

CS

*Calgary Stampede*

JULY 4 – 13, 2025



# 2025 SPONSORSHIP INFORMATION

# WHY BRANDS CHOOSE THE CALGARY STAMPEDE



The Calgary Stampede is a not-for-profit community organization that preserves and celebrates our western heritage, cultures and community spirit. Supported by over 3,000 passionate volunteers, our year-round events, programs and initiatives invest in youth, support agricultural programs, celebrate western culture and make a lasting economic impact in our city.

## **Our Brand**

The CS brand has been a well-known community symbol for over a century. While it stands for Calgary Stampede, it has also come to symbolize Community Spirit and the belief that We're Greatest Together. Our core values of western hospitality, integrity, pride of place and commitment to the community are brought to life throughout the year as our gathering place hosts, educates, and entertains a global audience.

## **Year-Round Economic Impact**

Each year, Stampede Park hosts over 1,200 business, tourism, sporting, hospitality and community events and welcomes more than four million guests. These events create thousands of jobs and contribute more than \$540M to the Alberta economy.

# CREATING A YEAR-ROUND GATHERING PLACE FOR COMMUNITY

## SAM CENTRE

Sam Centre shares the Stampede Story through multiple mediums: exhibits, an immersive digital experience, personally facilitated moments and an artifact and archival collection space.

Sam Centre is a one-of-a-kind place animated by captivating showcases, vibrant learning spaces and compelling storytelling, all brought to life through the knowledge, warmth and hospitality of Sam volunteers and employees - with you at the center of the action.



## BMO CENTRE

### A WORLD CLASS VENUE MADE TO HOST THE WORLD

As Western Canada's largest convention centre, the BMO Centre is a total of 1 million sq. ft., made up of 500,000 sq. ft. of saleable space and 500,000 sq. ft. of pre-function and heart of house space. Ideal for hosting conventions, trade and consumer shows, special events and meetings, the building is made up of numerous spaces to accommodate a variety of events.

## THIS ISN'T OUR FIRST RODEO

**1.47 MILLION GUESTS** OVER 10 DAYS

**35**

Volunteer Committees

**3,000+**

Volunteers

**300+**

Community Events

**22,029**

Minutes of Music

**150+**

Live Musical Acts

**300,000**

Volunteer Committee Hours

**\$540M**

in Year-Round Economic Impact

**50,000**

Youth Participate in Stampede Education Programming Year-Round

**11,500**

Animal Interactions

# 2024 FESTIVAL HIGHLIGHTS

**ALL TIME RECORD ATTENDANCE set in 2024 with a total of 1,477,953 guests over the 10 days of the Festival!**

## NEW & NOTABLE

- ★ Newly expanded BMO Centre opened in June – largest convention center in Western Canada and programmed with NEW attractions including: Fleur De Villes, Disney Immersive, Stampede Cellar & Stage of Wonders
- ★ Born to Buck – An experiential display showcasing the born to buck breeding program at the Calgary Stampede ranches allowing guests to meet some of our world-famous stock and bucking horses!
- ★ Sonic Circus – the six-time World Champion marching band, the Calgary Stampede Showband found a new home in 2024 on the grand staircase of the BMO Centre with showstopping performances that included a circus twist!

## BIGGER & BETTER

- ➔ Calgary Stampede's connection to the community is stronger than ever! 67% of Calgarians are engaging in Calgary Stampede themed activities throughout their communities.
- ➔ Our world-famous Rodeo, nightly Rangland Derby & crowd favorite The Grandstand Show returned to GMC Stadium to sold out crowds!
- ➔ As Canada's largest music festival our iconic stages did not disappoint! From Coca-Cola Stage, Nashville North to the Big Four Roadhouse and the Stampede Concert Series we celebrated more music than ever before.
- ➔ Indoor attractions allowed guests to beat the heat and one of our iconic venues provided the perfect combination of wine, art & entertainment at the Western Oasis!

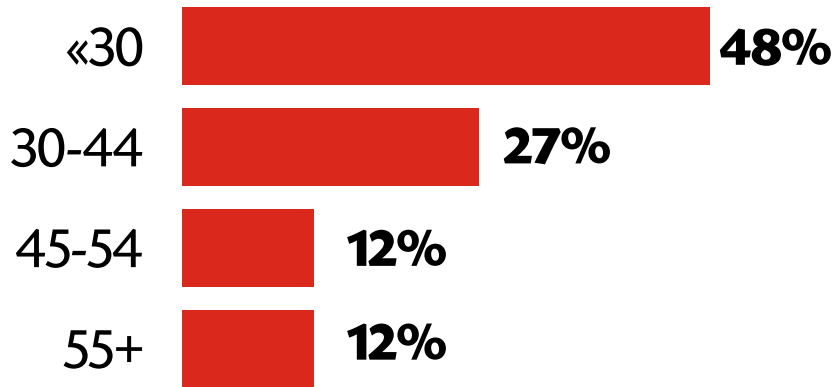


# 2024 FESTIVAL AUDIENCE

## GENDER



## AGE



## ATTENDED WITH CHILDREN

**73%** Guests without children

**Attended with children under 6: 8%**

**Attended with children 7 to 12: 14%**

**27%** Guests with children

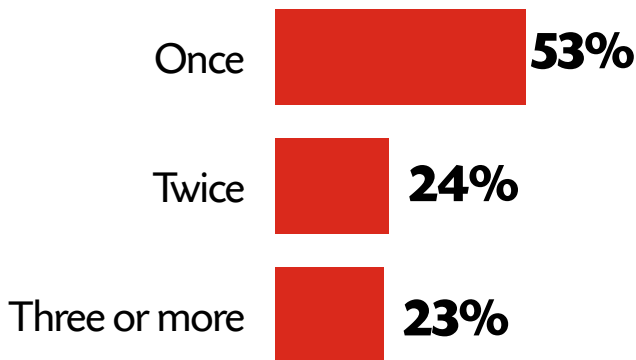
**Attended with children 13 to 17: 13%**

## WHERE OUR GUESTS ARE FROM



# 2024 FESTIVAL AUDIENCE

## NUMBER OF VISITS

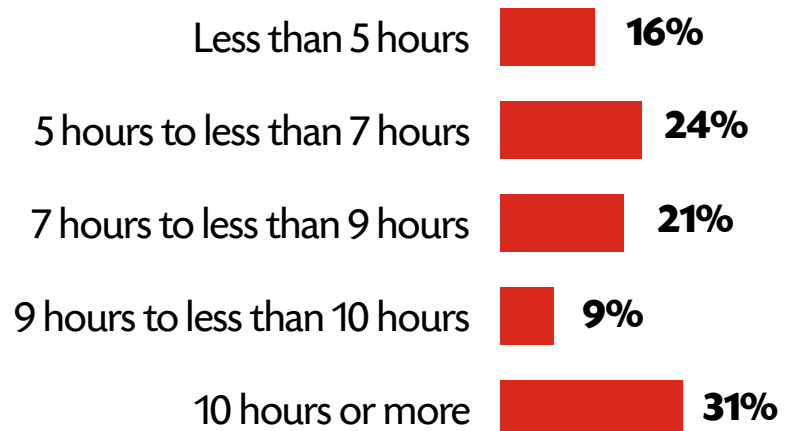


### Average # of visits

**2024 - 2.0**

2023 - 2.0

## LENGTH OF STAY

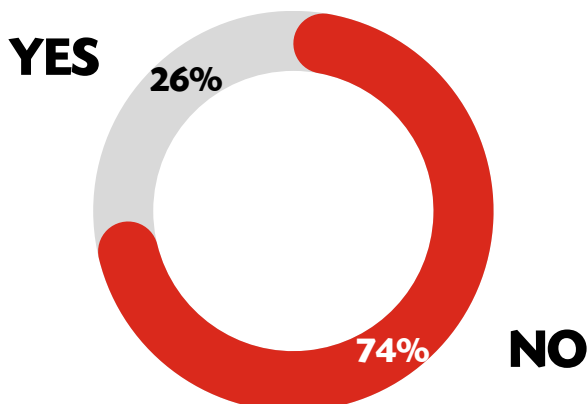


### Average length of stay (hours)

**2024 - 8.1**

2023 - 7.3

## FIRST TIME VISITOR



**83%** of guests agree that The Calgary Stampede in July is **'The Greatest Outdoor Show on Earth'**

# 2024 REACH & ENGAGEMENT

## CALGARY STAMPEDE WEBSITE

- 68% of guests visit the website before planning their trip

**90,191** insider subscribers

## CALGARY STAMPEDE APP

**40,398**

TOTAL APP DOWNLOADS

**121,947**

TOTAL SESSIONS

**7.7K Clicks**

DIGITAL AD PERFORMANCE



### Stampede Park in your pocket

- Plan your daily schedule, park map, new midway food map, value days and deals
- Promoted through digital ads, print ads, mailed postcards, Calgary Stampede social platforms and on Stampede Park signage

## SOCIAL MEDIA



**186,346 followers**



**118,593 followers**



**248,148 followers**

**2024 Record breaking  
impressions across all  
platforms**

## EARNED MEDIA

- From March 30 to July 16, 2024, there were **54,8K total mentions** of the Calgary Stampede



# ICONIC EXPERIENCES

The Calgary Stampede has a wide variety of Programming across Stampede Park, from llamas to light shows, to the world famous Rodeo and iconic live music! There is something for every brand looking to connect with their audience and expand their reach.



## WORLD FAMOUS RODEO

Every afternoon at 1:30 p.m., cowboys and cowgirls face off in a furious display of skill and grit, with every win building towards Showdown Sunday, at the World's Largest Outdoor Rodeo.



## THE EVENING SHOW

Every evening at 7:30 p.m. the track comes alive with thundering hooves and roaring crowds as we celebrate western heritage, spirit, and excitement with The Rangeland Derby. Shortly after, watch the Relay Race competition, a high-adrenaline event that requires a powerful combination of teamwork, precision and horsemanship.



## GRANDSTAND SHOW

After the last wagons thunder over the finish line at The Rangeland Derby, the Grandstand Show dazzles audiences with elaborate song and dance numbers and acrobatics. A spectacular fireworks display serves as the finale by lighting up the night sky for all to see.



## ELBOW RIVER CAMP presented by Enbridge

You are invited to experience the cultures of the Kainai, Piikani, Siksika, Stoney Nakoda, and Tsuut'ina First Nations of Treaty 7 in Elbow River Camp presented by Enbridge. Here you will find 26 tipis to visit, local artisans, bannock, Saskatoonberry jam, traditional dancing and much more.



# ICONIC EXPERIENCES



## MIDWAY

There's enough white-knuckled exhilaration on the Midway to satisfy any adrenaline aficionado—even specially sized kids' rides in The Great FUNtier! If you prefer skills to thrills, the Midway games will challenge your hand-eye coordination. From sweet to heat, tease your taste buds with new mouth-watering midway food.



## NUTRIEN WESTERN EVENTS CENTRE

The Nutrien Western Event Centre is the heart and home of year-round western events and agricultural education on Stampede Park. This venue is free with entry and hosts over 100 hours of programming with shows and competitions during our annual celebration.



## AGRICULTURE ZONE presented by Brandt

Learn about the history of the Calgary Stampede's interactions with animals, agriculture, western history and events! You're invited to meet and learn about the different animals, including mini donkeys, llamas, piglets, various horse breeds, and more.



## FREE FAMILY PROGRAMMING

The Dog Bowl presented by Haribo brings the athletic abilities of the Canine Stars to Stampede Park! The Monster Energy Compound features motocross athletes performing gravity-defying stunts! BMO Kids' Zone hosts free daily entertainment, character meet and greets and giveaways!



## WESTERN OASIS

This feature destination showcases multiple disciplines of arts and culture. Meet artists from throughout North America and purchase original artwork and photographs. Enjoy non-stop music and entertainment at the Window on the West Stage or stop in the Wine Garden for a relaxing break from the Midway. Escape to this relaxing oasis where you'll discover local music, a fine display of western arts & crafts, food and wine.

# CALGARY STAMPEDE LIVE MUSIC VENUES

With four stages that span multiple genres, there's bound to be a musical act for you to enjoy at the Calgary Stampede!



**NASHVILLE NORTH**

**NASHVILLE NORTH**

*Budweiser* | **BUD LIGHT**

**ASHLEY MCBRYDE · BRIAN KELLEY  
BROTHERS OSBORNE · JACKSON DEAN  
JAMES BARKER BAND · JOSH ROSS · LINDSAY ELL  
MEGAN MORONEY · OWEN RIEGLING  
TYLER JOE MILLER · THE WASHBOARD UNION**

**ABBY ANDERSON · ALLI WALKER · JAIME WYATT  
KALSEY KULYK · MADELINE MERLO · TIMOTHY WAYNE**

**ALEX HUGHES · DEVIN COOPER · DREW GREGORY · FOX WORTHEE  
GARRETT GREGORY · KELSI MAYNE · MARIYA STOKES · TRISTAN HORNCastle**



**COCA-COLA STAGE**

*Coca-Cola*  
**STAGE**

**ALISON WONDERLAND · THE BEACHES · BENSON BOONE  
BILLY TALENT · BRYSON TILLER · CHELSEA CUTLER  
DEAN LEWIS · DILLON FRANCIS · G-EAZY  
JESSIE MURPH · LOGIC · METRIC · NOAH CYRUS  
OCEAN ALLEY · ORVILLE PECK**

**ALEXANDER 23 · ANABEL ENGLUND · AQVILA · AYRA STARR · DEAR ROUGE  
GOLDIE BOUTLIER · GOOD TIMES AHEAD · GRANDSON · THE GROGANS  
IANN DIOR · JEREMY ZUCKER · KYLE · THE LAZYS · MATT HANSEN  
MAUDE LATOUR · PAUL RUSSELL · PEACH PIT · TOBI · VALLEY**

**ASAD KHAN · CA'FRAL · DAYNA REID · GEORGIA HARMER · JADE LEMAC · KUZU CEE · LOGAN STAATS  
MICAH SAGE · MOURAINE · THE REDHILL VALLEYS · THE STEADIES · TIA WOOD  
SCHOOL OF ROCK CALGARY HOUSE BAND · SCHOOL OF ROCK CALGARY SOUTH**



**BUD LIGHT STAGE AT THE  
BIG FOUR ROADHOUSE**

**THE BIG FOUR ROADHOUSE** | **BUD LIGHT STAGE** | **EAT. DRINK. PLAY. DANCE.**

**CASH CASH · CELO GREEN · CHROMED · THE DEAD SOUTH · DINOSAUR JR.  
FIVE ALARM FUNK · JEWEL · KILLER MIKE · MELANIE C · MELISSA ETHERIDGE  
NE-YO · THE REVIVALISTS · SHAKEY GRAVES · SOUL ASYLUM · VAVO**

**BBNDS · DOWN WITH WEBSTER · JAKE VAADLAND & THE STURGEON RIVER BOYS  
KATIE PRUITT · SAM BARBER**

**DANNY NIX & THE HEAT · JORY KINJO · KATE & THE COMETS**



**STAMPEDE CONCERT  
SERIES**

**NICKELBACK**



**JONAS  
BROTHERS**



**AEW  
DYNAMITE  
& COLLISION**



# SPONSORSHIP AT THE CALGARY STAMPEDE

The Calgary Stampede has existed as an iconic symbol of volunteerism, community spirit and western values for more than 100 years. This would not be possible without the commitment and support of our dedicated partners.

We offer multiple levels of sponsorship with customized portfolios for our partners.



To see the full list of current Calgary Stampede Sponsors, please visit [calgarystampede.com](http://calgarystampede.com)

# SPECIFICALLY TAILORED PARTNERSHIP OPPORTUNITIES & BENEFITS



Community Impact & purpose driven partnerships



Meaningful engagement with consumers



Sales and sampling opportunities



Data capture through promotions and contesting



Connect with attendees in person as well as through Calgary Stampede digital platforms



Generate brand and product awareness

## Sponsorship Opportunities can include:

- Naming rights
- Category and supply rights (Official & Exclusive)
- Brand Activation & Sampling
- Advertising and branding
- Consumer promotions and in-market giveaways and contests
- “Money can’t buy” experiences
- Exclusive experiences for employees, clients, and customers, including corporate hospitality and ticketing
- Brand messaging, exposure, and engagement through Calgary Stampede digital and communication platforms and on-site signage
- Exhibition spaces

# SPONSORSHIP ACTIVATIONS



# CONTACT US



**Ready to saddle up with the Calgary Stampede?  
Follow the link below:  
[Calgary Stampede Sponsorship](#)**