

CHUCKWAGON ADVERTISER INTEREST PACKAGE



# CANVAS AUCTION 2025

THURSDAY, APRIL 10, 2025  
THE BIG FOUR ROADHOUSE, STAMPEDE PARK



**YOUR NAME  
HERE**



# BE PART OF OVER A CENTURY OF HISTORY!

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 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

**4.6 MILLION**  
BROADCAST VIEWS - NATIONAL TV & LIVESTREAM

## FANS & FOLLOWERS

**150K**  
LIVE CHEERING FANS

**510K**  
FOLLOWERS -  
FACEBOOK, TWITTER, INSTAGRAM

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 2025 Canvas Auction is the first step to ensuring you don't miss out on this exclusive and exciting opportunity.

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.



@calgariystampede  
@cshuckwagons



@calgariystampede  
@calgariystampedeckuckwagons



@calgariystampede  
@cshuckwagons



# 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 2025 Canvas Auction, you are helping to keep the legacy of Chuckwagon Racing alive at the Rangeland Derby.





# 2025 RANGELAND DERBY CHUCKWAGON DRIVERS

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





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

## EXCLUSIVE 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:

	<b>BARN EXPRESS</b> Stampede Admission Pre-Race Barn Tour @ Beer Garden	<b>RANGELAND DERBY PASS</b> Stampede Admission Pre-Race Barn Tour GMC Stadium Standing Room to watch the Race	Parking Pass	Olson Silver Belt Buckle
Bid of \$50,000 - \$79,999	<b>10</b>	<b>10</b>	<b>1</b>	<b>1</b>
Bid of \$80,000 - \$124,999	–	<b>20</b>	<b>2</b>	<b>2</b>
Bid of more than \$125,000	–	<b>25</b>	<b>3</b>	<b>3</b>

\*Advertisers who secure a Driver over \$80,000 may have the option to purchase additional VIP passes, up to a maximum of 40, subject to availability.

\*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**

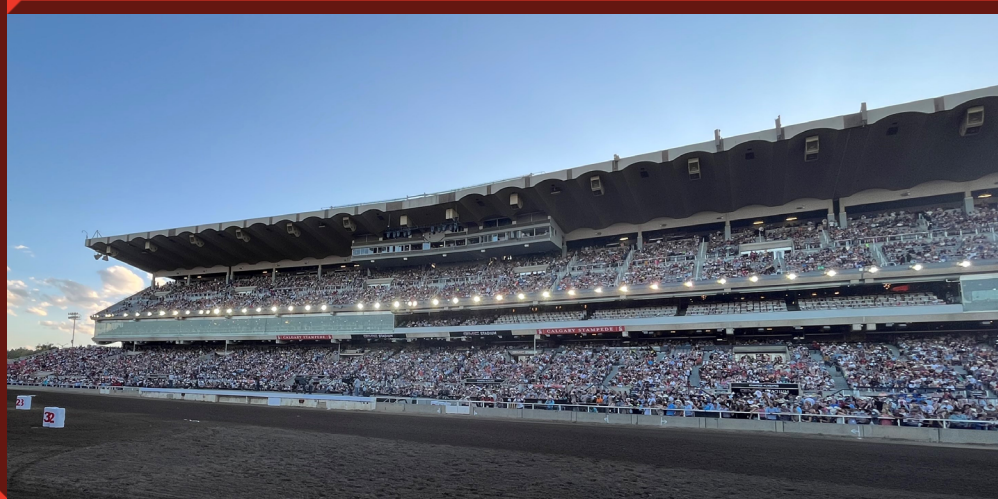
**EXCLUSIVE. AUTHENTIC. UNFORGETTABLE.**

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.





## HOSTING OPPORTUNITIES

	BARN AREA AND BEER GARDEN ACCESS	STANDING ROOM	UPSCALE MEAL & TWO (2) DRINK VOUCHERS	INFIELD RESERVED SEATS	RANGELAND TENT FRONTIER PATIO BAR
TIMES	4:30 – 6:30 P.M.	6:30 – END OF SHOW	6:00 – 7:30 P.M.	6:30 – END OF RACES	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 THE ACTION – 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 2025 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 \$2,500 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 2025 CANVAS AUCTION IS A TICKETED EVENT.

Tickets available March 3.

Reserve your bid card online at [calgarystampede.com/canvasauction](https://calgarystampede.com/canvasauction)



*Calgary Stampede*



## FOR MORE INFORMATION

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