



# Sala

» SATURDAY • NOVEMBER 2 «  
2019

PRESENTED BY





# Welcome

The Keyano College Gala is now in its 38th year and remains the stand-out black tie event of the Fort McMurray social calendar. Each year our community comes together for a night of live entertainment, great food and fundraising in support of Keyano College.

By supporting Keyano College we are able to strengthen our programming and to provide opportunities to people to pursue higher education who might not otherwise be able to.

Funds raised at Gala 2019 will support student awards, scholarships, and bursaries.



## Partner with us

Enjoy the positive publicity and reap the benefits for your business when you join us as a sponsor.

Take the opportunity to reward your hard-working staff with a coveted Gala ticket, network with clients or treat your friends to a VIP experience.

Gift in kind donations will also be considered. We appreciate all support which helps us to continue to provide educational opportunities and support students in their studies.





# A Message from our President

Keyano College serves students from our region, from across Canada, and around the world. For almost four decades now, our annual Gala has been an important source of financial support for Keyano. Many of you have been our supporters for more than 50 years! We are so grateful for your long-term care and your generosity.

The proceeds of the Annual Gala allow us to invest in student awards, fund new programs and improve our facilities. Through your support, we are able to enrich our students' learning experiences and grow our community. Your support enables Keyano to provide meaningful educational and training opportunities.

Once again, Keyano is asking to be the beneficiary of your generosity and engagement. There are innumerable ways to be a part of the Keyano Gala. You can promote increased participation by speaking to others of the event. You can volunteer, buy gala tickets, get your corporate logo on portions of the event, donate auction items, or even sponsor a Huskies athlete who will volunteer that night. In whatever way you choose, please renew your support for Keyano by participating in the annual Gala.

Your ongoing support of Keyano College provides for a legacy of learning that enhances the success of our students and of our community. As such, the leadership, generosity, and dedication you show each year is worthy not just of our thanks, but also our admiration.

We are all working together to keep our College strong and our community vibrant, while showing care for our Wood Buffalo families. Your commitment, support, and friendship is making a difference. In turn, we commit to follow through on our promise to live our intention, pursue empowerment, achieve engagement and celebrate learning.

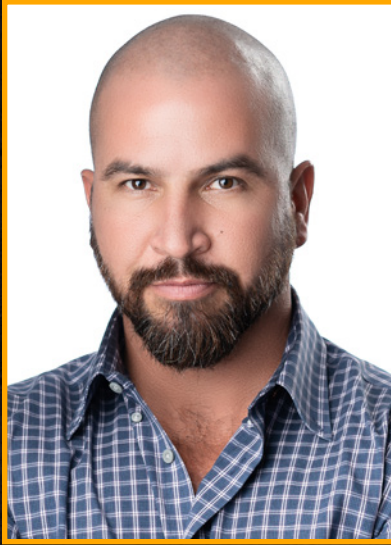
The Keyano Gala also provides an important opportunity for us to gather and celebrate the efforts and successes of the year with our friends and partners. Our team is doing amazing work to ensure that we host a premier community event, and your sponsorship is an essential part of its success. With headliner George Canyon and special guests Emerson Drive set to perform, we promise Gala 2019, presented by Birch Mountain Enterprises Ltd., will be an event to be remembered.

Thank you in advance, and I look forward to greeting you on November 2, 2019.

**Dr. Trent Keough**  
President & CEO, Keyano College







## Our presenting partner

From its beginning, Birch Mountain Enterprises Ltd. has held a philosophy to support our community and our youth. Whether this occurs through event sponsorships, financial contributions or mentoring young people in our communities, we have provided support to over one hundred organizations and youth programs over the last 14 years.

Birch Mountain Enterprises Ltd. is very excited to return as the presenting sponsor for the Keyano College Gala 2019. We are so proud to partner with and support an organization that plays such a critical role in this community; an organization that is training our youth to be our future leaders, giving our young people the tools they need to develop their careers, and helping to shape the next generation of entrepreneurs.

Please accept our heartfelt thanks for joining us in supporting this worthy cause. You are all leaders in our community, and your support of the Keyano College Gala will not go unnoticed. With your help, we can provide programming and opportunities to the students of our community to pursue their dreams, dreams they might not otherwise be to achieve.

### **Chris Wilson**

*President & Owner,  
Birch Mountain Enterprises Ltd.*



A large, close-up portrait of George Canyon, a man with a beard and a cowboy hat, leaning forward with his arms crossed. He is wearing a light-colored sweater.

## 2019 Headliners

### GEORGE CANYON

George Canyon rose to becoming one of Canada's hottest Country Music stars in the early 2000's and has won countless accolades and awards, including Juno Awards, CCMA Awards, and ECMA Awards to name a few. He has been inducted into the Nova Scotia Country Music Hall of Fame, recorded 12 albums, and was recently presented a certified Platinum Award for his debut album 'One Good Friend'. With country hits like *Just Like You*, *I Believe in Angels*, *Drinkin' Thinkin'*, *Daughters of the Sun*, *I Got This*, *I Want You To Live*, *Slow Dance* and many, many more he is also highly regarded humanitarian, strong supporter of the military, and, most important, a proud father and devoted husband.

### Emerson Drive



For well over a decade, Emerson Drive has been a staple in the country music community, known for being a band to crank out the hits, deliver electrifying stage shows and wow audiences all across North America. During their evolving career, the Canadian band has scored numerous hits such as *I Should Be Sleeping*, *Fall Into Me*, *Last One Standing* and their emotional, chart-topping ballad, *Moments*. Emerson Drive has been honored with awards and/or nominations from the Academy of Country Music, Country Music Association, Canadian Country Music Association, CMT, Dove Awards, Grammy Awards, Inspirational Country Music Association,





# Sponsorship Levels

PACKAGE DETAILS	DIAMOND \$12,000	PLATINUM \$7,500	GOLD \$5,000	SILVER \$3,500	BRONZE \$2,000
Complimentary Event Tickets	10	8	6	4	2
On Screen Recognition at Event	Individual Logo	Paired Logo	Grouped Logo	Shared Name	Grouped Name
Event Program Recognition	Logo	Logo	Logo	Name	Name
Pre & Post Event Recognition on Campus Monitor System	Logo	Logo	Logo	Name	Name
Social Media Recognition	Logo	Logo	Logo	Name	Name
Special Thanks on Radio	Name	Name	-	-	-
Recognition in local publication ad	Logo	Logo	Logo	Name	Name
Motion Graphic Recognition Video	Logo	Logo	Logo	Name	Name
Invitation to attend the annual Friends of Keyano Donor Reception	x	x	x	x	x
Inclusion in the Why I Give Campaign	x	-	-	-	-

\* Exclusive Naming Opportunities to have Corporate Name and Branding tailored to each individual add on.

\*\* Be sure to follow us @KeyanoCollege as we engage with our community.



# Exclusive Naming Opportunities

## HAY LOFTS \$2,500

Enjoy the evening and its festivities from a reserved lounge space located in the main field house. Each lounge will accommodate seating for eight to ten guests.

- Corporate names and branding to be included within each of the lounge spaces
- There are 6 lounge spaces available in total for the evening

## EXCLUSIVE NAMING OPPORTUNITIES

### ■ DIAMOND \$12,000

- **Welcome Saloon** (Champagne Bar)  
\$2,000
- **Mug Shot Station** (Photo Booth)  
\$2,000
- **Bidders Pasture** (Live Auction)  
\$2,000
- **Trading Post** (Silent Auction)  
\$2,000
- **Country Market** (Merch Sales)  
\$2,000
- **Keyano Rangers** (Volunteers)  
\$2,000

*The above packages are in addition to your Diamond Level Sponsorship, Corporate name and branding*

### ■ PLATINUM \$7,500

- **Quick Draw Raffle**  
(Basket Raffle)  
\$1,500
- **Sherriff's Lock-Up Raffle**  
(Lock & Key Raffle)  
\$1,500
- **Luxury Hideout Raffle**  
(Vacation Raffle)  
\$1,500
- **Howdy Partner Welcome**  
(Red Carpet Welcome)  
\$1,500

*The above packages are in addition to your Platinum Level Sponsorship, Corporate name and branding*

### ■ GOLD \$5,000

- **Hitching Post**  
(Coat Check)  
\$1,000
- **Snakebite Relief Station**  
(First Aid)  
\$1,000
- **Spurs for Slippers Station**  
(Slippers)  
\$1,000
- **Powder Room Baskets**  
(Bathroom Baskets)  
\$1,000

*The above packages are in addition to your Gold Level Sponsorship, Corporate name and branding*

*\*All exclusive naming opportunities are in addition to your chosen sponsorship level. Exclusive naming opportunities are available for cash sponsorship only.*

# 2019 GALA Pledge Form

Company Name \_\_\_\_\_ Contact Name \_\_\_\_\_

Phone Number \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Postal Code \_\_\_\_\_

## Please Indicate your Sponsorship Level

☐ Diamond \$12,000      ☐ Platinum \$7,500      ☐ Gold \$5,000      ☐ Silver \$3,500      ☐ Bronze \$2,000

## Please Indicate Sponsorship Add-Ons (upon availability)

☐ Diamond Plus      ☐ Platinum Plus      ☐ Gold plus      ☐ Hay Loft \$2,500

<input type="radio"/> Keyano Rangers \$2,000	<input type="radio"/> Quick Draw Raffle \$1,500	<input type="radio"/> Hitching Post \$1,000
<input type="radio"/> Mug Shot Station \$2,000	<input type="radio"/> Sherriff's Lock-Up Raffle \$1,500	<input type="radio"/> Snakebite Relief Station \$1,000
<input type="radio"/> Bidder Pasture \$2,000	<input type="radio"/> Luxury Hideout Raffle \$1,500	<input type="radio"/> Spurs for Slippers Station \$1,000
<input type="radio"/> Trading Post \$2,000	<input type="radio"/> Howdy Partner Welcome \$1,500	<input type="radio"/> Powder Room Baskets \$1,000
<input type="radio"/> Country Market \$2,000		
<input type="radio"/> Welcome Saloon \$2,000		

Amount of Cash Sponsorship \$ \_\_\_\_\_

Additional Gala Tickets \_\_\_\_\_ x \$250 = \$ \_\_\_\_\_

Group of 10 Tickets \_\_\_\_\_ x \$2,000 = \$ \_\_\_\_\_

Total Amount (Sponsorship & Additional Tickets) \$ \_\_\_\_\_

## Please Indicate your Method of Payment

☐ Cheque (payable to Keyano College)    ☐ Invoice    ☐ Credit Card (Visa, Mastercard):

## Gift-In-Kind Sponsorship

All gift-in-kind donations must be approved by Keyano College.

In order to receive a receipt, donors must provide proof of the fair market value of the service, or item(s) donated.

☐ Yes I would like to donate a gift-in-kind. Item or service: \_\_\_\_\_ \*GIK Value \$ \_\_\_\_\_

## Opportunities for Giving

☐ Online: [keyano.ca/gala](http://keyano.ca/gala)

☐ Email: [michelle.toner@keyano.ca](mailto:michelle.toner@keyano.ca)

☐ Mail:

c/o Michelle Toner  
Keyano College  
Box 60, 8115 Franklin Avenue  
Fort McMurray, Alberta  
T9H 2H7

T: 780.792.5703

**Deadline: Friday, Sept. 27, 2019**

Reg. Charitable No. 107566218RR0001

(\*Value documentation must be  
submitted with your pledge)