

EXCLUSIVE SPONSORS & PARTNERS

Companies whose product and/or service we are contractually obligated to use to meet our business objectives on an annual basis. This is essential to fulfill our agreements and to ensure as an organization we are supporting the businesses of our sponsors and partners.

Any Stampede product or service requirement within the categories outlined below must be obtained from our partners. Their contribution to the organization as an exclusive product and/or service contributes over \$13 million to the success of the Calgary Stampede.

*If you have any questions or require further clarification please contact the Sponsorship team at sponsorship@calgarystampede.com

BELL

OFFICIAL & EXCLUSIVE TELECOMMUNICATIONS PRODUCTS AND SERVICES TO THE CALGARY STAMPEDE

BELL'S PRODUCTS AND SERVICES INCLUDE:

- voice and data local area wide area and managed networks
- internet access
- customer premise equipment
- cabling
- wireless and cellular services
- conferencing applications
- network monitoring and surveillance ICT security and storage
- transmission and distribution of television and audio transmission signals and services including by the way of direct to home satellite television
- very high-speed digital subscriber line internet protocol television
- co-axial cable television or fiber cable television

SUPPORTED BY (*subject to change)

The Business Services team works directly with BELL to help service the Park and all departments / committees' requirements.

BMO BANK OF MONTREAL AND BMO MASTERCARD

OFFICIAL & EXCLUSIVE BANK OF THE CALGARY STAMPEDE

BMO'S PRODUCTS AND SERVICES INCLUDE:

Financial services which refer to:

- retail
- small business
- commercial
- corporate
- debit card
- credit card
- online and telephone banking
- wealth management
- financial planning
- mutual fund and brokerage services

Credit card promotions are exclusive to BMO MasterCard.

SUPPORTED BY (*subject to change)

The Financial Services (accounting) team works directly with BMO to assist and service the Park and all departments / committee requirements.

COCA-COLA

OFFICIAL AND EXCLUSIVE SOFT DRINK OF THE CALGARY STAMPEDE

COCA-COLA'S PRODUCTS AND SERVICES INCLUDE: Soft drinks, juices, juice drinks, isotonic, energy drinks, ready-to-drink iced teas and coffees, bottled water, and carbonated/sparkling water. These brands include:

- Coca-Cola
- Diet Coke
- Coke Zero Sugar
- Coca-Cola Life
- Sprite
- Fanta
- Barq's
- Minute Maid
- Fruitopia
- Five Alive
- Nestea
- PowerAde
- Vitaminwater
- Monster Energy Drink
- Canada Dry
- Dasani and more

FOR THIRD PARTY EVENTS: There can be no sampling or pouring rights extended to Coca-Cola competitors. The third party can still have a Coca-Cola competitor as a sponsor, but that sponsorship would be limited to signage and/or hosting – no pouring or sampling of product.

SUPPORTED BY (*subject to change)

The Food & Beverage department works directly with Coca-Cola to assist and service the Park. This includes all Stampede, and year-round events (including third party) on and off park.

If you have any questions relating to the exclusive product listing please contact the Sponsorship department.

ENMAX

EXCLUSIVE GENERATOR AND SUPPLIER OF ELECTRICITY AND NATURAL GAS TO THE CALGARY STAMPEDE

ENMAX'S PRODUCTS AND SERVICES INCLUDE:

Retail energy provider and advertiser, supplier of natural gas and electricity.

GENERAL MOTORS (GMC)

OFFICIAL & EXCLUSIVE VEHICLE OF THE CALGARY STAMPEDE

GMC'S PRODUCTS AND SERVICES INCLUDE: Any purchase, lease, finance or promotion of vehicles (new & used) including cars, trucks, vans and SUV's, cross over vehicles, electric vehicles, zero emission vehicles, hybrid vehicles, automotive technology (such as OnStar and similar mutually agreed in-car automotive technologies).

SUPPORTED BY (*subject to change)

All departments and committees should work directly with Shaw GMC for their rental needs, requesting GMC products only. If you have any questions, please contact the Sponsorship department.

LABATT (BUDWEISER)

OFFICIAL & EXCLUSIVE BEER OF THE CALGARY STAMPEDE

LABATT'S PRODUCTS AND SERVICES INCLUDE: Any malt based beverages must be under the Labatt umbrella of brands. These brands include:

- Budweiser
- Bud Light
- Michelob Ultra
- Banded Peak
- Stella Artois
- Corona and many more

SUPPORTED BY (*subject to change)

The Food & Beverage department works directly with Labatt to assist and service the Park.

If you have any questions relating to the exclusive product listing please contact the Sponsorship department.

LAMMLE'S WESTERN WEAR

OFFICIAL & EXCLUSIVE WESTERN WEAR AND WESTERN GIFTWARE

LAMMLE'S PRODUCTS AND SERVICES INCLUDE:

Western giftware category as defined: "Western Giftware" means CS branded giftware in the style of the North American West that is currently sold on a retail basis by the Sponsor and/or by CE&S, such as picture frames, candle holders, beverage holders, mugs, wall plaques and salt and pepper shakers and the natural evolution of same; but shall, for greater certainty, exclude any food or beverage product, sporting or athletic goods, furniture, souvenir coins and entertainment products (such as movies, music or similar productions whether such product is recorded digitally or otherwise); and

Western wear category as defined: "Western Wear" means men and women's clothing in the style of the North American West that is currently sold on a retail basis by the Sponsor and/or by CE&S, such as cowboy boots, belts, shirts, buckles, jeans, dresses, and hats, but shall, for greater certainty, exclude any trophies or awards (including, without limitation, belt buckles) created for one-off presentation purposes.

SUPPORTED BY (*subject to change)

All departments and committees should work directly with Lammlé's for their annual Western Wear and promotional material requirements. If you have any questions, please contact the Sponsorship department.

WESTJET

OFFICIAL & EXCLUSIVE AIRLINE OF THE CALGARY STAMPEDE

WESTJET PRODUCTS AND SERVICES INCLUDE: Exclusive marketing rights partner in the airline industry. The Calgary Stampede will work with affiliate partners of WestJet. The Calgary Stampede is asked to use WestJet as the preferred airline and exclusive when booking travel, however WestJet appreciates competitive airlines need to be utilized based on final destinations.

OFFICIAL & PREFERRED SPONSORS

Companies whose product and/or service **we must consider first** when trying to meet our business objectives on an annual basis. This too is essential to fulfill our agreements and to ensure as an organization we are supporting the business of our sponsors and partners.

ATCO STRUCTURES

OFFICIAL SUPPLIER OF MODULAR UNITS

ATCO'S PRODUCTS AND SERVICES INCLUDE: When the CS requires modular building units for the annual 10-day event or other year-round requirements, ATCO has a right to provide first vs. any competitive company. Always provide opportunity to quote.

DEPARTMENTS AND COMMITTEES IMPACTED

Park and Facility Services provide all departments and committees the service across the Park for this product line.

ALBERTA BOOT

OFFICIAL BOOT OF THE CALGARY STAMPEDE: Cowboy boots and western boots; not exclusive

DEPARTMENTS AND COMMITTEES IMPACTED

All departments and Staff Liaisons are asked to use Alberta Boot for any boot needs as appropriate.

BENNETT JONES

OFFICIAL LEGAL COUNSEL OF THE CALGARY STAMPEDE

DEPARTMENTS AND COMMITTEES IMPACTED

All departments and staff liaisons are asked to use Bennett Jones for their legal services as appropriate.

BURNCO ROCK PRODUCTS

PREFERRED SUPPLIER OF AGGREGATE, READY MIX, ASPHALT AND LANDSCAPE PRODUCTS

BURNCO'S PRODUCTS AND SERVICES INCLUDE: Aggregate and ready mix concrete, asphalt, and landscape products.

DEPARTMENTS AND COMMITTEES IMPACTED

All departments and committees will contact BURNCO to purchase all of its products during the term of the current agreement. Opportunity to quote is always provided.

Proud Sponsor of Rodeo (Junior and Novice events), Heavy Horse Pull, International Youth Livestock and Western Oasis

EAU CLAIRE DISTILLERY

OFFICIAL SUPPLIER IN THE CATEGORY OF WHISKY & GIN FOR BOTH YEAR ROUND & 10 DAY OPERATIONS

EAU CLAIRE DISTILLERY'S PRODUCTS AND SERVICES INCLUDE:

Marketing – Partner is entitled to promote itself as the “Official Whisky of the Calgary Stampede.”

During 10 day festival Eau Claire Whisky and Gin are exclusive in the following venues: Nashville North, GMC Stadium, Big Four Roadhouse, Blue Room & Rotary House. Excluding ranahan's & Lazy S.

DEPARTMENTS AND COMMITTEES IMPACTED

The Food & Beverage department works directly with Eau Claire to assist and service the Park. If you have any questions relating to the preferred product listing, please contact the Sponsorship department.

All departments and committees to use product appropriately when planning VIP receptions and all other events.

GREEN DROP

OFFICIAL WEED CONTROL, LAWN CARE SUPPLIER OF THE CALGARY STAMPEDE

GREEN DROP'S PRODUCTS AND SERVICES INCLUDE: The Calgary Stampede will use Green Drop Weed Control, and Lawn Care Services during its annual term. This status includes: tree fertilization and insect and disease control. Should Green Drop be unable to provide services the CS requires we have to option use other service providers.

DEPARTMENTS AND COMMITTEES IMPACTED

Park and Facility Services provides all departments and committees the service across the Park for this product line.

MIKE'S BEVERAGE CO.

PREFERRED READY TO DRINK (RTD) COCKTAIL SUPPLIER

MIKE'S BEVERAGE CO. PRODUCTS AND SERVICES INCLUDE: The Calgary Stampede Food & Beverage department will purchase any alcoholic beverage products, which at any relevant time, is categorized as either coolers, ciders or sparkling canned wine from Mike's Beverage Co. Exceptions include Mott's Clamato Caesar.

DEPARTMENTS AND COMMITTEES IMPACTED

The Food & Beverage department works directly with Mike's Beverage Co. to assist and service the Park. If you have any questions relating to the preferred product listing, please contact the sponsorship department.

All departments and committees to use product appropriately when planning VIP receptions and all other events.

MOTT'S CLAMATO

OFFICIAL COCKTAIL OF THE CALGARY STAMPEDE

MOTT'S CLAMATO PRODUCTS AND SERVICES INCLUDE: Official Supplier of Tomato Clam Cocktail of the Calgary Stampede.

The Calgary Stampede will use sponsor product as is allowed by AGLC regulations.

DEPARTMENTS AND COMMITTEES IMPACTED

All departments and committees to use product appropriately when planning VIP receptions and all other events.

POLARIS

OFFICIAL OFF-ROAD VEHICLE OF THE CALGARY STAMPEDE

The Calgary Stampede will give the sponsor first right of refusal for new opportunities in this category relating to elevated or new programming annually.

SMITHBILT HATS INC.

OFFICIAL COWBOY HAT OF THE CALGARY STAMPEDE

Non-exclusive marketing rights as the Official Cowboy Hat of the Calgary Stampede.

DEPARTMENTS AND COMMITTEES IMPACTED

The Food & Beverage department to work directly with Smithbilt to assist with White Hat requirements for their seasonal staff.

WCD (FORMERLY WEST CANADIAN)

OFFICIAL AND PREFERRED PRINT PARTNER OF THE CALGARY STAMPEDE

DEPARTMENTS AND COMMITTEES IMPACTED

All departments and committees will contact WCD for print services and products during the term of the agreement. Opportunity to quote is always provided.

WRANGLER

EXCLUSIVE MARKETING / ADVERTISER OF WESTERN JEANS AND SHIRTS WITHIN THE RODEO ARENA DURING THE CALGARY STAMPEDE

WRANGLER'S PRODUCTS AND SERVICES INCLUDE: As the sponsor of shirts and jeans to the Calgary Stampede, Wrangler is the exclusive marketing / advertiser of western jeans and shirts within the Rodeo arena during the Calgary Stampede.

CS shall make best efforts to communicate to departments and committees to use Wrangler product for western wear shirts, which can be purchased through Lammle's Western Wear & Tack.

DEPARTMENTS AND COMMITTEES IMPACTED

Wrangler is the proud sponsor of the Timing Clocks and Box pads of the Stampede Rodeo and Chuckwagon Racing, presenting sponsor of the Cutting Horse Futurity (October) and Cowboy Up Challenge in the Nutrien Western Event Centre during the 10-days in July.

OTHER PARTNERS

RGO OFFICE PRODUCTS LTD.

PREFERRED SUPPLIER OF OFFICE PRODUCTS THROUGHOUT ALL CALGARY STAMPEDE OFFICES.

RGO OFFICE'S PRODUCTS AND SERVICES INCLUDE: Calgary Stampede will make every effort to utilize RGO Office Products Ltd. Products as it is allowed by CS regulations / policies.

The service and products include:

- carpets
- drapes
- window coverings
- office furniture and equipment
- moving services

DEPARTMENTS AND COMMITTEES IMPACTED

Managed by Calgary Stampede Foundation