

2024 SPONSORSHIP GUIDE



FIELD OF STARS

PRESENTED BY *Nutrien*[®]

STARS onsite at Ag in Motion, Langham, SK.
July 16 - 18, 2024

Field of STARS event, Prairieland Park, Saskatoon, SK.
July 16, 2024



STARS

fieldofstarsevent.ca

BECAUSE WHEN IT COMES TO THE NEXT PATIENT WHO NEEDS US, IT'S NEVER TOO FAR.

Become a part of STARS' mission to provide critical care, anywhere;

- Be recognized onsite at the Ag in Motion from July 16-18, 2024; OR
- Join us at Prairieland Park for the Field of STARS event presented by Nutrien, July 16, 2024.

Are you looking to network with more than 1,000 guests in the ag industry while enjoying live entertainment, feasting on ribs, all while raising critical funds for STARS? Join us for Field of STARS presented by Nutrien on July 16, 2024 at Prairieland Park.

Check out the new sponsorship opportunities available this year designed to help boost your booth attendance, increase networking and exposure, all while supporting critical care, anywhere.

We specialize in caring for patients with the most acute, life-threatening illness and injuries. Our team's advanced, focused expertise in critical care makes us a vital resource for doctors and other emergency responders.

STARS relies on the support of government to help keep us in flight. To keep us on the cutting edge of critical care, we rely on fundraising in the community - from events like Field of STARS, as well as the support of the business community, individual donors, volunteers and allies.

Over the past five years, Field of STARS has raised nearly two million dollars. Get involved in this exciting event and be a part of the ag community coming together for STARS in Saskatchewan!



ENTERTAINMENT

The Washboard Union, composed of step-brothers Aaron Grain, Chris Duncombe and their best friend David John Roberts, have carved their place as one of Canada's top country bands.

Some of the band's many successes include over 81 million streams, 380,000 radio spins, one Platinum and four Gold-certified singles in Canada, nine Top 10 hits, and an awe-inspiring 35+ total award wins including JUNO and CCMA Awards.

"Gather Round" follows Washboard's recent releases "Sometimes You Don't Need A Plan" and "I Run On Country", which was at #13 at Canadian country radio, and has nearly 2 million streams. The Washboard Union were recently nominated for a 2023 CCMA Award and have festival shows in Canada and the US.



BUILT BY THE COMMUNITY, FOR THE COMMUNITY

The audience at Field of STARS will be leaders in their agriculture community from across Western Canada. By sponsoring the event or donating your products, your company will be showcased to your target audience. Attendees will include farm leaders, agriculture executives, government officials, agriculture services, supply and manufacturing companies, media and STARS patients and crew.

Furthermore, your support will directly benefit STARS, which has fought for the lives of people working in agriculture across Western Canada since 1985.

This is a rewarding way to engage with your clients, employees, their families and to support to your community.

SPONSOR ACTIVATION AND RECOGNITION GUIDE

\$80,000

Overall Matching Sponsor

Corporate recognition as the overall Field of STARS matching sponsor where all funds raised will be matched by the sponsor up to \$80,000 both at Ag in Motion and at the Prairieland event during the pledge drive.

- Corporate logo on all Tip Tap donation machines throughout Ag in Motion grounds
- Corporate logo decals onsite at Ag in Motion beer garden tables and onsite at event on floor decals in high traffic area
- Corporate logo recognition on dance floor wrap
- Numerous MC mentions at event and highlighted as matching sponsor during designate pledge drive
- Corporate logo on flags around beer garden area
- Corporate recognition on a STARS giveaway item
- Three tables of eight tickets in priority seating in sponsor section
- Opportunity for eight exclusive tickets for entertainer meet and greet prior to or following their performance
- Option to bring company pull-up banner to display at event
- Corporate logo in event program
- Corporate logo on event website
- Corporate logo on event screens and signage at event
- Access to Field of STARS proud supporter and promotional graphics to share on social media and in your network
- STARS social media support in promotion and share posts STARS/Field of STARS is tagged in
- Pre-event eblast to all previous Field of STARS attendees and to all donors in Saskatchewan in the past two years
- Post event thank you e-blast to supporters

\$60,000 Corporate Logo recognition at Prairieland and Ag In Motion

Presenting Sponsor - SOLD

\$30,000 Corporate Logo recognition at Prairieland Park

CHOOSE FROM TWO OPTIONS

Dinner Sponsor

Corporate recognition as the exclusive dinner sponsor.

- Opportunity to address the guests before the meal
- Corporate logo

Entertainment Sponsor - SOLD

Corporate recognition as the exclusive entertainment sponsor.

- Opportunity to introduce entertainment
- Performer to recognize sponsor during performance
- Corporate logo in green room
- Logo on pillars

ADDITIONAL BENEFITS INCLUDE:

- Three tables of eight tickets in priority seating in sponsor section
- Opportunity for eight exclusive tickets for entertainer meet and greet prior to or following their performance
- Emcee recognition at the event
- Corporate logo in event program
- Corporate logo on event website
- Corporate logo on event screens and signage at event
- Access to Field of STARS proud supporter and promotional graphics to share on social media and in your network
- STARS social media support in promotion and share posts STARS/Field of STARS is tagged in
- Pre-event eblast to all previous Field of STARS attendees and to all donors in Saskatchewan in the past two years
- Post event thank you e-blast to supporters

\$25,000

- **Live Auction Sponsor - SOLD** Corporate Logo recognition at Prairieland and Ag In Motion
- **Helicopter Sponsor - SOLD** Corporate Logo recognition at Prairieland

\$20,000

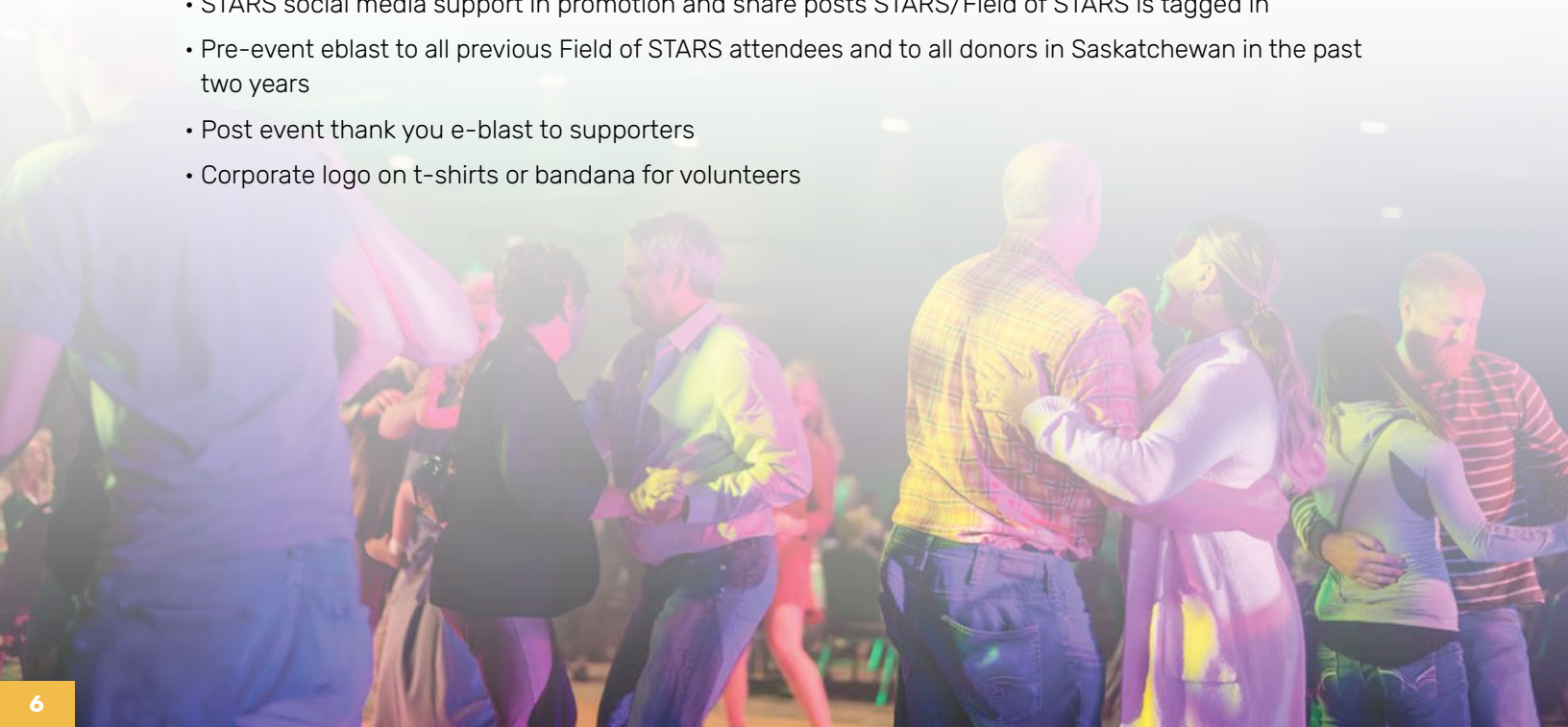
Volunteer Sponsor - SOLD Corporate Logo recognition at Prairieland and Ag In Motion

Corporate recognition as the volunteer sponsor for all STARS volunteers onsite at Ag in Motion and at the Prairieland Park Field of STARS event.

- Option of providing volunteers
- Beer garden area at Ag in Motion and in volunteer room at Prairieland Park
- Recognized in all eblasts sent to STARS volunteers for Field of STARS including recruitment and instructions

ADDITIONAL BENEFITS INCLUDE

- Two tables of eight in priority seating in sponsor area
- Corporate logo in event program
- Emcee recognition
- Corporate logo on event website
- Corporate logo on event screens and signage at event
- Access to Field of STARS proud supporter and promotional graphics to share on social media and in your network
- STARS social media support in promotion and share posts STARS/Field of STARS is tagged in
- Pre-event eblast to all previous Field of STARS attendees and to all donors in Saskatchewan in the past two years
- Post event thank you e-blast to supporters
- Corporate logo on t-shirts or bandana for volunteers



\$15,000

CHOOSE FROM TWO OPTIONS

Silent Auction Sponsor Corporate Logo recognition at Prairieland

Corporate recognition as the exclusive sponsor for the Givergy technology required to run the silent auction.

- Logo on the Givergy site which opens at least a week prior to event
- Corporate name listed in text message sent to bidders
- Corporate name listed in email to all successful bidders when collecting payment
- Recognition on signs throughout silent auction display area
- Pre-promotion on Givergy site being advertised to all event guests and beyond

Ag in Motion, STARS Booth Sponsor Corporate Logo recognition at Ag In Motion

BENEFITS INCLUDE

- Recognition as a sponsor at the STARS booth in the high traffic beer garden area in Ag in Motion
- Option to provide sponsor materials (such as banners, flags, promo items, pamphlets etc.)
- Logo on tables in beer gardens
- Logo on the Merchandise Bag
- One table of eight tickets in priority seating in sponsor area
- Corporate logo in event program
- Corporate logo on event website
- Corporate logo on event screens and signage at event
- Access to Field of STARS proud supporter and promotional graphics to share on social media and in your network
- STARS social media support in promotion and share posts STARS/Field of STARS is tagged in

ADDITIONAL BENEFITS INCLUDE

- One table of eight in priority seating in sponsor area
- Corporate logo in event program
- Corporate logo on event website
- Corporate logo on event screens and signage at event
- Access to Field of STARS proud supporter and promotional graphics to share on social media and in your network
- Pre-event eblast to all previous Field of STARS attendees and to all donors in Saskatchewan in the past two years
- Post event thank you e-blast to supporters

\$10,000

CHOOSE FROM THREE OPTIONS

Program Sponsor Corporate Logo recognition at Prairieland

Corporate recognition as the exclusive sponsor for the electronic and printed event program.

- Recognition in event program
- Full page recognition on back page of program

Ticket Sponsor Corporate Logo recognition at Prairieland

Corporate recognition as the exclusive sponsor for all tickets sold and highlighted on the ticket platform, Showpass.

- Logo on event tickets
- Recognition in confirmation email when event tickets are purchased

Shoot the Boot Sponsor - SOLD Corporate Logo recognition at Ag In Motion

Corporate recognition as sponsor on all beverages sold in a specialized boot shaped cup with proceeds to STARS.

- Corporate logo on boot and signage
- Corporate logo in beer gardens area

ADDITIONAL BENEFITS INCLUDE

- One table of eight in priority seating in sponsor area
- Corporate logo in event program
- Corporate logo on event website
- Corporate logo on event screens and signage at event
- Access to Field of STARS proud supporter and promotional graphics to share on social media and in your network
- Pre-event eblast to all previous Field of STARS attendees and to all donors in Saskatchewan in the past two years
- Post event thank you e-blast to supporters

\$7,500 Corporate Logo recognition at Prairieland and Ag In Motion

CHOOSE FROM FOUR OPTIONS

Carnival Games at Ag In Motion

- Logo on Spin Wheel at booth inside and at game that is outside of booth.
- Opportunity to provide a prize to give away

Very Important Patient (VIP) Sponsor Corporate Logo recognition at Prairieland

Receive corporate recognition in sponsoring a patient and their family to attend the event and share their story.

- Corporate Logo Recognition when ever we promote the VIP.
- Opportunity to sit with VIP and family

Luxury Table Sponsor Corporate Logo recognition at Prairieland

Exclusive seating in front of stage for the best seats in the house auctioned off at the start of the event in a live auction format by Ritchie Bros.

- Recognition by auctioneer during the live auction of the luxury table
- Signage on and around luxury seating area located at forefront of event
- Option to provide branded guest gift for table of eight
- Emcee recognition

Barrel of Booze Sponsor Corporate Logo recognition at Prairieland and Ag In Motion

Receive corporate recognition for sponsoring the raffle for the barrel of booze prize. Tickets to be sold at Ag in Motion on July 16th and at Prairieland 16th evening.

ADDITIONAL BENEFITS INCLUDE

- One table of eight tickets in priority seating in sponsor area
- Corporate logo in event program
- Corporate logo on event website
- Corporate logo on event screens and signage at event



\$5,000 Corporate Logo recognition at Prairieland and Ag In Motion

CHOOSE FROM SIX OPTIONS

Safe Ride Home Sponsor

Receive corporate recognition in ensuring a safe ride is provided home to event guests via taxis, shuttles, etc.

Crew Sponsor

Receive corporate recognition in sponsoring the flight crew members in attendance to share their stories of missions, skills, and talent in ensuring they are there for the next patient.

Ring Toss Sponsor

Receive corporate recognition at the ring toss

Simulation Sponsor

Receive corporate recognition for technologies simulating a day in the life of the STARS flight crew.

Putting Green

If you get it in the hole they win a drink

- Opportunity to provide a give away
- Other options: balloon dart game, polaroid booth, drink pong, plinko, typhoon money machine, etc.

Emcee Sponsor

Receive corporate recognition for providing the event emcee.

- Emcee recognition
- Corporate recognition in pre-event promotion of emcee advertisements
- Opportunity to sit with the Emcee

ADDITIONAL BENEFITS INCLUDE

- One table of eight tickets in priority seating in sponsor area
- Corporate logo in event program
- Corporate logo on event website
- Corporate logo on event screens and signage at event
- Access to Field of STARS proud supporter



PRESENTED BY **Nutrien**

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