



# Lala

KEYANO COLLEGE

NOV. 4, 2023

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A night inspired by the **Grand Ole Opry**  
featuring Canadian country superstar **Brett Kissel**

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Presented by



INDIGENOUS EXCELLENCE – BETTER TOGETHER

# About KEYANO COLLEGE

Keyano College is a comprehensive community institution in the Regional Municipality of Wood Buffalo. Stretching from north-central Alberta to the borders of Saskatchewan and the Northwest Territories, Wood Buffalo is one of the largest municipalities in Canada.

Keyano serves students through its Clearwater Campus and Suncor Energy Industrial Centre in Fort McMurray.

The College meets both the training and skills acquisition needs of industry and the personal enrichment and cultural needs of the Wood Buffalo community. Keyano provides opportunities for lifelong, relevant, and practical learning and is committed to increasing access to post-secondary programs.

## Our REACH

### TOTAL STUDENT BODY 2086

DOMESTIC  
STUDENTS

79%

INTERNATIONAL  
STUDENTS

21%

INDIGENOUS  
STUDENTS

6%

FULL TIME

77%

PART TIME

34%

*\*Data provided per the 2022-23 unofficial Learning and Enrolment Reporting System (LERS)*

### TOP 5 PROGRAMS WITH HIGH ENROLMENT

BUSINESS ADMINISTRATION DIPLOMA - MANAGEMENT

BACHELOR OF NURSING

EARLY LEARNING AND CHILD CARE DIPLOMA

POWER ENGINEERING 4TH CLASS COMPREHENSIVE

BUSINESS ADMINISTRATION DIPLOMA - ACCOUNTING

*92% of domestic applications are from Alberta and 74% of domestic applications are local (RMWB)*

*Message*

## FROM THE PRESIDENT



The Keyano Gala will return this Fall for its 42nd year. Guests will gather for a spectacular night out, supporting higher learning and collegiate athletics in the region.

Events such as the Keyano Gala are made possible by the support of donors such as you, who invest so graciously in our region. Your ongoing support of Keyano College enables a learning legacy that enhances our students and their future success.

Because of our supporters' kindness, many changes and improvements have taken place on campus in recent years, including the restoration of 25 student housing units, a tub room for the Nursing program, a Physics lab renovation, the addition of a world-class E-Sports arena, and the introduction of a new SIM Ambulance coming this Fall. We hope that our focus on creating a more accessible, inclusive, and welcoming campus will entice more students to choose to study at Keyano College and make Fort McMurray their home.

Your kindness has also allowed us to lead among institutions in the number of student scholarships available; because of donors' generosity, we distribute almost half a million dollars in scholarships and bursaries each year. Thank you for investing in your future employees and leaders.

Please accept my heartfelt appreciation for your consideration of sponsorship for this year's Gala. Our team is doing fantastic work to ensure that we host this important college fundraiser, and your sponsorship is an essential part of its success. Thank you in advance, and I look forward to seeing you on November 4, 2023.

**Jay Notay**  
President & CEO  
Keyano College



# *Live* ENTERTAINMENT



With 3x Platinum, 2x Gold-certified albums, 10x Gold singles, and 16x top-10 radio hits to his credit, Brett Kissel, has had an extraordinary rise to superstardom in the Canadian country music scene since his first single release a decade ago in 2012. When the world pressed pause in 2020, Kissel put his foot on the gas pedal, with a steady stream of hit songs, and some impressive award show victories, including winning his 22nd CCMA award in London in 2021, and accepting his third JUNO Award this past May in Toronto, for his critically acclaimed album 'What Is Life?'. Having toured with icons Garth Brooks and Brad Paisley, Kissel has learned the tricks of the trade from the best in the business and has established himself as one of Canada's most beloved entertainers. Kissel is also well known for his outside-the-box collaborations, which have led to some extremely unique duets featuring Grammy winners: Charley Pride, Dave Mustaine, Nelly, and legendary R&B group — 98 Degrees. Kissel is currently working on what he explains is the most extravagant recording project of his life — a new multi-album package titled 'The Compass Project.' The first album, South Album, released January 27th. His current radio single 'Never have I Ever' has accumulated over 5 million global streams.



# Partner WITH US

## PRESENTING PARTNER [ Sold ]



- 30 VIP Gala tickets that include a personalized artist video
  - Exclusive VIP seating area
  - Full page advertisement in the event program
  - Verbal recognition from the stage
  - Logo on applicable event signage
  - On screen recognition at event
  - Pre and post event recognition on campus LCD system
  - Logo displayed on all event digital billboard advertisements
  - Company recognized on Advancement Services website and LinkedIn page
  - Logo recognition on main Keyano College Facebook, Instagram, and Twitter pages
  - "Why I Give" video clip to be shared on social media
  - Radio promotion
  - VIP company photo opportunity
  - First right of refusal for Keyano Gala
- 2023 Sponsorship Levels

## TITANIUM PARTNER

- 20 VIP Gala tickets
- Exclusive VIP seating area
- Full page advertisement in the event program
- Verbal recognition from the stage
- Logo on applicable event signage
- On screen recognition at event
- Pre and post event recognition on campus LCD system
- Company recognized on Advancement Services website and LinkedIn page
- Logo recognition on main Keyano College Facebook, Instagram, and Twitter pages
- Radio promotion
- VIP company photo opportunity

## DIAMOND PARTNER [ \$15,000 ]

(10 opportunities)

- 10 complimentary Gala tickets
- Exclusive VIP seating area
- Half page advertisement in the event program
- Verbal recognition from the stage
- Logo on applicable event signage
- On screen recognition at Event
- Pre and post event recognition on Campus LCD System
- Company recognized on Advancement Services website and LinkedIn page
- Logo recognition on main Keyano College Facebook, Instagram, and Twitter pages
- Radio promotion
- VIP company photo opportunity

## PLATINUM PARTNER [ \$12,500 ]

(6 opportunities)

- 8 complimentary Gala tickets
- Second Floor VIP Booth
- Logo recognition in the event program
- Logo on applicable event signage
- Exclusive naming opportunities:
  - Stage Sponsor
  - Audio Visual Sponsor
  - Decor Sponsor
  - Live Auction Sponsor
  - Silent Auction Sponsor
  - Welcome Drink Sponsor
- On screen recognition at event
- Pre and post event recognition on campus LCD system
- Company recognized on Advancement Services website and LinkedIn page
- Logo recognition on main Keyano College Facebook, Instagram, and Twitter pages
- Radio promotion

## **GOLD PARTNER [ \$7,500 ]**

- 6 complimentary Gala tickets
- Logo recognition in the event program
- Verbal recognition from the stage
- Logo on applicable event signage
- On screen recognition at event
- Pre and post event recognition on campus LCD system
- Company recognized on Advancement Services website and LinkedIn page
- Logo recognition on main Keyano College Facebook, Instagram, and Twitter pages

## **BRONZE PARTNER [ \$2,500 ]**

- 2 complimentary Gala tickets
- Name recognition in the event program
- Company name on applicable event signage
- On screen recognition at event
- Pre and post event recognition on campus LCD system
- Company recognized on Advancement Services website and LinkedIn page
- Name recognition on main Keyano College Facebook, Instagram, and Twitter pages

## **SILVER PARTNER [ \$5,000 ]**

- 4 complimentary Gala tickets
- Logo recognition in the event program
- Logo on applicable event signage
- On screen recognition at event
- Pre and post event recognition on campus LCD system
- Company recognized on Advancement Services website and LinkedIn page
- Logo recognition on main Keyano College Facebook, Instagram, and Twitter pages

## **GIFT-IN-KIND & DONATION PARTNERS**

Consider donating a product or service to our event. This could be a service, auction items, advertising, cash etc.

All packages can be customized to fit the needs of the partner and Keyano College and will be negotiated appropriately.



# 2023 Pledge Form

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

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

Address \_\_\_\_\_

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

## Please Indicate your Sponsorship Level

- ☐ Presenting \$60,000   ☐ Titanium \$20,000   ☐ Diamond \$15,000   ☐ Platinum \$10,000  
☐ Gold \$7,500   ☐ Silver \$5,000   ☐ Bronze \$2,500

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

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

10 Pack of Gala Tickets \_\_\_\_\_ x \$2000 = \$ \_\_\_\_\_

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

## Please Indicate your Method of Payment

- ☐ Cheque - Payable to Keyano College  
☐ Invoice - Due within 30 days of receipt  
☐ Credit Card - *If paying by credit card, please click **here** to pay online.*

## 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 \$ \_\_\_\_\_

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

## Opportunities for Giving

- ☐ Online: [keyano.ca/gala](https://keyano.ca/gala)  
☐ Email: [jenna.giles@keyano.ca](mailto:jenna.giles@keyano.ca)  
☐ Mail:  
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