



# 2024

# SPONSORSHIP

# INFORMATIONAL

# BROCHURE

  
*Calgary Stampede*  
JULY 5 – 14, 2024

We're Greatest Together

# 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 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**

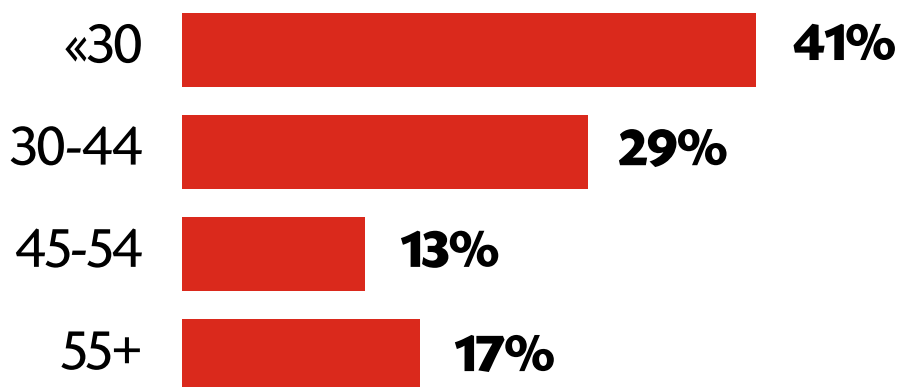
Animal Interactions

# 2023 FESTIVAL AUDIENCE

## GENDER



## AGE



## ATTENDED WITH CHILDREN

**73%** Guests without children

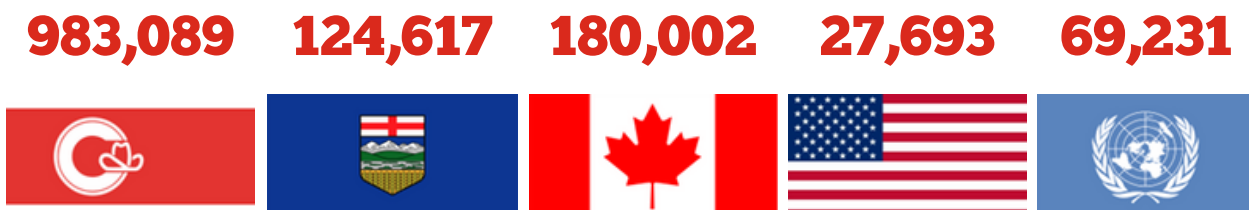
**Attended with children under 6: 10%**

**Attended with children 7 to 12: 13%**

**27%** Guests with children

**Attended with children 13 to 17: 11%**

## WHERE OUR GUESTS ARE FROM





# 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.



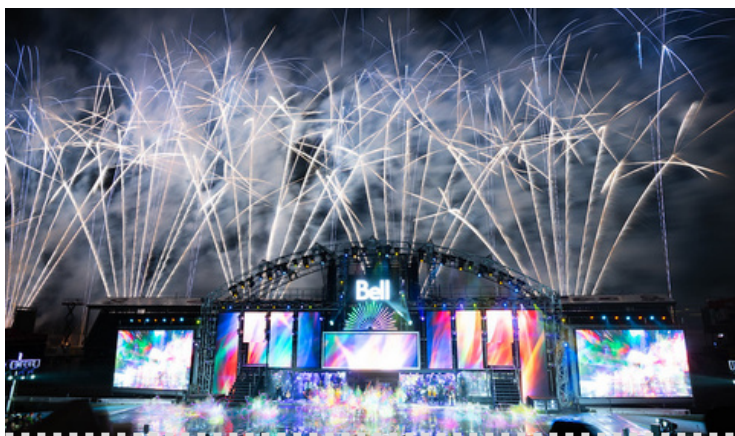
## WORLD FAMOUS RODEO

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, Siksika, Stoney Nakoda, and Tsuut'ina First Nations of Treaty 7 in Elbow River Camp. Here you will find 26 tipis 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!





# 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](http://calgarystampede.com)

# SPECIFICALLY TAILORED PARTNERSHIP OPPORTUNITIES & BENEFITS



Generate brand and product awareness



Meaningful engagement with consumers



Generate sales and sampling opportunities



Data capture through promotions and contesting



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

## **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](https://cs.formstack.com/forms/sponsorship_inquiry)