2023 Calgary Stampede
Parade Entries Workshop
Agenda

1) Welcome & Introduction
2) Application Process & Timeline
3) Entry Guidelines
4) Insurance & Safety
5) What Makes a Great Entry
6) Parade Prelude

BREAK

1) Vendor Presentation – F&D Scene Changes Ltd.
2) Entry Experience – Stampede Attractions
3) Entry Experience – Ismaili Community
4) Sponsorship Guidelines & Options
5) Social Media Opportunities
6) Q & A
Goals For Today

- Educate
- Facilitate
- Elevate
- Recruit
- We are in the entertainment business!
- Our goal is for each entry to provide maximum entertainment value for our spectators and provide a great Stampede experience for our participants.
The Calgary Stampede Parade has been the Official Kick-off to the Greatest Outdoor Show on Earth for 110 years.

The Parade reflects the values of the Calgary Stampede to preserve and celebrate western heritage, cultures and community spirit.
The Stampede Parade Marshal attracts local and national celebrities. Past Marshals include HRH The Prince of Wales, astronaut Chris Hadfield, comedian Bob Hope, and the 2022 Marshal, Kevin Costner.
2022 Calgary Stampede Parade featured a colourful and exciting lineup of more than 90 entries, which included more than 200 horses and 4,000 people.

2022 Calgary Stampede Prelude included 30 incredible and entertaining acts featuring over 1,500 performers bring the streets alive and pump up the crowd for the main event.
• Historically the average in-person attendance for the Stampede Parade exceeds **200,000** annually.

• The 2022 Stampede Parade was enjoyed by a **record 305,000 people** along the parade route. The Stampede Parade is Calgary’s largest annual one-day event.
The Calgary Stampede Parade is approximately 5 kilometres in length. It takes almost two hours to pass any one point on the route. It would take the average person just over 6,300 steps to complete the entire route. The route is the same length as just over 31 Calgary Towers laid end-to-end.
• The sights and sounds of the Calgary Stampede Parade attract local, national and international media.

• The 2022 television audience for the Stampede Parade was 52,000 in Calgary and area with another 8,200 watching live on Edmonton television. The local live television broadcast was also streamed nationwide.
2023 Calgary Stampede Parade

- **Friday, July 7th, 2023**
- **Starts at 8:00 am with the Parade Prelude**
The Parade is organized by a team of 140 passionate volunteers who make up the Calgary Stampede Parade Committee, some who have served on the Committee for more than 40 years. This year-round committee logs over 19,000 volunteer hours throughout the year, and about 9,000 on Parade Day alone.
Parade Committee Organization

CS Parade Committee

- Over 140 Volunteers
- Development (Sponsorship)
- Parade Hosting
- Form Up & Dispersal
- Fort Calgary (Equine Staging)
- Entries
- Media & Comms
- Operations & Safety

Entries Sub-Committee

- Prelude
- Entertainment
- Floats
- Horse & Wagon
- Indigenous
- Other
- Bands
- Entries ~ 40 Volunteers
- Over 140 Volunteers
Applications are now open at calgarystampede.com
• Explore -> Attractions -> Parade

Entries deadline is WEDNESDAY FEB 15, 2023

Conditional Acceptance / Decline letters sent Mid March 2023

Mar. 2023

Final Acceptance Letters sent upon confirmation of insurance in May/June

May–June

calgarystampede.com/stampede/parade/apply
Your Application

• Key Contact
• History / Story / Theme / Message
• Number of People
• Description of Costumes
• Number of Horses (if any)
• Float Size, propulsion, sound, other details
• Social Media info for your group
• Photos, sketches renderings, etc.
Guidelines and Best Practices

Web-link on the applications page
www.calgarystampede.com/stampede/parade/apply
Guidelines and Best Practices

- Approximately 10 pages
- Safety! Safety! Safety!
  - Volunteers & Participants
  - Spectators
  - Animals
  - corporate.calgarystampede.com/about-us/animal-care
- Plenty of information regarding requirements, construction, mechanical systems, equine procedures, staging, prelude entries, etc.
Safety

- Insurance Requirement
- General
- Horse
Insurance

All Entries approved for the 2023 Stampede Parade MUST:

• Provide a Certificate of Insurance as evidence that insurance is maintained for your Entry and all your Entry’s Participants.

• (1) Comprehensive General Liability ("CGL") insurance with a minimum limit of $2,000,000 for each occurrence and;

• (2) if vehicles are used in your Entry, Automobile Liability Insurance with a minimum limit of $2,000,000.

• Your Certificate of Insurance must be provided by June 1, 2023
General Safety

Time for a float safety inspection!
General Safety

• Before being allowed on the route, every entry is thoroughly inspected by the General Safety Committee or the Equestrian Safety Committee.

• We prefer to inspect entries during the construction phase, so any potential problems can be identified and dealt with before the entry is fully decorated and waiting to go on the route.
General Safety

• Our Safety Committee members are helpful and supportive and can give you great advice as your entry is being built. To arrange for an inspection during construction, call your Entries Coordinator.

• The safety check sheet must be completed for every entry. Entries that do not meet all the requirements will be given an opportunity to fix the problems. Entries that are not in compliance with the major rules and regulations, will not be allowed on the route.
Horse Safety

- Animals are at the heart of the Calgary Stampede and one of the primary reasons more than 1.2 million people from our community and around the world visit the Calgary Stampede every year.

- The Parade is the largest community gathering in the City of Calgary – spectator safety is paramount and presents unique challenges in the Parade environment.

- Zero tolerance for alcohol or drugs with riders.
Horse Safety

- Zero tolerance for mood altering drugs with horses
- Horse Safety will have last say on whether horse/rider is able to ride or continue to ride in parade if any questionable situations arise.
- Plenty of additional information in the Calgary Stampede Parade Guidelines and Best Practices - 2023
Upon conditional acceptance you will be assigned a volunteer Entries Coordinator.

That coordinator will be your primary contact through parade day.

The coordinator’s job is to provide you the information and guidance you need to put in a great entry and have a great Stampede experience!
What Makes a Great Entry?

You can be part of one of the headline events for the Greatest Outdoor Show on Earth! The parade is all about **Entertainment**!
What Makes a Great Entry?

Float

• Consistent Theme – Culture, Community, etc.
• Visual and Audio presentation
• Human Element
What Makes a Great Entry?

Equine

- Presentation of Horse, Rider, and Wagons
- Western Heritage means different things to different people!
Entry Guidelines - Overview

- Floats must be 100% decorated—No part of the vehicle, towing unit or float chassis should be visible.

- Self propelled floats are preferred. Pick-up trucks or automobiles may only be used as a means of propulsion if not recognizable in their basic form. Tarps/Blankets etc. as vehicle covering are not acceptable.

- No flat deck trucks or lowboy units are allowed.

- Each entry for the main parade should have a float or equine component to it; other than marching bands we typically reject entries that are primarily made up of walking/dancing individuals.
Entries - Selection
Entries - Selection
Entries - Selection

Do These Floats Meet CS Parade Criteria? Why?
Parade Prelude

• Prelude is the “Opening Act” of the Calgary Stampede Parade. Entries perform for the spectators who are awaiting the arrival of the main parade.

• 35 Performance Groups/Entries with hundreds of performers that enter the Parade Route at 4 different locations at about 08:00am when the roads are closed.

• Prelude entries have high entertainment value and perform at 7 intersections before exiting the route at a designated exit.

• Prelude entries need to abide by the same policies for entry, safety, etc. into the Parade as those in the main Parade.
What Makes a Great Entry?

Prelude
- Mobile & Dynamic
- Colorful and Loud
- Audience Interaction
Prelude Guidelines

• Performances occur in designated locations and entries are provided an opportunity to perform 4 to 7 locations along the route. During this time Mascots will also be walking along the route.

• Entries must be able to physically perform a minimum of five performances, 7 minutes per performance

• Entries must be able to move to next location, anywhere from one to three blocks, within a 3 minute timeframe

• No motorized vehicles other than golf carts may be used in the entry. The conveyance must be an integral part of the entry and be fully decorated to match the entry

• All mascots are required to walk and must have a handler with them.
Break & Mingle
F&D Scene Changes
www.fdscene.com
Entry Experience
Stampede Attractions Committee
Entry Experience
Stampede Attractions Committee
Entry Experience
Ismaili Muslim Community

History

• The Ismaili Muslim Community has entered a float in the Calgary Stampede Parade for the past 35 years with our first entry in 1986

• We partner with a local service agency that shares our ethics of generosity, pluralism, and commitment to improving quality of life in our communities

• We get the opportunity to help organizations reach a wider audience that may benefit from their services

• We have won various awards for our float including Best Cultural Float, Best Western Float and Best Float Overall
The Creativity of our Volunteers

- The float is entirely constructed by a group of over 50 multi-generational volunteers of different ages and abilities as the Ismaili Community has a deep-rooted ethic of voluntary service.

- Key volunteer roles include a Project Manager, a creative graphic designer, a licensed welder, a mechanic, a commercial painter and various other subject matter experts.
Entry Experience
Ismaili Muslim Community

Past Floats

- Past themes have included: Wildrose Country, Salute to the 88 Olympics, Salute to Seniors, the Wild West

- Past partners have included: Alberta Children’s Hospital Foundation, Meals on Wheels, Calgary Reads, Momentum, Calgary Drop-In Centre, Habitat for Humanity, Boys & Girls Clubs of Calgary, and Inn From the Cold
Entry Experience
Ismaili Muslim Community

2022 Float

• Partnered with the Canadian Mental Health Association

• Voted as 97.7’s Fan Favourite in last year’s Calgary Stampede Parade
Great Entries – All Shapes & Sizes
Sponsorship & Advertising

• Corporate Sponsorship has always been a key part of the Calgary Stampede.

• Parade entry and participation is no exception, but we also can’t lose sight of the Parade’s mission of providing community-based entertainment and representing Calgary and the Calgary Stampede.

• Recognition of commercial sponsors is acceptable, provided that it is done tastefully, meets CS Parade Standards and the commercial message does not dominate the Entry.
Appropriate Advertising
Advertising – Not to Standards
Stampede Sponsorship Opportunities

• Numerous sponsorship opportunities tailored to needs & Budget

• Community Builders Program
  • Monetary or In-Kind Supplies & Services
  • $2,000 - $19,999
  • Name recognition (Souvenir Program, Annual Report to the Community, Calgary Herald Thank You Ad)
  • Perks, discounts, etc.

• Parade committee exploring ways to provide additional benefits associated with this program
WHAT IS THE COMMUNITY BUILDER PROGRAM?

The CS brand has been a well-known community symbol for over a century. While it may stand for Calgary Stampede, it also symbolizes our Community Spirit, fueled by volunteerism, providing opportunities for youth and a lasting economic impact on our city. Whether your passion is agriculture, arts, youth, history or the future, this is a gathering place for those who want to celebrate the community we share.

As a Community Builder, you have the opportunity to make a lasting impact in programs that symbolize our Community Spirit.

Join us today and become a Community Builder!

HOW CAN I SUPPORT?

MONETARY
(Cash $2,000 - $19,999)

VALUE IN KIND: SUPPLIES AND SERVICES
(Valued at $2,000 - $19,999)

For more information or to complete the application online, please email: communitybuilders@calgarystampede.com

WHAT BENEFITS WILL I RECEIVE?

STANDARD BENEFITS
• Four (4) Calgary Stampede 10-day park admission passes
• Two (2) invitations to Saddle Up! Our official Stampede kick-off event held mid-June where benefit packages will be available for pick-up
• Name recognition (Souvenir Program, Annual Report to the Community, Calgary Herald Thank You Ad)
• Thank you plaque & pin (opt-in)
• Calgary Stampede discount card

COMMITTEE AND PROGRAM SPECIFIC BENEFITS
Some committees and programs offer specific benefits to Community Builders who support their programs. If you choose to support one of these programs, benefit details will be provided by the committee.
Social Media Channels

- The Calgary Stampede Parade social media channels are separate from the official Calgary Stampede.

- @CSParade is the voice of the parade and where you’ll have direct connection with our parade audiences.
Social Media Channels

To increase your visibility as a 2023 Calgary Stampede Parade entry be sure to tag us @CSParade on Facebook, Instagram & Twitter or use the #stampedeparade
Social Media Year in Review

- When great timing and social media collide, wonderful things can happen! In 2022, we captured Kevin Costner making his way down the route and it was our most viral content of the year

- 92.1K views, 435 retweets & 3,297 likes on Twitter alone

- [Kevin Costner video](#)
A Calgary Stampede Parade social media follower has been described predominantly as a local Calgarian who makes the parade a family tradition. They will likely be attending the parade in person and looks forward to the excitement the morning brings in the streets of downtown.

However, with social media you never know how far your content will go once followers start sharing, commenting or liking posts. Our social media channels are a place for us to share with Calgary, Alberta, Canada and the world why the Calgary Stampede Parade is the best way to kick-off the Greatest Outdoor Show on Earth.
Social Media Audience

Facebook
- Audience: 2,908
- Women: 73%
- Men: 26%
- Majority are from Calgary

Instagram
- Followers: 2,662
- Women: 66%
- Men: 33%
- Majority are from Calgary

Twitter
- Followers: 2,660
Social Media

How we like to partner

• Story-telling
• Behind-the-scenes
• Photos
• Contests
• Practices/ Entry Building
In 2022, the Alberta Ghostbusters embraced the Calgary Stampede Parade experience on all different levels:

- Stephen Avenue Project
- Calgary Stampede Parade
- Social Media sharing and tagging
- Video
Ways we can work together

• Each year we recruit a number of Calgary-based influencers

• Forming partnerships between ourselves, entries and influencers, we can help everyone achieve their goals, reach new audiences and share their stories; each year opens up new opportunities

• We work to partner with influencers who have a vested interest in our community and keeping the spirit of Western Heritage alive
Ways we can work together

- In 2022, we worked with the insta-famous western podcast, **Cowboy Sh*t**
- This group not only boasts a great network of fans, they are followed by Wrangler, dozens of famous rodeo stars, Lammles, other Stampedes, musicians and even Kevin Costner and Amber Marshall
- This year, we connected them with over half a dozen groups on the morning of the Parade and they created partnered content and featured many different entries
- Finding synergies between influencers and entries helps us all share our stories and build the great community that has become the Parade
If you have further questions or comments, please email me at:

csparadesocialmedia@gmail.com
THANK YOU!

We wish you all the best of luck in preparing your applications!

If you have any further questions, please don’t hesitate to contact us!

Parade@CalgaryStampede.com