



Canvas Advertiser Buyer's Guide

The first steps in becoming a Chuckwagon Canvas Advertiser...

-2012-

Contacts and Questions

A successful advertising campaign with the Calgary Stampede GMC Rangeland Derby requires a close partnership with various organizations. Below you will find a list of your important contacts and a description of where they can help you.

Chuckwagon Committee Advertiser Liaison

Your Chuckwagon Committee Advertiser Liaison is your **Primary Contact** for questions regarding your canvas purchase and hosting preparations.

Liaisons are also responsible for:

- Reviewing this and subsequent guides with you
- Communicating updates from the Chuckwagon Committee
- Ensure all hosting, advertising and Calgary Stampede requirements are met

Rodeo and Chuckwagon Office

The Rodeo and Chuckwagon Office is your secondary contact leading up to and during the 2012 Calgary Stampede.

All payments and forms (unless otherwise stated) should be sent to the following address.

Calgary Stampede Rodeo & Chuckwagon Office
Box 1060, Station M (mail)
1410 Olympic Way SE (courier)
Calgary, AB
T2P 2K8
Phone: 403.261.0107
Facsimile: 403.261.0208
Email: chuckwagons@calgarystampede.com

GMC Rangeland Derby Driver

Your chuckwagon driver is an important part of your advertising and hosting experience. Drivers operate a very busy schedule but may still make time for tours, guest appearances and questions.

It is important to establish a working schedule that works for both the advertiser and the driver.

External organizations

Throughout the advertising and hosting preparation time some external groups may need to be contacted.

As you work through the required documentation noted on your timeline (below), you will find contact information for many of these organizations. Any other questions can be directed back to your Advertiser Liaison.

Sub-advertiser agreements

Advertisers have the option to share their canvas advertising with up to nine other companies or organizations. If the choice is made to sell one or multiple evenings of the original purchase, the Rodeo and Chuckwagon Office must be in receipt of a signed Sub-Advertiser Agreement Form found in Appendix B. As a rule of thumb, if the Chuckwagon canvas will be physically removed and changed during the ten days of the Calgary Stampede, the Sub-Advertiser Agreement should be reviewed, its terms agreed upon, the form filled out and the information forwarded to the Rodeo and Chuckwagon Office.

Passing the Advertiser's Manual webpage link (or this electronic document) to the affiliated Sub-Advertiser(s) would be appreciated by the Committee. Sub-advertisers will have the same contractual obligations outlined in this section and must have access to the information in this document. Each Sub-Advertiser or Sub-Advertiser must have a single point of contact with the Rodeo and Chuckwagon Office, and with the Chuckwagon Committee. It is the responsibility of this person to direct questions from each Sub-Advertiser to their Chuckwagon Committee Liaison.

Guest Hosting

In addition to being able to display your corporate identity to thousands of viewers each night, canvas advertising allows you the opportunity to host up to forty guests each night.

Every Advertiser is allocated a ten foot by twenty foot hosting space where they can cook and serve drinks. If an Advertiser wishes to host guests during the Calgary Stampede, they must review the timeline and complete all required hosting documents.

Marketing Opportunities

Maximize your advertising investment by taking advantage of all the marketing opportunities that are included with your canvas purchase includes. Promotional material, slogans and other marketing collateral is highly desirable to maximize your ROI by purchasing a canvas.

More information on these opportunities can be found on the timeline and within the Buyer's Manual.

Passes and tickets

| Pass Type | No. | Seats Provided? | Admission Type Included? | Barn Access Included? |
|-------------------------|----------------------------------|-----------------|---------------------------------------|-----------------------------|
| Parking | 1/day | None | None | No |
| Barn Delivery Pass | 1/day | None | None | Yes; subject to time limits |
| Chucks All Access Pass | 10 | Yes* | Gate & Grandstand (Valid for 10 days) | Yes |
| Chucks VIP Access Pass | 5 or 10, based on purchase price | Yes* | Valid for One Day | Yes |
| Chucks Barn Access Pass | Balance of 40 max./day | None | None | Yes |

*Seating is limited to the top two rows of the Infield seating. These seats will be held until 8:30 pm nightly but, after that time, remaining seats will be released to the general public.

When seats are not included with the pass, the ticket only allows for standing room on the Grandstand tarmac.

In addition to the ten(10) Chuckwagon All Access Passes, additional VIP Passes will be allotted to Advertisers as follows:

A successful bid up **to \$99,999**: Five (5) passes provided; or
 A successful bid of **\$100,000 and Over**: Ten (10) passes provided.

Advertisers will receive the combination of 15 or 20 All Access and VIP Passes, depending upon the purchase price of their canvas. While additional Chuckwagon VIP Access Passes are available to advertisers at \$30.00 per pass, **the maximum number of guests per advertiser that can access H Barn each evening is 40, which includes your hosting and catering staff.** 20 or 25 additional VIP Access Passes can be purchased, or the balance of these passes can be taken as Barn Access Passes at no charge to the advertiser.

Advertisers should discuss their pass needs with their Chuckwagon Committee Advertiser Liaison to ensure that guests have access to both the Chuckwagon Barns hosting area and a place to enjoy the races.

Timeline

Below you will find a list of required information and forms that are crucial to the success of your 2012 Canvas advertising purchase. Please review the timeline and required forms with your Calgary Stampede Chuckwagon Committee Advertiser Liaison.

March 29
2012 Stampede Canvas Auction

March 29

April 6

-25% payment for canvas bid is due

April 1-15

April 27

-Advertiser information form due
-Preferred parking form due

April 16-30

April 30

-75% payment for canvas bid is due

May 15

-Sub-Advertisers Agreement form due

May 1-15

May 11

-Acknowledgment of hosting form due
-Hosting space request form due

June 1

-Acknowledgement of liquor services responsibility form due
-AB Health Services temporary vendor notification form due
-Advertiser Perquisite passes form due
-Day Names form due
-One line announcements form due
-Canvas Design due

May 16-31

May 18

-On-park promotion requests due

June 1-15

June 15

-Advertiser package mailed out

June 16-30

July 6-15

Calgary Stampede 2012

July 1-15

June 22

-H-Barn Liquor order due
-Buy/Sell Liquor donations due