

ADVERTISER INTEREST PACKAGE



CANVAS AUCTION 2024

PRESENTED BY
COWBOYS

THURSDAY, APRIL 11, 2024

THE BIG FOUR ROADHOUSE, STAMPEDE PARK



COWBOYS
★
RANGELAND
• D E R B Y •



STEP INTO THE NEXT 100 YEARS OF CHUCKWAGONS

A true throwback to the wild west, Chuckwagon Racing was inspired by the tradition of cowboys breaking camp and racing home. In 1923, Guy Weadick's vision to create a race among range chuckwagons came to fruition and the iconic Rangeland Derby began at the Calgary Stampede. Over 100 years later, the sport has evolved, but tradition remains at its heart – and it's your turn to be part of this iconic event, rich with history.

As a Chuckwagon Advertiser, your brand will be showcased on your driver's chuckwagon canvas as it races in front of thousands of fans in GMC Stadium, plus the potential for millions of viewers on television and online. You will also have the opportunity to host clients and special guests before the races behind the scenes in the Chuckwagon barns. Unlike any other hosting opportunity, advertising on a canvas at the Cowboys Rangeland Derby is one of the most unique and exclusive ways to host your guests and gain exposure for your brand.





OVER 10 DAYS YOUR BRAND ON THE CHUCKWAGON CANVAS HAS THE POTENTIAL TO BE SEEN BY:

BROADCAST

3.6 MILLION
BROADCAST VIEWS

From in-person and broadcast exposure of your brand, to client hosting and behind-the-scenes experiences in the barns, there's nothing else like it.

Whether for your team, clients, friends or family, the hosting experiences available are priceless. Becoming an advertiser at the 2024 Canvas Auction is the first step to ensuring you don't miss out on this exclusive and exciting opportunity.

FANS & FOLLOWERS

150K
LIVE CHEERINGS FANS

510K
FOLLOWERS -
FACEBOOK, TWITTER, INSTAGRAM

As an advertiser, your company name and logo have the potential to be seen by a national TV audience over the 10 nights of Stampede, and your company name will be announced each night at the beginning of your driver's race.

We can help you build the right opportunity and package for you! Bring other companies on board to cost share over the 10 days, or gather a group to support a cause or charity that's near and dear to your heart.



@CALGARYSTAMPEDE
@CSCHUCKWAGONS



@CALGARYSTAMPEDE
@CALGARYSTAMPEDECHUCKWAGONS



@CALGARYSTAMPEDE
@CSCHUCKWAGONS





THE GREATER YOUR BID, THE GREATER YOUR SUPPORT

The support drivers receive through the Canvas Auction is vital to supporting their teams at the Calgary Stampede and throughout the racing season. With your winning bid at the 2024 Canvas Auction, you are helping to keep the legacy of Chuckwagon Racing alive at the Cowboys Rangeland Derby.




Calgary Stampede


COWBOYS
RANGELAND
DERBY



2024 RANGELAND DERBY CHUCKWAGON DRIVERS

Todd Baptiste
 Chance Bensmiller
 Kurt Bensmiller
 Rae Croteau Jr.
 Troy Dorchester
 Dallas Dyck
 Preston Faithful
 Chad Fike
 Jordie Fike
 Chance Flad*
 Darcy Flad
 Jason Glass
 Doug Irvine
 Ross Knight
 Jamie Laboucane
 Layne MacGillivray
 Kris Molle
 Obrey Motowylo
 Cody Ridsdale
 Danny Ringuette
 Evan Salmond
 Wade Salmond
 Dayton Sutherland*
 Kirk Sutherland
 Mitch Sutherland
 Chance Thomson*
 Chanse Vigen

*Stampede Rookie Driver




 Calgary Stampede


 COWBOYS
 RANGELAND
 DERBY



TAKE THE REINS OF A ONE-OF-A-KIND EXPERIENCE

BEHIND-THE-SCENES BARN TOURS

Provide your guests with a unique, personal experience unlike anything else at the Calgary Stampede. Behind-the-scenes barn tours are exclusive to advertisers and their guests. This is a fantastic opportunity to get to know your driver and his amazing equine athletes, and learn more about the sport of Chuckwagon Racing.

ADVERTISER HOSTING PACKAGES

The greater your support for a driver, the more benefits you receive.

Successful bids receive the following passes per night:

	BARN EXPRESS Stampede Admission Pre-Race Barn Tour & Beer Garden	RANGELAND DERBY PASS Stampede Admission Pre-Race Barn Tour GMC Stadium Standing Room to watch the Race	PARKING PASS
Bid of \$50,000 - \$79,999	10	10	1
Bid of \$80,000 - \$120,000	0	20	2
Bid of more than \$120,000	0	Customized	2

*Advertisers who secure a Driver at less than \$50,000 are only guaranteed the opportunity to purchase 10 VIP passes if available.





UPGRADE YOUR EXPERIENCE ULTIMATE VIP PACKAGE

\$165 PER PASS

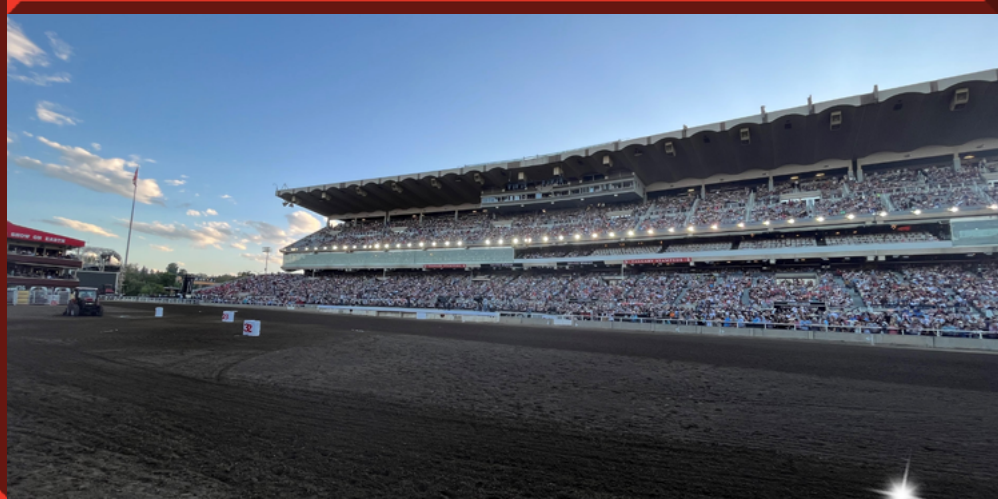
EXCLUSIVE. AUTHENTIC. UNFORGETTABLE.

Treat your guests to a night they won't forget! The Ultimate VIP pass includes Park Admission and behind-the-scenes barn tours before the races, with the added experience of VIP hosting in the Rangeland Tent and Frontier Patio, an upscale, catered meal and designated reserved seats in the Infield for your guests to watch the world's best Chuckwagon Racing.

This experience is one of the most exclusive available on Stampede Park - and only for VIP package holders.

Ultimate VIP hosting will take place in the Rangeland Tent, located on the south end of the Grandstand. This location is designed to cater to the comfort of your guests, regardless of weather conditions.

Following the night's races, you can return to the Frontier Patio to keep the party going! It's the perfect location to end the evening, with the Grandstand Show's spectacular fireworks display directly overhead.



CS
Calgary Stampede

COWBOYS
RANGELAND
• D E R B Y •



HOSTING OPPORTUNITIES

	BARN AREA ACCESS 4:30– 6:30	BARN AREA BEER GARDEN 4:30 – 6:30	TARMAC 6:30 – END OF SHOW	UPSCALE MEAL & TWO (2) DRINK VOUCHERS redeemable – Beer Garden, Tarmac or Rangeland Tent	INFIELD RESERVED SEATS 6:30 – END OF RACING (Grandstand tarmac remains open to end of Evening Show)	RANGELAND TENT FRONTIER PATIO BAR 4:30-11:30 P.M.
BARN EXPRESS PASS	✓	✓				
RANGELAND DERBY PASS	✓	✓	✓			
ULTIMATE VIP CHUCKWAGON	✓	✓	✓	✓	✓	✓

Barn Express passes can be upgraded to Rangeland Derby passes for \$25

Barn Express passes or Rangeland Derby passes can be upgraded to Ultimate VIP passes for \$165



BE PART OF HISTORY – BECOME AN ADVERTISER

Short of hopping in a wagon yourself, being a part of this thrilling sport as an advertiser is one of the most authentic experiences available – and it is only available 10 nights a year with 27 drivers to choose from. Don't miss the opportunity to be part of this exclusive celebration – **register to become a bidder at the 2024 Canvas Auction!**

Invite your friends and colleagues to join the party! Additional VIP and General Admission tickets may be available.

Registered bidders will be required to provide a \$2500 refundable deposit. As a registered bidder you will receive 2 VIP tickets to the Canvas Auction (\$250.00 value). Please note that all VIP tickets for your company will be seated together at the Canvas Auction.

THE 2024 CANVAS AUCTION IS A TICKETED EVENT.

Tickets available March 1.

Reserve your bid card online at calgarystampede.com/canvasauction





FOR MORE INFORMATION
kconnellan@calgarystampede.com
403.978.6036

CS
Calgary Stampede