

## Earth Science for Society (ESfS) – January 2019 Update!

March 17-19, 2019

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### Program Delivery

As of January 5th, we have 18 school groups signed up to bring 1602 students and 187 chaperones. 11 of the schools have attended before while 5 new schools have applied. An additional 475 young people aged 7-15 and 87 chaperones have signed up from 24 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, 2019 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

ESfS has reached half of the target for 2019 funding, with \$57,500 raised so far. The sponsorship team is seeking additional sponsors. Details can be found on the ESfS website at [esfscanada.com/sponsors](http://esfscanada.com/sponsors). Remaining high-visibility sponsorship opportunities include: student bags, junior Scavenger Hunt booklets, exhibitor lunches, volunteer and exhibitor breakfasts, the Geo-Theatre, Pavilions, and water station.

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. CSEG Foundation Outreach is providing \$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 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. As paying exhibitors, the Society of Petroleum Engineers (SPE) and Lafarge Canada Inc. are recognized for their \$650 contribution. For general sponsorship, Canadian Rockies Earth Science Resource Centre is providing \$1,000, 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, Royal Astronomical Society of Canada, and Mining Matters.

Additionally, door prizes have been donated by AirTerra Inc., Frank Slide Interpretive Centre, Burgess Shale Geoscience Foundation, Canadian Association of Geophysical Contractors (CAGC), AGAT Laboratories, and Alberta Paleontological Society. 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! The Exhibits team is excited to announce we have 32 confirmed exhibitors! Check our website for an up to date list: [esfscanada.com/exhibit](http://esfscanada.com/exhibit). We will still be accepting applications for exhibitors up to February 15th, 2019; however we would like applications to be in prior to the end of January. To all our confirmed exhibitors, please check our website, as the "Exhibitor Requirements Form" is now live! Returning exhibitors will remember this as the online fillable form to answer specific questions on exhibit/booth requirements. As well, you are asked to submit your Scavenger Hunt booklet questions and answers in multiple choice format for both age groups. We ask that this form please be completed by January 31st, 2019. If you have any questions regarding this form please direct your questions to your ESfS Exhibits committee representative. In addition, the Exhibitor Kit will be available by February 22nd, 2019. If you are an exhibitor and wondering why your name isn't on the list, send us your Exhibitor Agreement to be confirmed as an exhibitor! There are still spaces open for exhibitors and we will accept applications up to February 15th.

### **Marketing**

2019 is an exciting time for Earth Science for Society and the Marketing team. We are counting down the days and ramping up our presence online and in print. We will be running ads in multiple community newsletters as well as on different social media platforms. We successfully made an announcement at the CSPG Holiday luncheon and will be continuing to be at multiple luncheons in the next coming months hosted by the CSEG and CSPG. Look for us at all other networking events where we will be promoting ESfS.

Our current Social Media numbers are: Facebook – 244 Likes & 248 Followers, Twitter – 682 Followers, and LinkedIn – 1334 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 1<sup>st</sup>, 2018. For more information visit the ESfS website [esfscanada.com/volunteers/](http://esfscanada.com/volunteers/). Some minor adjustments are ongoing on the volunteer schedule. As of early January we have 25 volunteers signed up filling 83 shifts. An Initiative invitation was sent out resulting in a few more shifts filled in early January but no new volunteers.

### **Speakers**

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