

The 2011 GMC Rangeland Derby is THE Place to be Seen...

YOUR LOGO HERE

Get your brand in
the race by attending the
2011 Canvas Auction

March 31, 2011

CS

Calgary Stampede

JULY 8 - 17, 2011

CALGARYSTAMPEDE.COM/CANVASAUCTION
PHONE 403.828.0226

An Unmatched Experience

The **GMC Rangeland Derby** isn't just something you watch, it's something you can actually feel. When the klaxon blares, four wagons, 32 horses and 128 thundering hooves roar by with a rumble so intense it shakes 15,000 cheering fans right out of their seats and to their feet. Be more than a spectator and attach your brand to a chuckwagon.

Each successful chuckwagon advertiser purchases the right to place their logo on the canvas of a driver's chuckwagon during the 10 days of the GMC Rangeland Derby. Take advantage of this opportunity to showcase your logo, wow the crowds and allow your business to shine.

As a chuckwagon advertiser, you will get:

Your logo displayed prominently on a chuckwagon at the Calgary Stampede

A comprehensive access package that includes gate and Grandstand admissions, barn access and preferred parking

Exposure on the race track, plus television, radio and internet coverage

One of a kind hosting opportunities to impress your clients, employees and partners



Align With The Greatest

The Calgary Stampede is one of Canada's oldest and most endeared brands, and a proven crowd pleaser.

- BBC recognized the Calgary Stampede as the best thing in the world to do in July
- Highlighted in Mastercard Canada's 2007 Priceless Index as the #1 attraction or event in Canada for tourists to visit
- Since 1912, the Calgary Stampede has been built on world-famous events – the Chuckwagons and Rodeo are one of a kind
- Over one million people come down and take part in the Calgary Stampede each year
- During the GMC Rangeland Derby's nine nightly heats, you'll be part of all the heart-stopping action as 36 drivers and 288 horses, vie for \$1.2 million in prize money

Pick Your Driver

- You determine who you want to bid on and what you want to pay
- Learn about the drivers – read their bios online and even contact those on your short list
- Your relationship with a world-class, professional athlete can build an edge for your brand

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Great ROI

Over 10 days your brand will get exposure via:

3 million television viewers
150,000 live cheering fans
250,000 page views online
100,000 radio listeners
Over 4 million print media reach

- Over 3 million viewers tuned in to watch the Calgary Stampede television coverage on the CBC main network over the 10 days of the Stampede in 2010
- National television exposure has been confirmed on CBC Sports main network & CBC Bold digital channel during all 10 days of the 2011 GMC Rangeland Derby
- Regional television exposure during all 10 days on Shaw TV Calgary with encore broadcasts around the clock
- Additional Regional television exposure includes City TV Calgary, CTV Calgary, CBC Calgary and Global Calgary during sports and news casts – morning, noon, evening and late night
- Live announcer promotion of your company every night your chuckwagon is on the track
- There will be 15,000 live cheering fans nightly in the Grandstand for each of the 10 days of Stampede

Calgary Stampede sponsors including Bell and WestJet take their exposure and return on investment to a higher level through their branded chuckwagons.



- Our GMC Rangeland Derby fans are 52% men and 48% women with an average age of 41 years
- 71% of visitors on Stampede Park are from the Calgary area
- Website exposure internationally on the Calgary Stampede website, including year round access to video highlights of the GMC Rangeland Derby
- Approximately 250,000 page views on cs.calgarystampede.com/events/chuckwagon-races during the 10 days of the Stampede in 2010
- Website exposure on the CBC website, a full feed of GMC Rangeland Derby video footage is available on demand year round
- Over 137,000 pages viewed on cbc.ca/sports/calgarystampede during the 10 days of the Stampede in 2010
- Radio exposure live across the prairies in Alberta, Saskatchewan and Manitoba on the following radio stations: Country Classic AM 1060 - WPCA, Chuckwagon Radio Network/Tiessen Media and the CPCA on Rawlco and Newcap stations – (radio broadcasts also available online)



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Access Package

As a chuckwagon advertiser you receive:

- Park and Grandstand admissions (amount based on canvas purchase price)
- GMC Rangeland Derby reserved seats
- Barn access passes
- Official Calgary Stampede badges
- Parking convenience

Exclusive Opportunities

• Access to premium venues in the Grandstand

It's not too late to host your Stampede event on Park. We have set aside some of our best seats for chuckwagon advertisers for private dining packages in ranches.

• Participation in the Calgary Stampede Parade

An exciting start to the 10 day event, the Calgary Stampede Parade has a legendary history and fascinating entries each year. As a chuckwagon advertiser you can be part of the Parade to promote your brand to thousands of live fans in the heart of downtown Calgary and to thousands of television viewers across Alberta.

• Barn hosting

Many chuckwagon advertisers coordinate with their chuckwagon driver to host guests and have a BBQ back in the barns either before or after the races. Barn access is extremely exclusive and guarantees an experience of a lifetime for stakeholders you want to make an impression with.

• Chuckwagon driver appearances

Utilize the prestige of your premier chuckwagon driver through appearances at corporate Stampede functions and company events to build and promote your brand.

• Giveaways to the Grandstand audience

Build awareness with your organization's branded merchandise through post race "toss-outs" – this opportunity gives the chuckwagon advertiser a unique way to please the crowd during the derby and promote your product or brand.

• Ticket offers

Chuckwagon advertisers are automatically offered 10% off reserved Rodeo and Evening Show tickets when purchased in advance. Additionally, you have the ability to pre-purchase Park admission and standing room tickets to extend the experience to your stakeholders.



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Hosting Maximized

The GMC Rangeland Derby isn't just something you watch. It's something you experience. As a chuckwagon advertiser you can take advantage of priority access to hosting at the Calgary Stampede.

The Frontier Pavilion is western hospitality with a kick.

Live western music and authentic western cuisine prepared by our executive chef are just the beginning. Your guests will also get prime lower level tickets for the GMC Rangeland Derby and a collector's edition souvenir program to commemorate the event.

The Rangeland Tent gives your guests a taste of good old-fashioned western hospitality with the Rangeland Package. Their night starts out with a down home BBQ dinner with live western music and then finishes off with prime balcony tickets to witness the GMC Rangeland Derby, for a truly memorable experience.

The Paddock Balcony is sure to impress your guests on our exclusive rooftop patio. Your guests will be treated to authentic western cuisine and will also receive prime lower level tickets in the Grandstand.

For more information or to book your tickets please call 403.269.9822 or email tickets@calgariystampede.com

INFIELD SUITES

Private Infield Suites for the GMC Rangeland Derby

The theme is "up close" for both the proximity to the action and the feel of the experience. You can hear the shouting of the drivers and feel the wind as the wagons head around the barrels. If you're lucky you may even get a bit of dirt in your teeth as the chuckwagons thunder their way across the finish. Don't be fooled - this is high-style hosting with private in-suite attendants and personalized service.

R

ranahans

As a chuckwagon advertiser you have access to private dining at **ranahans** which is located on the third level of the Grandstand. This elegant venue houses three exclusive private dining areas from which to choose. When the action starts outside, guests move to their covered seats within the Grandstand. The VIP experience continues throughout the show with personalized beverage service in your seats.

THE LAZY S

Located on the fourth level of the Grandstand, **The Lazy S** provides premium dining, lounge and event seating for hosting. From private indoor Executive Suites to covered outdoor loge seating, **The Lazy S** is designed for great views of the Rodeo and the Evening Show. Our Showbar and glass enclosed Terrace Lounge will give you seats to all the action inside.

X

30XSALOON

30X Saloon located on the main level of the Grandstand, can be booked as a semi-private or private hosting venue. When your guests finish a hearty lunch or dinner, you move to great seats in the Grandstand with the rest of the Stampede fans, but with one huge exception - you receive personalized service in your seats.



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For more information please call 403.261.9341
or visit premiumseating.calgariystampede.com

Control Your Costs

With the chuckwagon canvasses being sold in an auction format, you can decide how much you want to spend.

2010 saw prices range from \$37,000 to \$120,000 per chuckwagon, averaging \$54,611.

As a chuckwagon advertiser you will be responsible for the design and production cost of the chuckwagon canvas. The Calgary Stampede will provide contact information of preferred chuckwagon canvas production companies.

Estimated required costs for 10 days

	low	high
Auction price to buy	\$37,000	\$120,000
Printing chuckwagon canvas	\$450	\$700
Total	\$37,450	\$120,700

Optional hosting/exposure costs per day

	low	high
Formal Hosting	\$1,300 *	\$17,000 **
BBQ in the Barns	\$1,000	\$5,000
T-shirt toss	\$200	\$2,000
Total	\$2,500	\$24,000

* includes 40 evening show standing room tickets, 40 food vouchers and 40 beverages

** up to 40 guests enjoy fine dining at **ranahans**

Share The Exposure And The Cost

As a chuckwagon advertiser you can choose to share this exclusive opportunity with up to nine other companies. Sharing companies can leverage exposure through a different chuckwagon canvas each. Shared exposure = shared costs.

Get Ready. Set. Start Bidding!

The excitement starts March 31, 2011, when corporate Calgary goes head to head in the famous GMC Rangeland Derby Canvas Auction.

As a bidder, you will have 36 different drivers that you can bid on, which means you have 36 chances to get your business' logo on a chuckwagon canvas. With the calibre of drivers up for grabs, this year's bidding will be fierce.

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Details coming in January at calgarystampede.com/canvasauction

Reserve Your Bid Card Today!

We Will Support You

To help chuckwagon advertisers maximize their branding benefits, a liaison from the Calgary Stampede is individually assigned.

We are eager to answer questions, share historical best practices and help you learn the ropes of this customizable medium.

Let us partner with you to ensure you receive the best return on your investment.



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