



SPONSORSHIP & ADVERTISEMENT PACKAGE 2026



GET INVOLVED!

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

Tailored Packages Offered.

Reach Out Today!

info@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.

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 2026 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.

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“AS A SUPPLIER, I UNDERSTAND HOW VITAL IT IS TO SUPPORT SASKATCHEWAN'S TRUCKING INDUSTRY. BEING A MEMBER OF THE STA IS ONE OF THE BEST WAYS TO DO THAT. CONNECTING WITH CARRIERS, LEARNING ABOUT THEIR CHALLENGES, AND CONTRIBUTING TO EVENTS THAT CELEBRATE THEIR HARD WORK.

ON A VERY PERSONAL NOTE, I'VE BEEN ABLE TO ROLL UP MY SLEEVES AND SAY “THANK YOU” ALONGSIDE THE STA AS THE GRILLMASTER FOR THE TRUCKER APPRECIATION BBQS! IT'S TRULY REWARDING TO BE A PARTNER WITH AN ORGANIZATION THAT NOT ONLY STRENGTHENS THE INDUSTRY BUT ALSO HELPS US GROW ALONGSIDE IT.”

**Colin Rennebohm
Proud Member of the STA**

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EVENT

Gala and Awards Banquet

Join us for the Gala and Awards Banquet in Saskatoon on October 29, 2026. 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

Beer & Blue Jeans

Beer & Blue Jeans is a relaxed, casual networking evening designed to bring the trucking industry together in an informal, welcoming setting. The focus is simple: good conversation, strong connections, and an easygoing atmosphere where industry partners can connect outside of a boardroom.

We successfully hosted our first Beer & Blue Jeans event in Regina and plan to continue building on that momentum, with future events in Regina and potential expansion to Saskatoon.

Sponsorship of this event is \$1,000 per event and helps cover appetizers and drink tickets for attendees. Sponsors will be recognized at the event and associated with an industry-driven initiative that supports connection, collaboration, and community within Saskatchewan's trucking sector.



EVENT

STA Golf Classic

The STA Golf Classic will take place on August 19, 2026 at the Moon Lake Golf Course. We consistently see 122 golfers participating in the event, enjoying a round of golf. This event also provides abundant networking opportunities. For 2026, we will be having a networking breakfast before the round starts.

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 \$4,000

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 the door prize table.
Option to donate prizes instead of payment.

Lunch Sponsor \$2,750

Signage around the lunch room.

Participant Gift Sponsor \$500

Opportunity to supply your own swag to all participants.

Power Cart Sponsor \$3,000

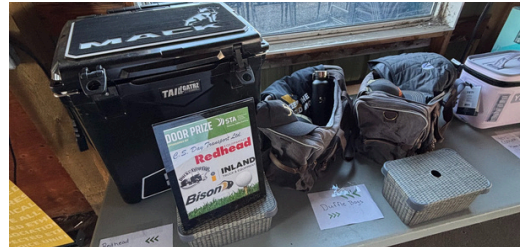
Logo will be displayed on every golf cart.

Putting Contest Sponsor \$1,500

Signage around the putting area.

Snack Sponsor \$2,000

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



ADVERTISING

Western Canada Highway News

Western Canada Highway News is published quarterly (Spring, Summer, Fall, and Winter). Your ad will appear in the printed edition mailed directly to Carrier Members and will also be included in the digital edition on the Western Canada Highway News website, giving your business added online exposure.

We also feature members in each edition at no cost. If you're interested in being highlighted, please contact us.

Full Page \$2,200/ issue

1/2 Page \$1,800 / issue

1/3 Page \$1,275/ issue

1/4 Page \$1,100 / 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

