

# CANADIAN HEAVY OIL ASSOCIATION



2021 ANNUAL SPONSORSHIP  
CONNECT | SHARE | LEARN

## WHY SPONSOR CHOA?

With over **2,000 members** and an **audience of over 5,000 industry professionals**, the Canadian Heavy Oil Association (CHOA) provides its sponsors with a valuable platform to “connect, share, learn” with our industry’s key professionals and decision-makers, and unique opportunities for targeted exposure.

CHOA plans to present **over 30 social and technical events** in 2021, augmented with podcasts and written content, that together span a range of **technical, project and commercial subjects**. For the upcoming year, important themes include **sustainability, ESG, technology development, and digital transformation**.

## WHAT CHOA DELIVERS FOR YOU

- Numerous opportunities to learn about and showcase best practices, innovations, and project status in heavy oil, oil sands, and related industries
- A platform to connect with industry thought leaders and decision-makers
- Maximized brand prominence and visibility to both operators and suppliers
- A meaningful way to participate in developing future directions for our industry

# CANADIAN HEAVY OIL ASSOCIATION



## ABOUT CHOA

CHOA evolved around sharing information and technical knowledge about the heavy oil and oil sands industry in an informal networking environment. Since its inception 35 years ago, this volunteer-based, not-for-profit association has grown to currently over 2,000 members.

Today, CHOA is the hub for knowledge exchange and relationships specifically focused on Canadian heavy oil and oil sands, and dedicated to accelerating the careers of its members and the long-term success of its sponsors.

## SPONSORSHIP PROGRAMS

Our Annual Sponsorship Programs provide your company with valuable opportunities to “connect, share, learn” with key industry professionals, leaders, and companies. Annual sponsorships can be combined with sponsorships of specific CHOA events and content.

## ANNUAL SPONSORSHIP LEVELS

PLATINUM (limited availability)  
GOLD  
SILVER  
BRONZE

## TYPICAL EVENTS AND SPONSORSHIP OPPORTUNITIES

- SLUGGING IT OUT Annual Spring Conference
- CHOA FALL Conference
- Annual STAMPEDE Party
- Annual CHOA GOLF Tournament
- Annual CHOA DARE TO BE BOLD Charity Event
- Multiple monthly WEBINARS

*\*Events subject to change or cancellation*



# CHOA

## TESTIMONIAL

"The heavy oil industry is a highly technical and constantly evolving industry operating within very challenging fiscal conditions. Simply keeping pace with the innovations, achievements, trials and tribulations can be daunting. The Canadian Heavy Oil Association is the only forum that manages to bring all aspects of the industry together. Sponsors and members come from producers, service sector, government, research and academic institutions to CONNECT, SHARE, LEARN.

PetroChina Canada Ltd. is pleased to support the CHOA in its vision to provide the programs that expand its members' knowledge, relationships and influence in our industry."

- Heather Scott, Former General Manager, Oil Sands, PetroChina Canada Ltd.

## CHOA STATS

Members – 2,000+

Industry Mailing List – 5,000+

## Visit us on

Facebook, LinkedIn & Twitter  
and [www.choa.ab.ca](http://www.choa.ab.ca)



# SPONSORSHIP VALUE

SPONSORSHIP LEVEL	PLATINUM	GOLD	SILVER	BRONZE
SPONSOR INVESTMENT	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$3,000</b>	<b>\$1,500</b>
Included company CHOA memberships	Unlimited	50 <sup>(1)</sup>	20 <sup>(1)</sup>	5 <sup>(1)</sup>
All the added benefits for your CHOA members	✓	✓	✓	✓
Included Flex Credits	\$3,000 <sup>(2)</sup>	\$1,500 <sup>(2)</sup>	\$900 <sup>(2)</sup>	\$450 <sup>(2)</sup>
Advance ticket purchase for marquee events	✓	✓	✓	✓
Logo recognition on CHOA Website	✓	✓	✓	✓
Logo recognition in events incl. webinars	✓	✓	✓	✓
Logo recognition in event emails and marketing	✓	✓	✓	✓
Advertisement in one CHOA Journal	Full page	1/2 page	1/4 page	
Feature article in one CHOA Journal	1			
Social media spots	10			
Exclusive sponsorship opportunities	✓			
<b>TOTAL AVAILABLE SPONSOR VALUE</b>	<b>\$22,000+</b>	<b>\$13,000+</b>	<b>\$8,000+</b>	<b>\$4,000+</b>

Notes:

(1) Plus 50% discount on additional company memberships

(2) Can be applied to CHOA event tickets and sponsorships (except Slugging it Out), and promotional opportunities



# COMMITMENT FORM



Canadian  
**Heavy Oil**  
Association

Date Submitted:

Company Sponsor Name:

Billing Name:

Address:

City/Province/Postal Code:

Contact Name:

Title:

Phone:

Email:

Contact Name (for Sponsorship benefits):

Email:

Phone:

- Platinum Sponsor – \$10,000**
- Gold Sponsor – \$5,000**
- Silver Sponsor – \$3,000**
- Bronze Sponsor – \$1,500**

**PLEASE EMAIL THIS FORM BACK TO JILL SUGARS AT: JSUGARS@CHOA.AB.CA  
OR CALL +1 403 269 1755 FOR ANY QUESTIONS.**

## PAYMENT

An invoice will be generated on receipt of this form.  
Please note that sponsorship is not confirmed until this form is received by our office.  
All annual sponsorships will be valid to the end of 2021.

**Cheques can be sent to: Canadian Heavy Oil Association  
#610, 700 – 2<sup>nd</sup> Street SW, Calgary, Alberta, CANADA T2P 2W1**

*Thank you for your sponsorship!*