

Earth Science for Society (ESfS) – December 2018 Update!

March 17-19, 2019

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Program Delivery

As of December 4th, we have 19 school groups signed up to bring 1662 students and 193 chaperones. 11 of the schools have attended before while 5 new schools have applied. An additional 495 young people aged 7-15 and 91 chaperones have signed up from 25 Sparks, Brownies, Girl Guide, Pathfinders, Cubs, and Scouts groups. Registration for schools is now full except for the Monday 8:50- 11:10 am time slot. The event runs March 17-19, 2018 at Stampede Park in Calgary. If your school or youth group would like to attend, please register through our [School and Youth Group Sign-up page](#).

Sponsorship

The sponsorship team is reaching out to potential sponsors to reach our 2019 goals. Details can be found on the ESfS website at esfscanada.com/sponsors. Remaining high-visibility sponsorship opportunities include: Pavilions, elementary school Scavenger Hunt booklets, lanyards, exhibitor lunches, the Geo-Theatre, and water station.

Currently, ESfS has funded over half the 2019 budget, with \$50,350 raised so far. Parex is sponsoring the schools on both Monday and Tuesday for \$10,000. The CSPG Foundation has donated \$10,000 for the **Energy for Us** Pavilion. Canadian Natural Resources Limited is sponsoring the **Resources and You** Pavilion for \$10,000. The APEGA Foundation is sharing sponsoring of the **Our Future!** pavilion for \$5,000. A CSEG Foundation anonymous donor has provided \$5,000 for non-profit exhibitor travel grants. Chevron is sponsoring the senior student Scavenger Hunt booklet as well as giving a general donation, for a total of \$2,700. Repsol is the in-kind pen sponsor (2,500 pens). All of the volunteer lunches are sponsored: GLJ is sponsoring the Sunday volunteer lunch for \$1,200, Brian and Elaine Russell are sponsoring the Monday volunteer lunch for \$1,200, and Sproule is sponsoring the Tuesday volunteer lunch for \$1,200. Tourmaline Oil Corp. is sponsoring the ESfS Fossil Station on Sunday and Monday for \$1,000 and providing in-kind storage for the Yukon Dan station. Inter Pipeline Ltd. is sponsoring the Canadian Geographic Floor Map for \$1,000. Pulse Seismic Inc. is sponsoring the water station on Monday for \$850. AGAT Laboratories is sponsoring the ESfS Fossil Station on Tuesday for \$500 and contributing a door prize. As a paying exhibitor, the Society of Petroleum Engineers (SPE) is recognized for their \$650 contribution. For general sponsorship Petrel Robertson is donating \$250, SeisWare International Inc. is donating \$200, and geoLOGIC is donating \$100. In-kind educator resources will be donated by Women in Science and Engineering (WISE), AirTerra Inc., Geoscientists Canada, Engineers and Geoscientists BC, Journey 2050, Rothney Astrophysical Observatory, CSEG Foundation, Canadian Association of Geophysical Contractors (CAGC), Inside Education, and Royal Astronomical Society of Canada. Additionally, door prizes have been donated by AirTerra Inc., Frank Slide Interpretive Centre, Burgess Shale Geoscience Foundation, Canadian Association of Geophysical Contractors (CAGC), and AGAT Laboratories. Thank you very much to all donors!

Exhibits

The Exhibits committee has been hard at work this fall and is excited about our exhibitor line-up, with many returning favourites as well as new exhibitors! To date we have confirmed 24 exhibitors and are awaiting the contracts from several others. The confirmed exhibitors include:

AirTerra Inc., Burgess Shale Geoscience Foundation, Calgary Rock and Lapidary Club, Canadian Association of Geophysical Contractors (CAGC), Canadian Nuclear Society, Canadian Society of Exploration Geophysicists, Canmore Museum and Geoscience Centre, CREWES University of Calgary, CSPG Foundation, Department of Geoscience University of Calgary, *Energy Production & Transmission* Canadian Geographic Giant Floor Map, ESfs Trilobite Fossil Station, Frank Slide Interpretive Centre, Geoscience Activity Tables, Inside Education, Journey 2050, Natural Resources Canada - Geological Survey of Canada, Roots 2 STEM, Rothney Astrophysical Observatory, Royal Astronomical Society of Canada, Society of Petroleum Engineers (SPE), WHERE Challenge, Women in Science and Engineering (WISE), Yukon Dan Gold Panning.

If you are an exhibitor and wondering why your name isn't on the list, send us your contract to be listed as a confirmed exhibitor! There are still spaces open for exhibitors and we will gladly accept applications into January.

In the New Year, the exhibits team will be sending all our confirmed exhibitors an online fillable Exhibitor Requirements form. This is similar to what we did last year and we kindly ask each exhibitor to complete the form by January 31, 2019. This will help us ensure you have what you need to have a successful and enjoyable time at ESfs 2019! We will also be compiling all our Exhibitor Profiles to share with the schools ahead of time.

Marketing

The Marketing committee is working hard to bring attention to the ESfs event in March 2019. There are currently ads running on televisions at the University of Calgary. We are still working towards placing ads in multiple community newsletters around the city. Also keep an eye out for advertisements in the Calgary Herald in January and February. We are also excited to have an ad in the December CSEG Recorder!

Our current Social Media numbers are: Facebook – 244 Likes & 248 Followers, Twitter – 677 Followers, and LinkedIn – 1313 Connections & 98 Members.

Venue & Logistics

The Venue Committee is working with the Calgary Stampede and GES to plan our ESfs 2019 event. Contracts for both GES and Calgary Stampede are signed.

Volunteers

Volunteer registration opened on September 1st, 2018. For more information visit the ESfS website esfscanada.com/volunteers/. Some minor adjustments are ongoing on the volunteer schedule. So far 20 volunteers have signed up!

Speakers

The Speakers committee has achieved verbal confirmations from Dr. Benoit Beauchamp and Dr. Martyn Unsworth. They are working on finalizing speaker agreements and talk details.