



CHOA

2025 ANNUAL SPONSORSHIP

CONNECT. SHARE. LEARN. LEAD.

WHY SPONSOR CHOA?



THE CANADIAN HEAVY OIL

ASSOCIATION (CHOA) exists to build and support a community that sparks the shifts and drives the advances necessary to increase the competitiveness and contributions of our heavy oil and oil sands industry through the energy transition.

At CHOA we believe that by coming together to share ideas and educate the next generation, we can tackle the unique challenges of our industry and supply humanity with the responsible energy it requires.

We are dedicated to accelerating the careers of our members and supporting the long-term success of our sponsors.

SPONSORSHIP PROGRAMS

CHOA's Annual Sponsorships provide sponsor organizations and their members with valuable, customized opportunities to **Connect. Share. Learn. Lead.** with key industry professionals at all levels across the entire value chain – and related sectors.

ANNUAL SPONSORSHIPS

- PLATINUM
- GOLD
- SILVER
- BRONZE

As part of the CHOA, the essential hub for knowledge exchange and relationship-building in heavy oil, oil sands and beyond, our Annual Sponsors receive a range of benefits to fit the needs of each organization and its members.

TYPICAL CHOA PLATFORMS

- **Slugging It Out** – Spring Technical Conference
- **CHOA Connects** – Fall Business Conference
- **FORE!CHOA Golf Invitational** - Spring Golf Tournament
- **Energy Changemakers** Technical Series
- Commercial Lunches
- Technical Webinars
- **CHOA Journal**
- Stampede Party
- Collaborative Recruitment Initiative

Overarching 2025 themes include the Energy Transition, Clean Tech, CCUS, ESG, Indigenous, Diversity, Equity and Inclusion, Future Talent and Digitalization.

3,000+
members

11,800+
active
audience

30+
annual sponsor
organizations



Sponsorship Value

Sponsorship Level	Platinum	Gold	Silver	Bronze
Sponsorship Investment	\$12,000	\$6,000	\$3,600	\$1,800
Included company CHOA memberships	Unlimited	20 ⁽¹⁾	10 ⁽¹⁾	3 ⁽¹⁾
Access to members-only content, event registration discounts, PD and volunteering credit.	✓	✓	✓	✓
Included flex credits to spend on CHOA events and Journal ⁽²⁾	\$2,750	\$1,500	\$900	\$450
Advertising in two issues of the CHOA Journals plus social media ⁽³⁾	Full page + emails + LinkedIn	1/2 page + emails	1/2 page + emails	.
Feature article in one CHOA Journal	1	.	.	.
Priority opportunities for event sponsorship, advertising, etc.	✓	✓	✓	✓
Total Available Sponsors Value	\$22,000+	\$13,000+	\$8,000+	\$4000+

Notes:

(1) Plus 50% discount on additional company memberships

(2) Flex credits can be applied to CHOA event tickets and sponsorships (except Slugging It Out), and promotional opportunities

(3) For ads details and pricing, contact office@choa.ab.ca

What Our Corporate Sponsors Say...

"CHOA offers opportunities for connecting with industry leaders and emerging organizations that are having a real impact on technical development."

Elliot Cudmore

Executive Vice President, Copoint

"CHOA has been a great provider of quality content, it offers plenty of really good opportunities to learn and network and it has always been very responsive to GERI's questions and requests."

Clementine Tourres

CMO – GERI (General Energy Recovery Inc.)

Watch [this short video](#) to hear directly from CHOA's Corporate Sponsors.



"The CHOA is a really important organization as it brings together many of the technical and economic professionals within the heavy oil space. We love to support CHOA because of the type of events they put on."

For us, it is important that industry is sharing knowledge; bringing our heads together to create better outcomes for all the companies."

Jared Wynveen
Executive Vice President
McDaniel & Associates

Watch the [video](#) for more.



WHAT CHOA DELIVERS FOR YOUR MEMBERS AND YOUR ORGANIZATION

- Influential platforms to **CONNECT** with industry thought leaders and decision-makers across heavy oil, oil sands, energy and related sectors
- Customized outlets to **SHARE** best practices, innovations, and project status while maximizing brand exposure
- Numerous opportunities to **LEARN** from operators, suppliers, service providers, regulators and teaching institutions
- Meaningful ways to participate and **LEAD** in creating the future directions for our dynamic industry
- Full priority event access and discounts, members-only content such as Project Updates, and opportunities for volunteer and professional development

CANADIAN HEAVY OIL ASSOCIATION

Contact Us

CHOA operates a virtual office.
+1 403 269 1755
office@choa.ab.ca

Mailing Address

Canadian Heavy Oil Association
Suite 1920, 401 9th Avenue SW
Calgary, Alberta, Canada T2P 3C5

Follow Us

www.choa.ab.ca



CHOA EVENTS 2025



January 01	February 02	March 03	April 04
Collaborative Recruitment Initiative	Industry Highlights #1	Energy Changemakers Decarbonization Pathways MAR 20 CHOA Journal Issue #1	Slugging it Out Technical Conference (SIO25) APRIL 15
May 05	June 06	July 07	August 08
Annual General Meeting (AGM) MAY 27 Energy Changemakers Technical Series Q2	FORE!CHOA Golf Invitational JUNE 25 CHOA Journal Issue #2	Stampede in Style JULY 2	Summer Break
September 09	October 10	November 11	December 12
Energy Changemakers Technical Series Q3 CHOA Journal Issue #3	Industry Highlights #2	CHOA CONNECTS Business Conference NOVEMBER 6	Energy Changemakers Technical Series Q4 CHOA Journal Issue #4

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WHAT ARE THE OPTIONS AVAILABLE?

Event Sponsorship Value



ENERGY CHANGEMAKERS Technical Talks			January - December, 2025 Calgary Petroleum Club
Individual Ticket: mb - \$60, non-mb - \$85			
Series Title Sponsor 4 talks - \$ 10,000	Title Sponsor 1 talks - \$ 2,000	Registration Sponsor 1 talk - \$ 1000	Coffee Sponsor 1 talk - \$ 500

FORE!CHOA GOLF INVITATIONAL			June, 2025 TBD
Title Sponsor \$ 6,500	Hole Sponsor \$ 2,500	Cart Sponsor \$ 3000	Golf Gift Sponsor \$ 1,800

STAMPEDE SOCIAL			July 2, 2025 Craft Beer Market
Title Sponsor \$ 5000	Event Sponsor \$ 3,000	General Sponsor \$ 1,500	Registration Sponsor \$ 1000

CHOA CONNECTS Fall Conference				November 6, 2025 Hudson
Title Sponsor \$ 12,000	Keynote Sponsor \$5,500	Future Innovators Sponsor \$ 4,500	Industry Sponsor \$ 2,000	Individual Ticket Mb early bird -\$370, Reg-\$420 Non-Mb. early bird-\$445, Reg-\$495 Table Ticket (6ppl) - \$2,200

Industry Highlights Commercial Talks			January - December, 2025 Calgary Petroleum Club
Individual Ticket: mb - \$10, non-mb - \$60			
Title Sponsor 1 talks - \$ 2,000	Registration Sponsor 1 talk - \$ 1000	Coffee Sponsor 1 talk - \$ 500	

WHAT ARE THE OPTIONS AVAILABLE?

Advertising with the CHOA



CHOA offers five advertising options (A-E) over two platforms: the CHOA Journal and the CHOA eJournal, reaching an audience of +12,000.

The **CHOA Journal** is a magazine published in an electronic flipbook format every other month; it can include: **half-page ad** (7.5" W x 4.75" H) or **full-page ad** (7.5" W x 10.5" H).

The **CHOA eJournal** is a weekly email format, featuring one main new article, plus a few previously published articles; it can include: **digital double banner ad**, **digital single banner ad**, and **digital block ad**.

Advertising Option	A	B	C	D	E
Investment	\$1,850	\$1,350	\$1,150	\$750	\$600
One full-page ad (7.5" W x 10.5" H) in the CHOA Journal (2 inserts)	✓	✓			
One half-page ad (7.5" W x 4.75" H) in the CHOA Journal (2 inserts)			✓	✓	✓
One digital double banner ad (1200 x 450px) in the CHOA eJournal (3 inserts)	✓		✓		
One digital single banner ad (1200 x 225px) in the CHOA eJournal (3 inserts)		✓		✓	
One digital block ad (600 x 450px) in the CHOA eJournal (3 inserts)					✓
Three LinkedIn posts	✓				

Additional Advertising Option: \$3,000

Profile Article (on the company, its products or services) – up to two full pages in the CHOA Journal + one digital single banner in the CHOA eJournal

Read the CHOA Journal [HERE](#).

Subscribe to the CHOA eJournal on LinkedIn [HERE](#).