

32nd ANNUAL SWEAT THE SUBSURFACE ROAD RACE AND FUN RUN

SPONSORSHIP OPPORTUNITIES



Since it began in 1989 this race has helped to promote fellowship amongst the earth scientists working in the Energy industry. In the second year the Geophysicists (CSEG) were welcomed to the competition and in 2004 the Landmen (CAPL) joined the challenge. In 2008 the 5 km fun run was added to include more runners and has consistently gained in popularity. The date and location of the run has changed over the years, and so has the venue for the after party however, the networking and friendly competition amongst peers and disciplines remains constant.

We hope you will want to be part of this worthwhile event. As always, our goal is to produce a quality and fun athletic event which will provide cost-effective promotional exposure for all sponsors. Your generous support of this event will directly promote health, fitness and camaraderie among members of three high-profile professional bodies and the general public.



CEGA
Canadian Energy
Geoscience Association



CSEG
Canadian Society of
Exploration Geophysicists



Canadian Association of
Petroleum Landmen

THE EVENT

Similar to previous years, the 32nd annual event will take place on Calgary's River pathways, starting at Prince's Island. It is designed to appeal to both competitive and recreational runners. The race begins at 6:00pm and is followed by a post-race social and awards ceremony.

The race continues to be a success thanks to generous sponsorship from companies like yours and draws entrants from across the energy industry and the general public.

SPONSORSHIP

Each year our success depends on donations of money and prizes from our sponsors to supplement the race entry fee paid by the participants. The funds will be used to purchase race shirts, awards and prizes, race numbers, refreshments for volunteers and participants, rental of a timing system, and the post-race social. All sponsors receive the following exposure:

- ◆ Company logo recognition on the CEGA event webpage,
- ◆ company logo recognition on course signage, and
- ◆ company logo displayed on the technical shirt.

For availability please contact Darren Hinks, Rebecca Stretch
or Kristy Casebeer



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There are four levels of sponsorship:

Platinum: Donations greater than \$1999

- ◆ Company logo recognition in two (2) CEGA social media post
- ◆ Logo will be prominent on sponsorship banner
- ◆ Prominent signage on distance markers along course

Platinum sponsors will have the opportunity to be recognized as the sponsor of one of 6 categories. This recognition will consist of handing out the medals and trophies for that category. The 6 categories are: Geologist, Geophysicist, Landman, 5 km, Sock toss, Student.

Categories will be decided on a first come basis. If you would like to be a platinum sponsor, please contact the undersigned as soon as possible to let us know which category you would like to sponsor.

Gold: Donations of \$1000 to \$1999

- ◆ Company logo recognition in one (1) CEGA social media post
- ◆ Logo on sponsorship banner
- ◆ Signage on distance markers along course

Silver: Donations of \$500 to \$999

- ◆ Logo on sponsorship banner

Bronze Donations of \$200-\$499

- ◆ Logo on sponsorship banner

Levels Silver-Platinum: 1 free registration per \$500 donation (company to provide name of individuals prior to race)

We request that all sponsors enclose an .EPS file of their company logo suitable for printing, in both black and white and in colour. These will be used on posters, and shirts. Please forward your logo to the CEGA office as early as possible to be displayed on all possible signage.

We sincerely thank you for your support.

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