



March 14, 2012

Howdy Potential Advertisers from the Calgary Stampede Chuckwagon Committee!

Thank you for your interest in pursuing the purchase of a canvas for the 90th running of the GMC Rangeland Derby! 2012 is very special as we celebrate the Calgary Stampede Centennial! It is my distinct pleasure to invite you to join us in what is sure to be an incredible Centennial Celebration of our western heritage, traditions, values and community.

The GMC Rangeland Derby is not only a tremendous avenue to showcase your brand and corporate identity in front of the thousands of people in attendance in the Grandstand each evening, via television and radio broadcasts, and via print and social media, but **the experience provided to advertisers at the GMC Rangeland Derby is truly unique.** Your purchase allows the **exclusive opportunity** to host guests in one of the most distinct venues in professional sport, the Calgary Stampede Chuckwagon Barns. For those of you who are seeking to become first time advertisers, the Barns are best described as pit row for the drivers and their equine athletes, which is truly one of the best "behind-the-scenes" experiences which the Calgary Stampede has to offer - I promise you that it will be an experience that your guests will remember for years to come!

If you are a successful canvas bidder on March 29th, and as the 2012 Centennial Calgary Stampede approaches, you will be asked to provide us with further information and specific details about your advertising and hosting intentions. Shortly following the 2012 Centennial Auction, a Calgary Stampede Chuckwagon Committee Liaison will contact you to help guide you through this experience. **It is critical that you work with your designated Liaison to maximize the opportunities that you have available to you.** To supplement this partnership, a **Canvas Buyer's Guide** has been uploaded to the Calgary Stampede website. You can access this guide by visiting the following link: <http://cs.calgarystampede.com/events/chuckwagon-races/canvas-auction/>.

I also encourage you to come to the 2012 Centennial Canvas Auction ready to join our social media conversation. @CSChuckwagons will be providing live updates through the official Calgary Stampede Chuckwagon hashtag #CSChucks. Our Facebook page will also be updated as the Auction rolls on. Don't miss out on the opportunity to spread your exciting purchase news!

On behalf of our President and Chairman, Michael Casey, Q.C., the Board of Directors, our Chuckwagon Director Liaison, Roc Spence, and the volunteer Executive and members of the Calgary Stampede Chuckwagon Committee, we sincerely thank you for your support and wish you a successful and rewarding 2012 Centennial Auction and Stampede 2012!

Happy Trails,

A handwritten signature in blue ink that reads 'Mark Damm'.

**Mark G. Damm, Chair
Calgary Stampede Chuckwagon Committee**

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