

# SPONSORSHIP OPPORTUNITIES



CS  
*Calgary Stampede*



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# WELCOME TO THE GREATEST OUTDOOR SHOW ON EARTH



The core purpose of our organization is to **preserve** and **celebrate** our **western heritage, cultures and community spirit**.

We take great pride in staging an annual event that **WELCOMES OVER ONE MILLION GUESTS** and is synonymous with Calgary around the globe.

We look forward to creating a mutually beneficial **partnership** for the 2023 Calgary Stampede and beyond.

# **§ THIS ISN'T OUR FIRST RODEO**

**1.21 MILLION GUESTS** **OVER 10 DAYS**

**28**

VOLUNTEER  
COMMITTEES

**2,500+**

VOLUNTEERS

**300+**

COMMUNITY  
EVENTS

**22,029**

MINUTES OF MUSIC

**100+**

LIVE ACTS

**305,000**

PARADE SPECTATORS

**\$540**

MILLION IN YEAR ROUND  
ECONOMIC IMPACT

**50,000**

YOUTH PARTICIPATE IN  
STAMPEDE EDUCATION  
YEAR ROUND

**11,500**

ANIMAL INTERACTIONS

**A UNIQUE, SAFE SPACE FOR INTERCULTURAL EXPERIENCES**



# CS ICONIC EVENTS



EVERY YEAR THE STAMPEDE BRINGS TO LIFE NEW AND INNOVATIVE EXPERIENCES WITH THE SUPPORT OF OUR PARTNERS:

**BELL GRANDSTAND SHOW:** With music, spectacular stunts and jaw-dropping pyrotechnics, this is a show unlike any other, created new each year, exclusively for the Stampede.

**COCA-COLA STAGE:** From rock, to pop, and everything in between, the Coca-Cola Stage has been home to many unforgettable shows, leaving behind many lasting Stampede memories. It's where you can catch today's stars and discover new favourites like Alexisonfire, Kaskade, Alessia Cara, Sheryl Crow and Our Lady Peace.

**STAMPEDE RODEO:** Featuring the world's best competitors and animals, cowboys and cowgirls face off in a furious display of skill and grit at the World's Largest Outdoor Rodeo.

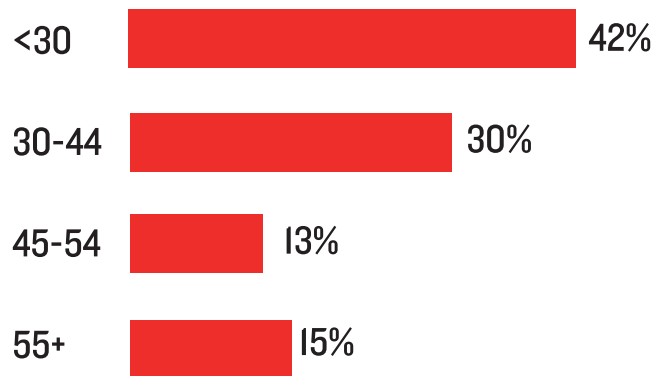
**COWBOYS RANGELAND DERBY:** That pounding of hooves and trembling of the ground can mean only one thing; the world's premier Chuckwagon event has begun! Witness all the thrilling action as Chuckwagon drivers, supported by their outriders and horses vie for prize money and bragging rights.

**NASHVILLE NORTH:** Stampede's legendary venue for live country music. This iconic tent has hosted acts like Brett Kissel, The Reklaws, Eric Church, the Nitty Gritty Dirt Band and so many more.



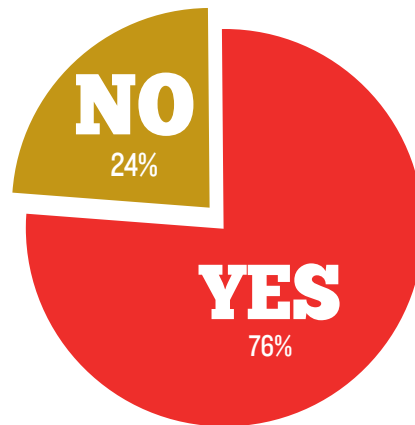
# GUEST PROFILE

## AGE

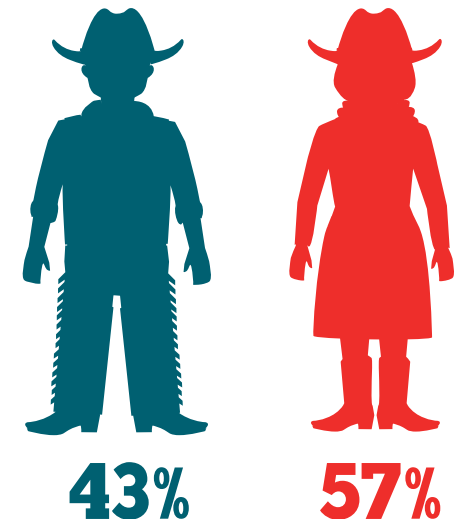


## FREQUENCY

GUESTS PREVIOUSLY VISITED STAMPEDE



## GENDER



CUMULATIVE ATTENDANCE FOR 2022

# 1,216,859





# DIGITAL MARKETING



**1,185**

FOLLOWERS (NEW TO 2022)



**66,667**

INSIDER READERS



**235,837**

FOLLOWERS (+3.2% FROM 2021)



**117,885**

FOLLOWERS (+2.4% FROM 2021)



**120,692**

FOLLOWERS (+15.1% FROM 2021)

**TOTAL ENGAGEMENTS IN 2022:**

**308,660**

**TOTAL IMPRESSIONS IN 2022:**

**9,977,441**

**TOTAL DIGITAL DATABASE**

**557,807**

**SPORTSNET**

**NATIONAL BROADCAST ON SPORTSNET  
(BASED ON 2019 VIEWERSHIP)**

**3 MILLION+**  
VIEWERS FOR RODEO

**2 MILLION**  
VIEWERS FOR RANGELAND DERBY



**USA NATIONAL BROADCAST ON COWBOY  
CHANNEL AND COWBOY CHANNEL PLUS**

**1.3 MILLION**  
VIEWERS FOR RODEO

# 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 dedication and commitment of our outstanding partners.



To see full list of current Calgary Stampede Sponsors click link below  
[CALGARYSTAMPEDE.COM](http://CALGARYSTAMPEDE.COM)



# HOW BRANDS ACTIVATE ON PARK





# THANK YOU



We hope you are inspired by the information in this brochure. Our team looks forward to the opportunity to create a customised sponsorship package to meet your objectives and bring a unique brand experience to life at The Greatest Outdoor Show on Earth.

**FOR ADDITIONAL INFORMATION ON SPONSORSHIP OPPORTUNITIES  
PLEASE CONTACT: [SPONSORSHIP@CALGARYSTAMPEDE.COM](mailto:SPONSORSHIP@CALGARYSTAMPEDE.COM)**