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Calgary Stampede



Community Builder 101 & FAQs



What is the Community Builder Program?

The Community Builder program is a **volunteer managed, community focused recognition program** for Calgary Stampede Committees.

Goals of the program:

- **Support our volunteers as brand ambassadors** in the community.
- An opportunity for Committees to develop and directly manage relationships with companies who have an interest in supporting specific Committee programs.
- **To generate financial, budget relieving or value-added** support to elevate the Calgary Stampede's diverse programs and to create exceptional experiences for our guests.
- **To appropriately recognize those who support through cash, supplies & services in-kind in the range of \$2,000 to \$19,999.**

Please Note: There is no expectation for committees to participate in the Community Builders program.

Best practice: For the Community Builder program to be a success, Committees should have a dedicated person, with the assistance of their staff liaison, and support of the sponsorship department.



Can we use Community Builder funds to create new programs?

The objective of the Community Builder program is to support in enhancing existing programs. If a committee would like to pursue a new program, they must follow the necessary approval process via engaging the Chair and Director Liaison to support.

When will Community Builder funds show up in Committee budgets?

Funds for any Community Builders confirmed before April 1 will show up in committee budgets for April YEF. All other funds will be transferred for August YEF.

If a company is interested in increasing their support of the Calgary Stampede with contributions exceeding \$19,999, what are the next steps?

If a potential Community Builder expresses interest in supporting the Calgary Stampede in a larger capacity (eg. support of more than \$19,999, or of multiple programs), reach out to the Sponsorship department to discuss how we can work collaboratively to foster those relationships to deliver on their overall brand and partnership objectives.



What if our committee or program doesn't currently have any Community Builders? Do we need to go out and pursue them?

Committees and programs are not required to have a Community Builder program. This is an opportunity, not an obligation. The Calgary Stampede will support all approved budgets as per current process – there is NO obligation to find Community Builders. However, this process has been created to provide a consistent framework for those who want to recruit Community Builders.

Who manages the Community Builder relationship?

Committees, with the assistance of their staff liaison, are fully responsible to manage the relationships with Community Builders.

Who manages the Community Builder processes?

Each committee or program manages their own program execution and delivering their specific Community Builder benefits (fulfillment), as well as gathering Zero Balance Invoices and following up on unpaid invoices.

The Sponsorship team is responsible for reviewing and confirming online applications, the fulfillment of the standard benefits and invoicing (if applicable).



Can a Community Builder support under multiple names to receive more benefits?

We strongly discourage this practice. Allowing these exceptions jeopardizes relationships of other Community Builders and Sponsors.

What if a Community Builder wants more admission passes?

Community Builders can be directed to the Ticket office to purchase additional offerings.

Do Community Builders have exclusivity?

Exclusivity and Official status is a high value benefit that has to be negotiated at the sponsor level. Although, from a relationship perspective, it may be preferable for a committee to use products or services from a supporter, there is NO OBLIGATION to do so.

Are Community Builders eligible for a tax receipt?

Calgary Stampede Foundation programs which are eligible for a charitable tax receipt, include the Stampede Showband, Stampede Showriders, The Young Canadians, Band of Outriders, Indigenous Youth Program, Stampede School, and OH Ranch Education. If there is interest in supporting any of these programs, please contact Ryan Hancock at rhancock@calgarystampede.com. Please note, support of these programs is recognized through the [1912 Society](#) and are not included in the Community Builder program.



What are the types of support?

1. Monetary (\$2,000-\$19,999) is cash to support the delivery of a program. The cash should enhance guest experience.
2. Supplies & Services In Kind (SSIK)
 - Relevant goods and services that are provided.
 - Although strongly discouraged, only in very special circumstances will alcohol be accepted.

How are they treated in the budget process?

- a) Budget relieving
 - Cash support and In Kind investment is considered budget relieving when the investment replaces or offsets a cost that would have otherwise been spent in the budget.
- b) Value Added
 - An item that is 'value added' provides a benefit to the program that currently is not **budgeted** for, yet enhances the guest experience.
 - When considering value-added support, assess all associated costs against the value being provided.
 - Example: Committee program is provided flowers at no cost, but then needs to purchase vases.



What if our committee secures additional Community Builders after budgets are approved? Do we keep that incremental revenue?

Yes, all incremental funds from Community Builders will go directly to the bottom line of your committee budget. The expectation is the overall budget net and/or expenses come in at the defined budget.

- Example: Receive \$5,000 unbudgeted, need to spend \$500 (ie. Hosting costs). Therefore you will have \$4,500 to spend on programming/ enhancing guest experience.

What is a Zero Balance Invoice?

To be compliant with the Calgary Stampede auditing process for our Accounting department, we require a detailed record of the goods or services provided. We call it a Zero Balance Invoice because there is no amount to be paid, but the true value is indicated.

The committee may be asked to assist in collecting these invoices.



What do I need to know about committee or program-specific benefits?

Benefits fulfilled by Sponsorship Department include:

- Four (4) Calgary Stampede 10-day Park Admission Passes, with standing room access to GMC Stadium for the Rodeo and Evening Show and WCD Volunteer lounge.
- Invitation to Saddle Up!
- Name Recognition (Souvenir Program, Annual Report to the Community, Calgary Herald Thank You Ad)
- Recognition Gift – Commemorative plaque and pin (opt-in)
- Calgary Stampede Discount Card
- * *CE&S retains the right to provide alternate offerings of equal or greater value.*

Benefits fulfilled by the Committee can include:

- Not all committees or programs need to include benefits; this is optional and program dependent.
- Examples of committee specific benefits include: invitations to special events, announcer mentions, or name recognition on committee/program collateral materials (e.g. Event Program) – **NO LOGO RECOGNITION**
- In creating committee specific benefits, consider including experiences such as back of house tours, VIP hosting.
 - Be mindful of costs associated with delivering these experiences.

Benefits given to Calgary Stampede Sponsors, or providing additional standard benefits are NOT eligible to be included as Community Builders committee specific benefits.

- Examples: additional park access / accreditation, parking passes, logo recognition, high-profile social media recognition, Chute Tours, etc.
- The sponsorship department uses these benefits as a selling tool for our higher level sponsors. These benefits are valuable perks that are thoughtfully negotiated.

If any questions come up about committee specific benefits, please contact the Sponsorship team.