The Calgary Stampede is a not-for-profit community organization that preserves and celebrates our western heritage, cultures and community spirit. Supported by over 2,500 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
Welcoming visitors from around the world, SAM will be a 30,000 sq. ft. year-round interactive experience opening Spring 2024. SAM will focus on telling the stories of Calgary, Southern Alberta and Stampede’s history and brand.

BMO CENTRE
WESTERN CANADA’S LARGEST CONVENTION CENTRE
WELCOMING THE WORLD & CONNECTING OUR COMMUNITY
The BMO Centre expansion is both on-track and on budget, with expected completion prior to Stampede 2024. The project is set to become Western Canada’s largest convention centre and gathering place.

THIS ISN’T OUR FIRST RODEO

1.38 MILLION GUESTS OVER 10 DAYS

32 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
2023 FESTIVAL AUDIENCE

**Gender**
- Male: 39%
- Female: 61%

**Age**
- <30: 41%
- 30-44: 29%
- 45-54: 13%
- 55+: 17%

**Attended with Children**
- 73% Guests without children
- 27% Guests with children
  - Attended with children under 6: 10%
  - Attended with children 7 to 12: 13%
  - Attended with children 13 to 17: 11%

**Where Our Guests Are From**
- 983,089
- 124,617
- 180,002
- 27,693
- 69,231
ICONIC EXPERIENCES

The Calgary Stampede has a wide variety of Programming across 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.

RANGELAND DERBY
Every evening at 7:45 p.m. the track comes alive with thundering hooves and roaring crowds as we celebrate western heritage, spirit, and excitement. The Rangeland Derby is a throwback to the Wild West and a staple of Stampede.

GRANDSTAND SHOW
When the last wagon thunders over the finish line, 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, Sikiska, Stoney Nakoda, and Tsuut’ina First Nations of Treaty 7 in Elbow River Camp. Here you will find 26 tips to visit, local artisans, bannock and 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.

**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 over the 10-days!

**AGRICULTURE ZONE presented by Brandt**
Experience a combination of hands-on 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 Voilà 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!

**MIDWAY FOOD**
From sweet to heat, tease your taste buds with new mouth-watering midway food. Try the Kool-Aid chicken burger, poutine colossal onion, ketchup & mustard ice cream, and all the lemonade.
CALGARY STAMPEDE
LIVE MUSIC VENUES

With four stages that span multiple genres, there’s bound to be something for you enjoy at the Calgary Stampede!

NASHVILLE NORTH

COCA-COLA STAGE

BUD LIGHT STAGE AT THE BIG FOUR ROADHOUSE

STAMPEDE CONCERT SERIES

EAT. DRINK. PLAY. DANCE.

PITBULL

ALABAMA

AEW COLLISION

BILLY CURRINGTON · DALLAS SMITH
ELI YOUNG BAND · ELLE KING · HIGH VALLEY
JADE EAGLESON · JAMES BARKER BAND
JESS MOSKALUK · JOJO MASON
MACKENZIE PORTER · TENILLE ARTS
DAN DAVIDSON · KELLY PRESCOTT · ROBYN OTTOLINI
SACHA · TEIGEN GAYSE · TIM & THE GLORY BOYS
ALEX HUGHES · COREY MALONE · DANI STRONG · DEVIN COOPER
DREW GREGORY · FOXX WORTHIE · MAWA STOKES · TRISTAN HORNECASTLE

AJR · BROKEN SOCIAL SCENE · CORDAE · JESSIE REYEZ
JIMMY EAT WORLD · MANCHESTER ORCHESTRA
MOTHER MOTHER · MT. JOY · ORVILLE PECK · RUSS
TEGAN AND SARA · VANCE JOY · ZEDS DEAD
THE BLUE STONES · BOB MOSES · BOSLEN · BRYCE VINE
BUGS · CAPOZZI · CHARLEY CROCKETT · DAX · DEATH FROM ABOVE 1979
DEYON COLE · FAYCHIE · MAYE · KUSH N KATES · NYCTIME · TCLK
FIVE ROSES · HANKY · IAN WADDLE & THE STURGSON RIVER BOYS · LE RIN · MARTIN KERR · MARTY
MUELLE CHARLES · RAYTON BLAIR · SHANHUA · SHRED KELLY · ST. ARNAUD · ZAKI IHLAMU
SCHOOL OF ROCK CALGARY · SCHOOL OF ROCK BOWDEALER

BIG BOI · CHEAT CODES · CYPRESS HILL · DJ DIESEL (AKA SHAQUILLE O’NEAL)
DJ PAULY D · DWAYNE GRETZKY · FERG · KOFFEE · LIL YACHTY
LORD HURON · MURDA BEATZ · X AMBASSADORS
BEGONIA · DONOVAN WOODS · NICKY GENESIS · ST. PAUL & THE BROKEN BONES · WILD RIVERS
BANNY NO AND THE HEAT · JORDI KINLO · KATE AND THE COMETS
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, and 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 full list of current Calgary Stampede Sponsors please visit calgarystampede.com
SPECIFICALLY TAILORED PARTNERSHIP OPPORTUNITIES & BENEFITS

- Generate brand and product awareness
- Generate sales and sampling opportunities
- Connect with attendees in person as well as through Calgary Stampede digital platforms
- Meaningful engagement with consumers
- Data capture through promotions and contesting

Sponsorship Opportunities can include:

- Naming rights
- Category and supply rights
- Sampling
- Advertising and branding
- Activations and exhibition spaces
- 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 communications platforms and on-site signage
SPONSORSHIP ACTIVATIONS
CONTACT US

Interested in learning more? Please visit:
https://cs.formstack.com/forms/sponsorship_inquiry