



SIGNATURE EVENTS
SPONSORSHIP
PACKAGE



INTRO

As Southern Alberta's only dedicated helicopter air ambulance, we provide critical emergency medical services to our communities. None of this would be possible without the generosity of individuals, businesses, and organizations like yours.

We invite you to partner with us as an event sponsor, helping us sustain our lifesaving mission while enhancing your visibility and impact within the community.

In this package, you'll find sponsorship opportunities for our signature events, which connect HALO's mission with thousands of supporters across the region. These events provide you with unique branding, networking, and community engagement benefits.

Thank you for considering a partnership with HALO. Together, we can ensure that HALO stays "in flight for your life".

ABOUT HALO

HALO Air Ambulance is Southern Alberta's only dedicated Helicopter Emergency Medical Service (HEMS) Program. Since our first mission in 2007, HALO Air Ambulance has flown thousands of missions, impacting countless lives.

Partnering with regional and provincial stakeholders, HALO responds to a variety of calls for service including; emergency medical scene calls, critical care inter-facility patient transfers, search & rescue, fire rescue, and law enforcement incidents, and all-hazard disaster responses.

The availability of the helicopter, strategically based in Medicine Hat, Alberta, improves the response time to critically ill and injured patients in remote and inaccessible areas and increases our capacity for delivering qualitative medical care and rescue services.

WHY PARTNER WITH US?

By sponsoring HALO's signature events, you will:

- * Directly contribute to HALO's ability to deliver advanced life support and public safety services across Southern Alberta.
- * Showcase your organization to a distinguished audience of community leaders, business owners, and engaged supporters.

Benefits of Sponsorship:

- * Enhance your brand's visibility and reputation.
- * Demonstrate corporate social responsibility.
- * Build relationships with community leaders and engaged audiences.

OUR REACH AND IMPACT

50+
Communities

300k+
Individual Reach

1.2k+
Event Attendees

15k+
Social Media Followers



PURPOSE

HALO is a symbol of hope, offering advanced life and emergency support services to individuals within our response area so they may live, work, play, and invest with confidence, knowing they are supported by a world-class program.

VISION

By providing world-class advanced life and emergency support services, HALO allows people in our region the freedom to live, work, and play as they wish knowing we are always ready to help.

VALUES

In our planning, actions, and interactions, HALO is committed to being:
Accountable | Authentic
| Collaborative
| Compassionate
| Connected | Empathetic
| Innovative | Resourceful | Safe
| Selfless | Tenacious | Trusted



Flight UP THE Night

DATE: APRIL 25, 2026

LOCATION: COUNTRYSIDE BARN

AUDIENCE: 200+ ATTENDEES

We are thrilled to bring back for it's third year, Flight Up the Night, a HALO Charity Gathering. This event takes place at the stunning Countryside Barn, a venue that perfectly blends urban sophistication with rural charm.

Inspired by the vibrant community of Lethbridge, Flight Up the Night is set to be one of the most unforgettable events of the year. Guests will enjoy an elegant evening filled with exquisite dining, live entertainment, and opportunities to connect with fellow supporters who share a passion for HALO's lifesaving mission.



Flight UP THE Night



Flight Night UP THE NIGHT

Presenting \$10,000

- * 8 Event Tickets (full table)
- * Exclusive recognition
- * Verbal recognition from stage at opening and closing
- * Logo prominently displayed on main A|V screens throughout the evening
- * Full-page logo placement in event program
- * Dedicated social media spotlight post
- * Opportunity to address guests from the stage
- * VIP Helicopter Hangar Tour at YXH
- * Top-tier recognition in post-event thank-you communications and website
- * Includes a \$2,500 gift-in-kind advertising package featuring a custom combination of radio and digital advertising on 98.1 The Ranch and MyLethbridgeNow.com. Creative is tailored to the sponsor's business and developed collaboratively with Vista Radio's sales, creative, and production teams.



Platinum \$7,500

- * 8 Event Tickets
- * Logo on A|V screen during program
- * Verbal recognition from event host
- * Half-page logo in event program
- * Social media recognition
- * Inclusion in post-event thank-yous
- * Optional VIP Hangar Tour at YXH
- * Includes a \$2,000 gift-in-kind advertising package featuring a customized mix of radio and digital advertising on 98.1 The Ranch and MyLethbridgeNow.com. Messaging is business-focused and aligned with the sponsor's marketing objectives.

All 2026 Partners receive first right of refusal in 2027

Flight Night
UP THE NIGHT



Flight[★] UP THE Night

Gold

- * 6 Event Tickets
- * Logo on A|V screen (rotational)
- * Quarter-page logo in event program
- * Social media recognition
- * Event host verbal recognition
- * Includes a \$1,500 gift-in-kind advertising package featuring radio and digital advertising support across 98.1 The Ranch and MyLethbridgeNow.com. Creative is developed in collaboration with Vista Radio to support sponsor visibility.

\$5,000



Wine

- * 4 Event Tickets
- * Exclusive recognition
- * Logo signage at wine service area
- * Logo on A|V screen during dinner
- * Program recognition
- * Social media recognition
- * Event host recognition

\$4,500

Flight

- * 2 Event Tickets
- * Helicopter flight to the event
- * VIP Hangar Tour at YXH
- * Logo on A|V screen
- * Program recognition
- * Social media recognition
- * Event host recognition

\$4,000



Flight[★] UP THE Night

Silver

- * 4 Event Tickets
- * Logo on A|V screen (rotational)
- * Program recognition
- * Social media recognition
- * Event host recognition

\$3,000

Transportation

- * 2 Event Tickets
- * Logo on transportation signage
- * Verbal recognition from event host
- * Program recognition
- * Social media recognition
- * Logo on A|V screen

\$2,500



Dessert

- * 2 Event Tickets
- * Exclusive signage at dessert service
- * Logo on A|V screen during dessert
- * Program recognition
- * Social media recognition
- * Event host recognition

\$2,500

Bronze

- * 2 Event Tickets
- * Program recognition
- * Social media recognition

\$1,500

THANK YOU



CONTACT

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