

# IEOAA 60

## ANNIVERSARY GALA SPONSORSHIP GUIDE



SATURDAY SEPTEMBER 21, 2024  
AT THE VICTORIA CONFERENCE CENTRE

# INDEX

INTRODUCTION 03

---

WHO WE ARE 04

---

FOUNDERS BURSARY 05

---

ABOUT THE EVENT 06

---

SPONSORSHIP 07-08

---

CONTACT 09

---

## INTRODUCTION

# MESSAGE FROM THE PRESIDENT

*“With sincere gratitude, I would like to thank every member, donor, and organization that has supported the Island Equipment Owner’s Association over the past 60 years. Supporting our community with the Founder’s Bursary program has been a tenet of this association for many years now. I have personally had the privilege of interviewing many bursary applicants, which I find both challenging and fulfilling because all the candidates are so deserving. With the assistance of your sponsorship of the IEOA 60th Anniversary Celebration, we will be able to continue supporting members of our community to reach their academic goals for years to come. Thank-you”*

- Mark Volk of H Volk Transport

---

The Island Equipment Owners Association (IEOA) was formed in 1964 to create harmony among those in the heavy equipment, hauling and gravel fields, with an objective of better service at a fair rate. Much thought, planning and effort has gone into the IEOA to promote the interest and conserve the rights of those engaged in the contracting industry. The main operations of the IEOA relate to heavy construction industries, road building and municipal services. The Association represents a large number of civil contractors, equipment owners, operators, and industry related suppliers on Vancouver Island and in British Columbia.



*Changes in the industry have been observed since 1964. In this photo trucks and equipment from the 1980's are displayed at an IEOA Equipment Show.*

## WHO WE ARE



Over the years the focus of the organization has been strengthened and expanded with particular emphasis on filling needs within the community that benefit and relate to members of the IEOA. The extraordinary way in which so many of our members come together to support our community projects and the annual Truck Parade & Food Drive enables us to continue the traditions created by the founding members of the IEOA and give back to our local communities.

# 1964

---

Year Established

# 205+

---

Current Members

# 100+

---

Events Hosted

# 50+

---

Community Projects Completed

## FOUNDERS BURSARY

“WE CANNOT ALWAYS BUILD THE FUTURE FOR OUR YOUTH, BUT WE CAN BUILD OUR YOUTH FOR THE FUTURE”

-FRANKLIN ROOSEVELT



Since 1999 the IEOA has accepted applications on a yearly basis from students who would like to receive a portion of the annual bursary fund distribution. The IEOA Founder’s Bursary is awarded to employees, immediate dependents of employees, or principals of an IEOA member company to help offset the cost of post secondary education or trades training programs.

The IEOA Founder’s Bursary has awarded over \$137,540 to students from within our membership family, these funds have been raised through member events like the annual golf tournament, draws at meetings, and donations from our generous member companies.

## ABOUT THE EVENT

On September 21, 2024 at the Victoria Conference Centre the Island Equipment Owners Association is hosting a formal gala event to commemorate the association's 60th year in the community. We look forward to welcoming IEOA members and guests of the past, present, and future, to celebrate this momentous occasion. A cocktail social with The Breakwater Quartet live ensemble music and a silent auction will greet guests as they mingle and enjoy a showcase of IEOA historical events, projects, and bursary highlights on display. A delicious buffet dinner catered by the Fairmont Empress will lead into a live auction lead by Ritchie Bros Auctioneers with generous prize donations. The party will continue into the evening with entertainment by The Timebenders, a fun and dynamic group of performers who will take us through decades of musical hits. It will be an elegant evening of socializing, fundraising, and dancing with something for everyone to enjoy as we celebrate 60 years of IEOA.



250+

---

Anticipated attendees

205+

---

Members reached with marketing materials

100%

---

Of event proceeds will be used for the IEOA Founders Bursary

## SPONSORSHIP

# SPONSORSHIP

The IEOA is pleased to offer the following levels of sponsorship for the upcoming 60th Gala.

## DIAMOND

---

**\$15,000 | ONE AVAILABLE**

- VIP Table with ten tickets included.
- Time on the microphone during the event.
- Tiered logo on all marketing material.
- Tiered logo or company name on multiple screens at the venue.
- Four social media mentions.

## PLATINUM

---

**\$7,500 | FIVE AVAILABLE**

- Eight tickets to the event included.
- Acknowledgement at the event.
- Tiered logo on all marketing material.
- Tiered logo or company name on multiple screens at the venue.
- Three social media mentions.

## GOLD

---

**\$4,000 | EIGHT AVAILABLE**

- Four tickets to the event included.
- Tiered logo on all marketing material.
- Tiered logo or company name on multiple screens at the venue.
- Two social media mentions.

## SILVER

---

**\$2,500 | TEN AVAILABLE**

- Two tickets to the event included.
- Tiered logo on all marketing material.
- Tiered logo or company name on multiple screens at the venue.
- One social media mention.

## BRONZE

---

**\$500 | TWELVE AVAILABLE**

- Tiered logo on all marketing material.
- Tiered logo or company name on multiple screens at the venue.
- One social media mention.

**SPONSORSHIP**

# SPONSORSHIP

The IEOA is pleased to offer these options of sponsorship for the upcoming 60th Gala.

## COCKTAILS

---

**\$5,000**

- Acknowledgement at the event.
- Company name on event material.
- Company logo on the beverage tokens.
- Two social media mentions.

## MUSIC

---

**\$5,000**

- Acknowledgement at the event.
- Company name on event material.
- Company logo on a sign at the event.
- Two social media mentions.

## PHOTOGRAPHY

---

**\$5,000**

- Acknowledgement at the event.
- Company name on event material.
- Company logo on thank you photos from the event.
- Two social media mentions.

## NIGHT TIME NOSH

---

**\$5,000**

- Acknowledgement at the event.
- Company name on event material.
- Company logo on a sign at the event near the snack bar.
- Two social media mentions.

## AUCTION ITEMS

---

**\$100+ SILENT AND LIVE**

- Anyone is welcome to donate a silent or live auction item for consideration.
- Companies who donate auction items will be acknowledged at the event.
- Suggested items are: Event tickets, vacation stays, gift cards, artwork, city tours, tools, spa baskets, jewelry, winery and brewery tours, photoshoots, company services.

## CONTACT

# TICKETS

---

Tickets are available on our website or by links included in member newsletters.

# IDEAS

---

If you have ideas regarding ways your company can support this wonderful event please reach out.

# CONTACT

---

Wendy Watt  
IEOA Manager  
p: 250-382-4362  
e: [info@ieoa.ca](mailto:info@ieoa.ca)  
w: [www.ieoa.ca](http://www.ieoa.ca)



# THANK YOU

MANY HANDS MAKE LIGHT WORK