Gala Awards Banquet
- 1 direct to carrier member message, featuring your content only
- Logo on all printed and digital event promotion/information
- Attendance x 2 to every STA event throughout the year + 1 corporate table at STA Gala
- Verbal acknowledgement at every STA event
- Company logo on each event page on sasktrucking.com
- Individual large sponsorship sign at each event
- Name and/or logo on event invitations, registration forms, and printed program
- Prominent listing on the landing page of website which links to your company website
- Special name badge for recognition at STA events
- Full page ad in annual publication recapping the year's activities titled The Retrospective



Driving the economy since 1937.

Gold \$10,000

- 7 social media posts on platform of choice
- 7 newsletter/newsflash ads
- T-Off Lunch Sponsor at STA Golf Classic
- Hole Sponsor at STA Golf Classic
- Logo on all printed and digital event promotion/information
- Company logo on each event page on sasktrucking.com
- Verbal acknowledgement at every STA event
- 1 ticket to Networking Breakfasts, Policy Maker, and STA Golf Classic
- 2 tickets to Gala Awards Banquet
- Individual sponsorship sign at each event
- Half page ad in annual publication recapping the year's activities titled The Retrospective



Driving the economy since 1937.

Silver - \$7,500 (2)

- 5 social media posts on platform of choice
- 5 newsletter or newsflash ads
- Logo on all printed and digital event promotion/information
- Company logo on each event page on sasktrucking.com
- Verbal acknowledgement at every STA event
- Hope sponsor at STA Golf Classic
- 1 ticket to Networking Breakfasts, Policy Maker, and STA Golf Classic
- 2 tickets to STA Gala Awards Banquet
- Quarter page ad in annual publication recapping the year's activities titled The Retrospective

Bronze - \$5,000

- 5 social media posts on platform of choice
- 2 newsletter/newsflash ads
- Logo on all printed and digital event promotion/information
- 1 ticket to Networking Breakfast
- 2 tickets to STA Gala Awards Banquet
- Hole sponsorship at STA Golf Classic



Driving the economy since 1937.

Event Specific Sponsorships

Annual General Meeting + Gala Awards Banquet

Dinner \$3,500

Logo near buffet table

Presidents Reception \$3,500

Logo on drink tickets given to all attendees, signage on bar and appetizer stations

Gala Table Wine \$2,800

Logo on each wine bottle

Ballroom Décor & Table Centerpieces \$2,500

Logo attached to a gift for each guest

Door Prizes \$1,000 (3)

Logo on door prizes and on door prize table

Gala Entertainment \$2,500 (2)

Logo on podium, individual sponsor signs on or near stage



Driving the economy since 1937.

Candy Bar \$1,500

Logo on candy bags and candy table

Board of Director's Lunch \$800

Signage at the Board of Directors meeting

Audio Visual \$2,000 (2)

Constant logo on AV screen throughout the event

STA Golf Classic

Dinner \$3,000

Signage on buffet, promotional material on tables

Participant Gift \$2,500

Your logo on each participant gift

Power Carts \$2,000

Sponsor sign on each power cart



Driving the economy since 1937.

19th Hole Sponsor \$1,200

Logo on drink tickets distributed to each golfer redeemable for free drink after tournament

Tee Sponsor \$400

Personalized signage at tee box and opportunity to host contest holes at sponsored tee

Hole Sponsor \$350

Personalized signage at the green near cart path



Driving the economy since 1937.

Networking Breakfast

- Regina Breakfast Sponsor \$500
- Saskatoon Breakfast Sponsor \$500

Policy Maker – Stakeholder Reception

- Reception Sponsor \$1,000

National Trucking Week

- Promotional Sponsor \$500