



GMC Rangeland Derby

Canvas Advertiser Buyer's Guide

-2012-

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INTRODUCTORY NOTES

To understand your purchase, perks and paperwork the Calgary Stampede Chuckwagon Committee asks that this document be reviewed in its entirety, regardless of whether you are a new or returning Advertiser or Sub-Advertiser. For your ease, this guide is divided into two sections:

- **Section One** encompasses information, deadlines and forms which ALL Advertisers must submit and return pertaining to prerequisite passes, parking, canvas design, accreditation, etc.
- **Section Two** is designed for Advertisers who plan to utilize H Barn for corporate hosting at any time during the ten days of the Calgary Stampede. For Advertisers uncertain of their intentions, it is recommended that Section Two also be reviewed. This section contains information on regulatory requirements for Advertiser hosting spaces, services provided, barn etiquette and rules, etc.

Throughout this guide, the term Advertiser will be used, however, in any and all cases where applicable, the same rules, procedures, guidelines and requirements are applicable to Sub-Advertisers as the case and context may require.

The Calgary Stampede Chuckwagon Committee

The Calgary Stampede Chuckwagon Committee (the "Committee") is a dedicated and devoted group of some forty plus volunteers who commit thousands of hours of volunteer service throughout the year to ensure that each of the drivers, fans of chuckwagon racing, and you, our valued Advertisers and Sub-Advertisers, get the maximum enjoyment and return from the annual GMC Rangeland Derby.

Committee members, with hundreds of years of combined experience in wagon racing, are responsible, with the support of Calgary Stampede management and staff, for the strategic direction of chuckwagon racing, advertiser engagement and all operational aspects of the annual Canvas Auction and the GMC Rangeland Derby. Fourteen diverse Committee Operations Teams report to the Executive Committee and work around-the-clock from one week before the first night of wagon racing until the final wagon team has left Stampede Park following the final night of racing, to ensure that racing is conducted as safely as possible, that each of our human and equine athletes are comfortable in their temporary home at Stampede Park, that Advertiser hosting is a memorable experience for both Advertisers and their guests, and last but not least, that millions of race fans in the live audience and throughout television, radio and social media truly live and experience a truly unique element of the Greatest Outdoor Show on Earth!

Chuckwagon Committee Advertiser Liaisons

In the days immediately following the Canvas Auction, each new Advertiser pairing will be assigned a volunteer liaison from the Chuckwagon Committee. These volunteers are a dedicated resource for Advertisers and Sub-Advertisers as they prepare for the Stampede; Liaison roles include:

- Initiating contact with their Advertiser after the auction;
- Reviewing this guide with the Advertiser;
- Answering questions and clarifying any information the Advertiser may require;
- Communicating any updates from the Chuckwagon Committee and/or Rodeo and Chuckwagon Office;
- Relaying Advertisers' questions or concerns to the appropriate person and obtaining any answers needed; and
- Ensuring Advertiser awareness of various timelines for required paperwork and payments.

Note that most Liaisons work full-time so their ability to conduct their volunteer duties during business hours will vary. The Chuckwagon Committee highly recommends a face-to-face meeting between an Advertiser and their Liaison so as to develop a rapport and discuss this guide, any questions, etc. If a meeting does not work out, both groups should jointly establish the best method in which to exchange and/or discuss information, what phone number(s) or email address(es) are best used to reach each other, etc. If Advertisers and Liaisons can communicate absences and busy times of year it will also benefit this working relationship.

If an Advertiser does not hear from the assigned Liaison within two weeks of the Canvas Auction please advise the Rodeo and Chuckwagon Office. The purchaser information gathered from the Auction can vary from the individual that will be managing the wagon, incorrect contact information is sometimes transposed, etc. We are happy to help sort out any issues!

A liaison may not be able to initiate contact with their Advertiser before a significant deadline arises. **Advertisers should be aware that a 25% payment on each canvas purchase is required on or before Thursday, April 5, 2012.**

The Chuckwagon Committee also hosts a "Canvas School" in May. This presentation is for the benefit of both new and returning Advertisers and any Sub-Advertisers to ask questions, tour H Barn, learn about hosting opportunities and regulatory requirements, meet other Advertisers, etc. Invites will be sent by the Rodeo and Chuckwagon Office two to three weeks prior to the school but this information will also be conveyed through the Liaisons. Advertisers and Sub-Advertisers are welcome to bring their "contingent" (caterers, event planners or coordinators, potential Sub-Advertisers, etc.) so that all interested parties are equally educated!

It is preferred that all Advertisers utilize their respective Liaison as a primary resource throughout the year. These volunteers have many collective years of

experience with Advertisers and Rangeland Derby stakeholders and are further supported by the Chuckwagon Committee, as well as Stampede management and staff, as further resources. As the Rodeo and Chuckwagon Office staff also works with the Stampede Rodeo, and the Rodeo Committee, staff have double the workloads, deadlines and people to work with. Answers can sometimes be returned more quickly when communicated through the Liaisons who will also remain better equipped to deal with issues when fully involved with such issues from the first time they are raised by you.

At any time, if you are having difficulties communicating with your designated Liaison, please contact the Manager of the Chuckwagon Committee Advertiser and Liaison Operations Team, Tara Wesner, at twesner@hotmail.com or at (403) 509-6459.

SECTION ONE

This section should be reviewed by all Advertisers regardless of the duration of their canvas advertising (one to ten days). Any required forms referenced in this section can be found in Appendix B. A checklist of forms and their deadlines are provided in Appendix A for Advertisers' use.

Following the Canvas Auction, Advertisers will receive guidance from both the Rodeo and Chuckwagon Office, and the Chuckwagon Committee. Both are responsible for the planning and presentation of the Canvas Auction and GMC Rangeland Derby.

Canvas Auction Purchase

An Advertiser's primary purchase at the Canvas Auction is advertising rights upon a chuckwagon canvas for ten days at the Calgary Stampede. Guidelines for the creation of the canvas are outlined in a further section below while details of the purchase are outlined here.

The second piece of a canvas purchase is the privilege of establishing a corporate hosting program at H Barn for guests, vendors, co-workers, family, etc. This opportunity is optional for all Advertisers and, if pursued, is covered in Section Two.

The third part of the canvas purchase entitles the Advertiser to a number of other Chucks Access Passes. The accompanying chart outlines the items provided, quantity and the access allowed by each. Please note that not every type of pass enables full access to Stampede Park or the Chuckwagon Barns.

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, after 6:30 p.m. (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, following that time, unused 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.

Passes Based Upon Purchase Price

Chuckwagon VIP Passes are allotted to Advertisers in the following increments:

- **Up to \$99,999:** Five (5) passes provided; or
- **\$100,000 and Over:** Ten (10) passes provided.

Advertisers will receive 15 or 20 All Access and VIP Access 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.** Accordingly, 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 additional charge to the Advertiser.

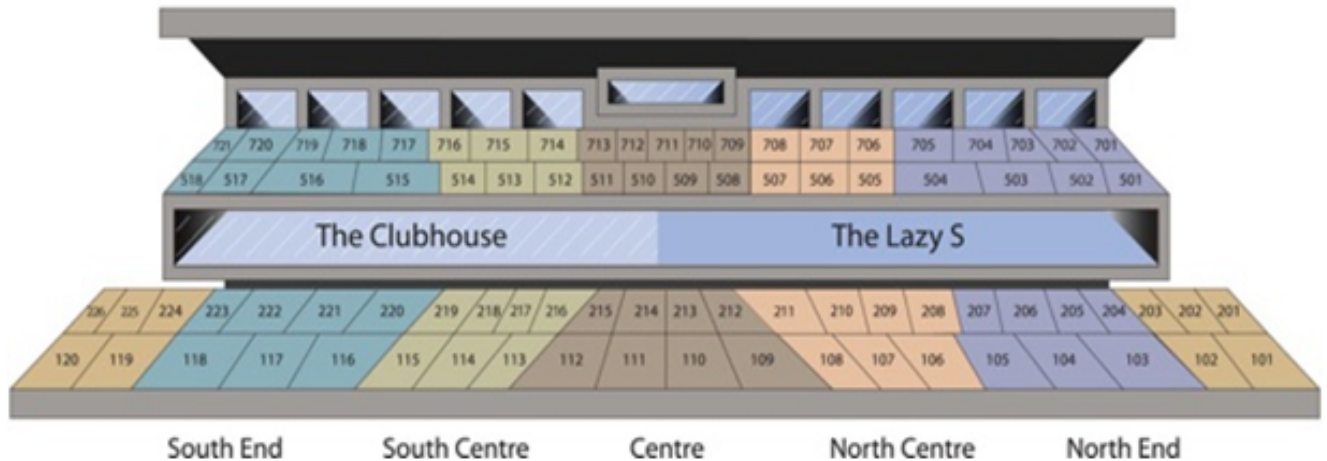
Advertisers can choose their pass options and make any required payments via the Advertiser's Perquisite Pass Form in Appendix B.

Tickets

There is a completely redesigned Chuckwagon Advertiser exclusive "All Access Pass" system that has been implemented in 2012 for Advertisers and their guests. This new system entitles Advertisers to a significantly increased number of Chucks All Access Passes and Chucks VIP Passes. Please see the letter sent out detailing this new program in Appendix D.

For guests receiving the no cost Chucks Barn Passes, tickets can be purchased daily “for standing room only” (but do not include gate admission). Standing room is on the tarmac in front of the Grandstand – a great place for watching the Chuckwagon races! These tickets cannot be purchased in advance of Stampede but are available from the Ticket Office at the Grandstand.

All other seating in the Grandstand is reserved and assigned. If additional tickets are sought by an Advertiser for purchase they can contact the Calgary Stampede Ticket Office at 403.269.9822. A map is included for reference.



As well, if an Advertiser is interested in Clubhouse seating, the Lazy S Club or Infield seating, more information and 2012 pricing details are available in Appendix D.

Sub-Advertiser Agreement

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 between different companies or organizations during the ten days of the Calgary Stampede, the Sub-Advertiser Agreement should be reviewed, its terms agreed upon, the form completed and the information forwarded to the Rodeo and Chuckwagon Office by **absolutely no later than May 15, 2012.**

Passing the Advertiser’s User Guide webpage link (or this electronic document) to the affiliated Sub-Advertiser(s) would be appreciated by the Committee. Sub-Advertisers must meet the same paperwork and contractual obligations outlined in this section and must have access to the information in this document. Each Advertiser AND Sub-Advertiser must have a single point of contact for dealing with the Rodeo and Chuckwagon Office; if questions are of a generic nature, it is the

responsibility of the primary Advertiser contact person to direct questions from each Sub-Advertiser to their Chuckwagon Committee Liaison.

Advertiser Itinerary & Deadlines

Between the Canvas Auction and the Stampede Ten Day Show, a number of forms must be completed and submitted to the Rodeo and Chuckwagon Office. Your Liaison can further explain these forms, if required, and should be relied upon to do so if Advertisers have questions. These forms provide integral information to the people writing the Stampede program, day sheets, daily scripting for announcers, and for media promoting Advertisers within the sport of chuckwagon racing. It is essential that the deadlines below be strictly adhered to so you maximize your advertising ROI. See Appendix A for a checklist that Advertisers can utilize for form submission and deadlines.

Form Name	Deadline	Comment
Advertiser Information Form	April 27, 2012	
Advertiser Perquisite Passes Form	June 1, 2012	
Day Name Form	June 1, 2012	
One Line Announcements Form	June 1, 2012	
Canvas Design(s) Form	June 1, 2012	
Preferred Parking Form	April 27, 2012	Optional
Sub-Advertiser Agreement	May 15, 2012	

All payments and forms should be submitted to the Stampede Rodeo and Chuckwagon Office, unless otherwise indicated on the form. Any required cheques can be made payable to the Calgary Stampede.

During the third week of June the Advertiser Package (applicable tickets, passes, etc.) will be couriered to the main contact person for each wagon (as identified on the Advertiser Information Form). Parking passes can be picked up separately from the Parking Department Office or, upon request by the Advertiser, passes can be included in this mail out.

Expect a slight delivery delay if an Advertiser mailing address is located outside of Calgary. **Please also note that if the initial and/or final payment for a canvas has not been received the Advertiser Package will be held by the Rodeo and Chuckwagon Office until the balance is delivered.**

Driver Availability

Advertisers are asked to coordinate with their drivers regarding promotional events beyond the Rangeland Derby. It is the hope and desire of the Chuckwagon Committee that a driver will review and accommodate such requests, however Advertisers should remember that drivers are professional athletes who are here to make a living, and a driver's foremost and primary responsibility and focus is his competition in the GMC Rangeland Derby. Monies earned during the ten days of the GMC Rangeland Derby can make or break a driver's year!

In addition, each driver has horses to exercise, train and care for, equipment to maintain and employees to manage. They have families to care for and spend time with, meals to share and they must also rest during the day. All of these activities occupy a great deal of time! Contrary to an Advertiser's corporate scheduling, a driver may not be able to accommodate all of your plans. However, communicating Advertiser expectations and plans, well in advance of Stampede (if possible), is critical, and imperative to maintaining a cooperative and mutually beneficial and rewarding relationship with your driver and his team members.

Additional Costs

Liaisons are often asked by Advertisers, "What other things are we required to do or pay for?" We trust that the information below will help to clarify any potential costs that could arise as an Advertiser.

Canvas design and production costs are additional expenses incurred by the respective Advertiser or Sub-Advertiser. Depending upon colour and design, an individual canvas can range between \$500-800. Details for creating a canvas are included later in this section, as are printing companies.

Any specific requests from a driver (i.e. Barn side BBQs, food or beverages, hay, "team" jackets or buckles, etc.) are entirely at the discretion and cost of the Advertiser. As well, a company may choose to support their driver throughout the remainder of their Chuckwagon season but please be aware that those arrangements are independent of the 2012 GMC Rangeland Derby canvas purchase.

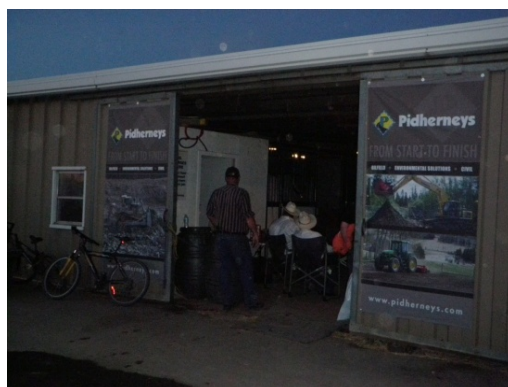
Marketing Opportunities

The Chuckwagon Committee is also frequently asked, "What other things can our company do to promote our brand?" Below are some ideas and information.

Décor

Advertisers can add décor to their driver's barn which can assist in further marketing their brand. Forms of décor may include:

- Flags or draping
- Signage at the end of your driver's shed row
- Incorporation of an Advertiser's colours
- Name plates for the horses



Note that some drivers already have stall décor. Advertisers should consult with their driver on this subject and any additional ideas before proceeding with marketing **within** the shed row area. The shed rows are the temporary home of our equine athletes, and drivers can be quite particular about what, if anything, will be permissible in this particular area. Think of the shed row area as an extension of a driver's personal home.

Chuckwagon drivers typically park their wagon near the end of their shed row. If racing under the same Advertiser canvas for ten days, an Advertiser receives automatic promotion as people circulate amongst H Barn, the shed rows and past parked wagons. For Sub-Advertisers, the canvas is usually affixed in the afternoon before the night's racing and is left upon the wagon into the next day. The visibility of canvases in the barn area is excellent exposure!

On-Park Promotion

Many Advertisers would like to promote their products while on Stampede Park. Depending upon the marketing concept (i.e. distributing “shwag” during the post Chuckwagon race parade), all promotions on Stampede Park beyond the Chuckwagon Barns must be submitted in writing to the Calgary Stampede by May 18th. These requests must be e-mailed or faxed to the Rodeo and Chuckwagon Office and should include the following details:

- Date(s) of execution for the concept
- Mechanism of employment
- Item, signage, etc. that will be utilized to promote the Advertiser

Please note that the Calgary Stampede has existing sponsorship contracts and that certain sponsors have exclusive rights that may curtail the promotions that some Chuckwagon Advertisers would like to pursue beyond the Chuckwagon Barns area. Advertiser requests will be reviewed and approved by June 1st.

Fluor Rope Square

Advertisers can apply to have their company promoted through a free pancake breakfast held at Rope Square at Olympic Plaza. This event is off-park and held over seven mornings during Stampede. Supplies and batter are provided, the Calgary Stampede Downtown Attractions Committee facilitates your involvement, and the event is free to guests, visitors and business people in the downtown core.

This event should be planned in conjunction with your driver as it will be their job to move their Chuckwagon to Rope Square (from the Chuckwagon Barns at Stampede Park to the downtown Olympic Plaza). It is a great experience for the driver to attend this function as they can interact with the public, educate people about the sport, etc.

Other than coordinating with the driver, the Advertiser must simply supply volunteers (cooks!). More information about Rope Square can be obtained at this link, including contact information for the Downtown Attractions Committee: <http://www.stampede-downtownattractions.com/>
Further information is also available in Appendix H.

Stampede Parade

Please note that in a significant change from past years, and unique to the 2012 Stampede Centennial Celebration, the Chuckwagon Committee is celebrating the Centennial, the 90th running of the Rangeland Derby, our Stampede alumni, and past champions. Some Advertisers may receive an exclusive invitation from the Chuckwagon Committee to participate in the 2012 Stampede Parade, which will be based solely upon the theme and final nature of the Chuckwagon Committee’s entry into the Parade.

Parking

Included in the Advertiser Package is one parking pass for free access to a designated lot in close proximity to Stampede Park. Upon receipt of the package, a map will be included with directions to such parking lot.

Reserved Parking

For a limited time, Chuckwagon Advertisers are offered parking in a reserved lot inside the Stampede Park entrance gates. If purchased, the following applies:

- Each person in the vehicle must have proper gate accreditation for park access (i.e. tickets).
- The parking permit is valid for all 10 days of Stampede and can be purchased as one of two options:
 - o An all inclusive 10 day permit; or,
 - o A bundle of 10 individual day permits.
- Advertisers can purchase a maximum of two (2) Reserved Parking Permits per day per wagon for the entire ten days of Stampede.

Unfortunately, we are unable to accommodate Sub-Advertisers for this offer.

If an Advertiser is interested in taking advantage of the Reserved Parking Lot offer, forms are available in Appendix B. The form, along with full payment, should be forwarded to the Calgary Stampede Parking Department. **The deadline for ordering this parking permit is April 27, 2012.**

Should you have any questions regarding the Reserved Parking Lot permit offer, please contact:

Stampede Parking Office
403.261.0153

or

Cheryle Greenhall, Parking Foreman
403.261.9107

Accreditation & Barn Access

A number of factors have influenced access to H Barn:

- **It is a working barn area.**
- There are hundreds of horses at the barn, most have intense personalities and can be unpredictable. Public safety is an issue for individual guests that do not have familiarity with, or "horse sense" so reduced public traffic is a necessity to maintain safe conditions for our guests. Unlike other barns on park with more "mellow" livestock, H Barn is not accessible to the general public.
- The animals and equipment found in the Chuckwagon Barns are invaluable; those visiting the Chuckwagon Barns area require management for liability

reasons. Even with controlled access and safety management, **Advertisers, their staff and guests must "maintain their heads on a swivel", always be aware of their surroundings, and watch for horses, wagons and various other vehicles, including ATVS and "people movers".**

- **Always obey and listen to the directions of Stampede and Committee safety personnel and riders.**
- The Calgary Fire Department Fire Marshal limits the number of guests who can visit H Barn each day, and these numbers are strictly regulated and enforced.

Barn access is monitored by Stampede Park Security on a 24 hour basis during the entirety of the Stampede. Guests to H Barn must be properly accredited with Chucks Barn Access passes upon their entry to either the Stable or the Fourth Furlong Gates; Passes **must** be worn and visible through the duration of their visit to the Chuckwagon Barns and/or Advertiser hosting area adjacent to H Barn.

Stampede Advertisers will require the following accreditation to enter Stampede Park and the Chuckwagon Barns before, during and after Stampede:

- Wednesday, July 4th: parking pass for barn access
- Thursday, July 5th: parking pass and, if visiting the barn beyond 4 p.m., a barn access pass must be worn
- July 6-15th: parking pass, gate admission and barn access pass
- July 16th: no parking pass or accreditation required

In keeping with gate entry requirements, anyone over the age of six must have proper accreditation for barn access through the Fourth Furlong and Stables gates.

Advertisers will have vehicle access privileges to H Barn to drop off daily supplies for their wagon and/or hosting outfits. Vehicles displaying the appropriate Delivery Pass are permitted to access the barn area between the follow times, and no parking will be permitted outside these times:

- between 8-10:30 a.m.
- between 2-4:30 p.m.
- 12 (midnight) to 12:30 a.m.

For operational and safety reasons, any vehicles left in the Chuckwagon Barns area outside of these hours will be towed at the owner's expense.

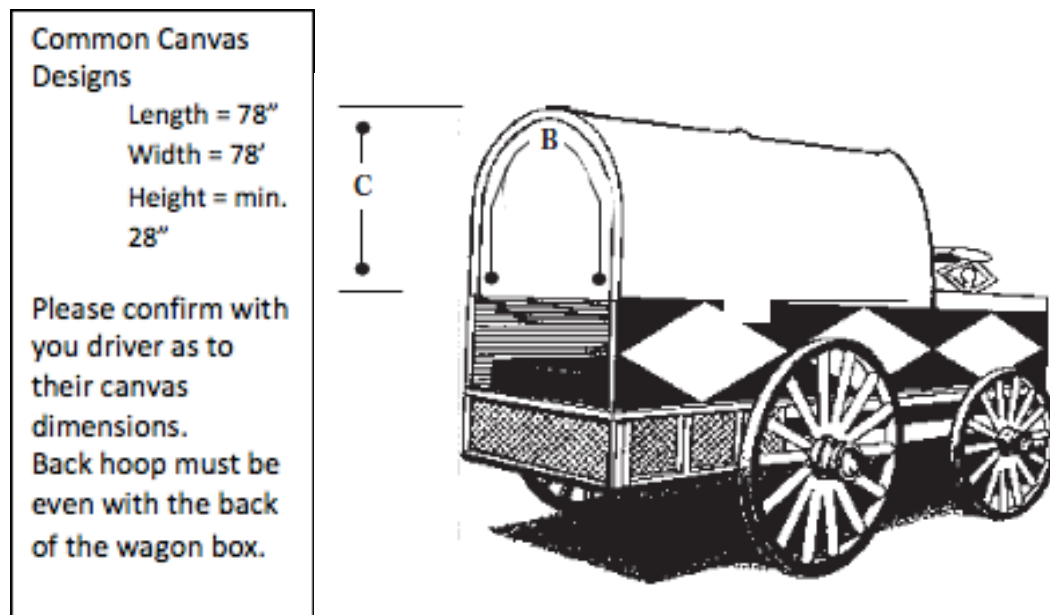
Canvas Design Rules

1. Canvas designs must be in good taste and will be subject to approval by Stampede officials. A sketch, photograph or digital drawing of all canvases run by each wagon during the ten days of the Rangeland Derby must be submitted to the Rodeo and Chuckwagon Office by June 8, 2012 for approval. Each Advertiser will be notified of approval on all canvases.

2. The driver's name must appear on BOTH sides of the lower FRONT corner of each canvas.
3. An Advertiser shall be responsible for the cost of:
 - a. All canvas design and sign work.
 - b. Any special paint scheme on the wagon – with permission of the driver.
 - c. The production of the canvas.
4. All Advertisers' sign work shall be restricted to the wagon canvas – no corporate signage or messaging will be permitted on the wagon box, running gear or equipment.
5. Should an Advertiser choose to attach any interchangeable Advertiser messaging on a common canvas, it must be no bigger than 1x3 feet and is required to be attached by Velcro along the entire perimeter.
6. There will be two GMC sponsorship decals placed on the wagon box – one on each side near the back. These decals will be provided by the Calgary Stampede and attached by the Chuckwagon Committee.
7. All tarps must be delivered to the drivers by 12:00 noon, July 6, 2012.

Canvas Dimensions

First, an Advertiser must contact their driver to get exact dimensions of the wagon and a typical canvas. The common dimensions are provided on the sketch below:



Second, the design must be submitted to the Rodeo and Chuckwagon Office by June 8, 2012, using the form in Appendix B or via jpeg or pdf format. Please review the Canvas Design Rules carefully.

Canvas Production

You may produce your canvas wherever you wish. Below are contact and companies for canvas producers and supplies:

Autographics – Pam
403.255.5988

Calgary Tent & Awning – Marty
403.273.8368

Calgary Stampede Sign Shop – Marc
403.261.9311

Integrity Signs - Cam
403.250.1200

SECTION TWO

By reviewing Section Two, you are considering or planning to host guests, provide food & beverage service, etc. before and/or after the Chuckwagon races during the Calgary Stampede.

H Barn is the primary hosting space for Advertisers during Stampede. Please understand that this area is governed by a number of city, provincial and federal regulators who are summarized below for your information:

Regulator	Governance
Alberta Gaming & Liquor Commission	Liquor licensing and distribution control
Alberta Health Services	Food preparation, distribution & storage and hygiene related applications
Calgary Exhibition & Stampede	Basic services (water, washrooms, etc.), overall AHS application & ensures compliance with regulations
Calgary Fire Department Fire Marshal	Canopies, fire extinguishers, cooking devices, fireworks and the firework hot zone
Occupational Health & Safety	"People movers" and vehicles

Additions to Itinerary & Deadlines

In choosing to host at H Barn there are additional deadlines and forms which must be adhered to and submitted. They include:

Form Name	Deadline	Comment
Acknowledgement of Hosting	May 11, 2012	
Acknowledgement of Liquor Services Responsibilities	June 1, 2012	
Alberta Health Services Participant Application Form for Special Events & Trade Shows	June 1, 2012	Submit directly to Rodeo and Chuckwagon Office
Buy/Sell Agreement & Donation Form	June 22, 2012	Applicable only if alcohol is donated
H Barn Liquor Outlet Order Form (including credit card authorization)	June 22, 2012	
Hosting Space Request Form	May 11, 2012	

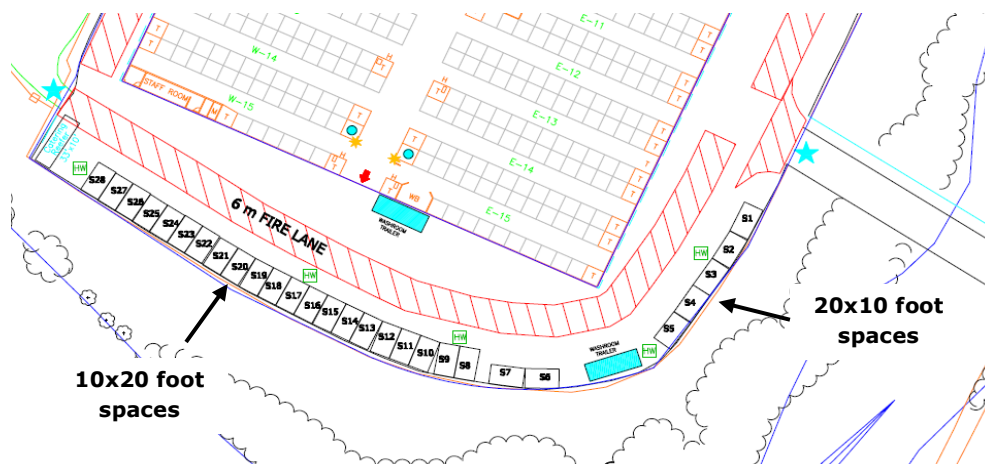
Advertiser Hosting

Advertisers are welcome to host guests in allotted spaces defined on the Aerial Map of Hosting Spaces in Appendix F. The event planning and execution process has been influenced by park construction, expansion, regulatory awareness and policies being applied to the Chuckwagon Barns area. It is the individual Advertiser's responsibility to comply with regulations and requirements; Liaisons can assist greatly in this area!

Advertisers are welcome to utilize the caterers and food options of their choice, as long as the provider is licensed by Alberta Health Services. The Calgary Stampede also provides catering service and a Catering Menu is available in Appendix E. **Advertisers are responsible for allocating their barn access passes to delivery staff (if applicable) and their serving staff on a daily basis.**

Hosting spaces are allocated upon request by a form found in Appendix C. Spaces are 10x20 feet in dimension and are allocated in two orientations:

- 10 feet along the fence line perimeter with 20 feet in length. There are approximately 25 spaces with these dimensions and they are the more common assignment to advertisers.
- 20 feet along the fence line with 10 feet in length. There are 6-8 of these spaces, depending upon the year.



Hosting spaces are situated in this manner to allow for traffic flow around the southeast corner of the barn, but to also accommodate a required fire lane. Each hosting space will be bordered with a chain link fence and a water filled, immovable safety barricade. There is no border or buffer between neighbouring hosting spaces.



3-prong, 110 watt power service, as well as water, are available in the hosting area. Advertisers are responsible for any power cords required in the space, as well as their security. Duct tape should be brought and used to reduce potential tripping hazards! Advertisers should also bring lighting for the evenings – Christmas lights, lanterns, battery operated candles, etc. are acceptable but any open flame is not!

Garbage and recycling barrels are provided and emptied by Stampede staff. Washrooms, including accessible stalls, are available within the Barns for all guests and Advertisers.

Canopies are permitted in each space and can fall under one of three sizes:

- If the hosting space is 10x20 feet a canopy cannot exceed 10x15 feet – **the canopy MUST fit within the designated hosting space without encroachment upon the fire lane.** As per Calgary Fire Department information listed later in this document, the cooking apparatus and canopy “roof” must be offset by a metre of air space. A canopy 20 feet in length cannot be permitted as it will encroach upon the fire lane around the barn.
- If sharing or combining hosting spaces (therefore creating a 20x20 or 10x40 foot space), a 10x20 foot canopy will be allowed but the designated offsets must still be followed for cooking, public movement, etc.
- A 10x10 foot canopy is a very typical size used by advertisers.

Advertisers must ensure canopy stability should inclement weather become an issue. As the hosting space is atop concrete, nails and pegs should **not** be used to anchor canopies to the ground. A variety of other items can be used – bungees, weights, concrete blocks, hay bales, etc.

If hay bales are chosen as an anchor, or even as seating for guests, it MUST be fire proofed as per the following directive:

http://www.calgary.ca/CSPS/Fire/Documents/straw_or_hay_bales_for_public_display.pdf

These particular bales can be sourced through Sheena at Blazing Saddle Western Display at 403.216.2202 or sales@blazingsaddle.ca.

Two BBQs or grills are typically used per hosting space for cooking but their use, fire safety, offsets, etc. are covered under further sections and references of this manual. As a minimum and without exception, your cooking apparatus **must** be positioned **against** the frost-wire fence to ensure that:

- The fire lane around the barn will not be impeded.
- A one metre buffer will be maintained between the cooking apparatus and public access.
- Additional/potential fire hazards are not introduced to the barn area.
- Access to and from the hosting areas is not impeded.

Issues in previous years have necessitated BBQ size restrictions as well. Tow-behind or custom built BBQs **must have dimensions forwarded to your Liaison for review by the Chuckwagon Committee. Approval must be issued by the Chuckwagon Committee for use.** If too large to accommodate the required spacing off-sets and hosting space dimensions, the BBQ cannot be utilized and will not be permitted to enter Stampede Park.

Move-in & Set-up of Hosting Spaces

Thirty-six chuckwagon drivers will be moving equipment, wagons, feed, horses, etc. into the Chuckwagon Barn area from July 2-5; space in and around the barns is very limited! For your benefit, the Rodeo and Chuckwagon Office has re-arranged the driver move-in schedule so as to lessen traffic congestion. **From noon until 4:30 p.m. on July 4th is considered the Advertiser move-in and set-up period.** To access the Chuckwagon Barns area, you must have your parking pass.

Advertisers must **avoid** move-in/large deliveries (i.e. party rentals setting up canopies) on July 5th when traffic volumes at the barn are at its peak. Final set-up of the hosting space can be completed and food deliveries can be made on the 6th.

If vehicles are parked at H Barn it should be between the hours listed on the parking pass. Vehicles should be parked in a manner that allows for traffic flow around H Barn.

For Advertisers and their respective Sub-Advertisers, attempts should be made to share resources in the hosting space (i.e. BBQs, tables, etc.). Due to the volume of traffic in the barn area on a typical day, the move out/in of new or different equipment is logistically difficult as the barn, drivers, staff, etc. keep a unique schedule. Parties included under one canvas should consider cost sharing of resources and avoid the movement of large items during the ten days of Stampede. A preview of the barn area can be arranged for caterers, if necessary, so as to assist with hosting, planning, etc.

Barn Etiquette & Safety

It is important for Advertisers and guests to remember that, before and during the Calgary Stampede, the barn area is the living and training quarters for the chuckwagon families, their horses and staff.

The track area around the barns is particularly busy (and dangerous) before and after race time. It is each Advertiser's responsibility to ensure that they, their staff and their guests adhere to the itinerary established and follow the rules related to the barn area:

1. Prior to the commencement of the nightly Rangeland Derby, BBQs must be turned off by 6:30 p.m. Hosting spaces and the guests within them must be clear of the barns area by 7 p.m.
2. BBQs, including their set-up, are not to resume until at least thirty minutes after the end of the last heat each evening.
3. All BBQ areas must have a fire extinguisher.
4. Last call is 11:00 p.m. and alcohol service must conclude at 11:30 p.m. In keeping with the AGLC designations, the barn area is cleared at midnight.
5. No amplified music is permitted in the barn area.
6. Advertisers should make the effort to avoid using glass bottles (cups or cans are better options for a barn environment).
7. Each Advertiser will receive one barn delivery pass for the duration of the Stampede and are restricted to access for delivery of supplies and equipment. The pass does not include parking. Any vehicles found in the barn area outside of the noted hours will be towed.
8. Smoking is not permitted in the hosting area. Designated areas are outside the exterior walls of the barn - safe distance notices are posted and should be observed.
9. Guests should be advised to dress for the weather. Footwear should be appropriate for a barn environment!

Guest Movement

H Barn is neither a structure nor an area highlighted on Stampede maps, programs or signage as it isn't publicly accessible to all during the ten days of Stampede. Directing guests towards this area can be a challenge but an aerial map has been provided in Appendix G for your distribution and use.

Guests reach H Barn on foot or via the Chuckwagon Committee shuttle service (15 passenger van). The van stages from the 5A Street Gate on the north side of the park, runs past the Rodeo Gate and Rodeo and Chuckwagon Office for pick-ups, and then delivers guests to H Barn.

Near the end of each night, access to Stable Gate, its surrounding area and exit from the barn area (to the north) is prohibited as the Calgary Fire Department designates a "hot zone" for the Evening Show fireworks. This zone is highlighted

on the map. Guests departing the barn cannot access Stable Gate beyond ~ 10:15 p.m.; note that the time can vary each evening.

If on foot, guests can be directed to the Fourth Furlong Gate and can exit via the grandstand area. Taxis shuttles and the C-Train are accessible at the Erlton/Stampede LRT stop.

At the end of the night, the Chuckwagon Committee shuttles can transport guests from the barn to the 25th Street Gate off Spiller Road where a taxi stand is also located. **This gate is solely an exit – guests cannot access it for barn entry.**

Due to the hot zone restrictions, in addition to heavy traffic volume beyond the park, the shuttle does not access the north side of Stampede Park.

Occupational Health & Safety (OH&S)

The OH&S governs vehicle usage by staff, Advertisers, drivers, volunteers, etc. while on Stampede Park. The applicable directive prepared by the Stampede which best summarizes the OH&S doctrines is found attached in Appendix F.

Alberta Gaming & Liquor Commission (AGLC)

The AGLC has licensed the area surrounding H Barn under the Calgary Stampede's liquor license. However, as H Barn is considered a **working barn** and holds the appropriate building permits for these activities, the parameters of the AGLC license do not allow for any licensed areas within the barn. So, to remain compliant with the Alberta liquor licensing laws, Advertisers are not permitted to serve or distribute alcohol within the barn.

For your reference, the liquor license number is 601048 and the holder of the license is the Calgary Exhibition & Stampede.

The entire designated hosting area allows for mobility of guests but, as with any licensed area, open liquor is not permitted to leave the boundaries. Liquor must be left at the Stable or 4th Furlong Gates. As well, any barn tours pre-arranged with drivers must be alcohol free. Minors can be present in the hosting area but consumption by a minor will not be tolerated.

A key element of the AGLC license is the license holder requirement to be the liquor "provider" for all H Barn hosting.

The "H Barn Liquor Outlet" will be available exclusively to advertiser for their Stampede hosting requirements. Hours of operations will be:

- July 5-15th: 2:30 to 10:30 p.m.
- July 16th: 10:00 a.m. to 2:00 p.m.

Please note that the outlet will not be open for Sneak-a-Peek (Thursday, July 4th). Pre-hosting cannot be accommodated unless alcohol is not served.



A product list, pricing and a liquor order form can be found in Appendix C; note that products or specific product brands not on the list can be requested. An estimated volume of product should be submitted for June 8, 2012, though an official order should follow by the end of June. Credit card information must be included and will be processed for payment. An authorization will be kept on file during Stampede in the event product replacement is required or product refunds need to be made.

Advertisers with existing liquor agreements (contra, supply agreements, etc.) will be accommodated under the liquor license at no cost. Product will be managed by Stampede through the Buy/Sell Agreement under the following conditions:

- Donated product must be accompanied by an AGLC Buy/Sell Agreement (Appendix C).
- A listing of donated liquor must be provided to Calgary Stampede by June 22, 2012, to ensure there is adequate storage.
- Donated liquor must be delivered to the Stampede Backstretch on the west side of H Barn. Deliveries can be made between 9 a.m. and 3 p.m. on July 5th with additional delivery dates on July 11th and July 15th between 11 am - 2 pm.
- Contact Megan @ 403.261.9370 or mwihlidal@calgarystampede.com to confirm delivery time, supplier name (for vehicle access arrangements) and volumes.
- The liquor will be available to you from the Liquor Outlet between 2:30 pm -10 pm daily.

Stampede's liquor license requires each hosting space to have serving staff with Pro-Serve certification. A member of your hosting team must have or acquire the AGLC Pro Serve certification, which can be obtained via:

ProServe Liquor Staff Training

50 Corriveau Ave.

St. Albert, Alberta T8N 3T5

Telephone: (780) 436-6335 or TOLL FREE: 1-877-436-6336

Fax: (780) 447-7550

Website: www.proserve.aglc.ca

Email: info@proserve.aglc.ca

Although various Stampede staff and Chuckwagon Committee volunteers have Pro-Serve certification, **Advertisers are solely responsible, both from a legal and ethical perspective**, for responsible alcohol management in relation to their guests. It is a mandatory requirement that Advertisers have at least one individual at their hosting space with this certification at all times so as to reduce potential liability which arises from hosting and alcohol service. This course is available online for \$25.00.

Alberta Health Services (AHS)

The Calgary Stampede is licensed by AHS for the overall hosting venue of H Barn and oversees jointly shared washrooms, water service to hosting spaces, sinks and dish washing facilities.

Each Advertiser must apply for a "Special Event and Tradeshow License" through the AHS as it applies to their individual hosting space. To do so, Advertisers should review and/or complete the following documents:

- The *Environmental Public Health Temporary Food Establishment (Vendor) Notification* forms should be filled out. This form has been started and is tailored with information on services provided by the Calgary Stampede.
- The *Special Events & Trade Shows Temporary Food Service Establishment Vendor Package* is a document which provides assistance for the Vendor Notification form.

The form is tailored to the uniqueness of the H Barn hosting area and portions of it are already filled out so as to be consistent amongst all advertisers. Please also be aware of or apply the following:

- There will be hand washing stations for the general public in the H Barn area but all hosting spaces must include a temporary hand wash station supplied by the advertiser(s).
 - o The application will likely fall under the "other" space on the hand washing section.
- The Calgary Stampede will provide triple sinks for utensil washing. These will be distributed amongst the hosting spaces for all advertisers to use and will have hot and cold water service.
- Please fill out all appropriate spaces.

All forms and information are found in Appendix C.

If a Sub-Advertiser Agreement has been executed, each Advertiser and Sub-Advertiser planning to host must complete a separate application. It is important for all parties to communicate with one another regarding the application so information submitted to the regulators remains consistent.

It is critical that your Hosting Space Request Form be submitted to the Rodeo and Chuckwagon Office by May 11, 2012. This form enables the Committee time to process requests, assign hosting spaces and notify Advertisers so they can in turn communicate this information to their Stampede guests. Allotment of the hosting space will also influence how an advertiser fills in their aforementioned AHS application; a base schematic will be provided to each advertiser which must be included in the AHS application. This base layout will be forwarded in late May alongside a map outlining an advertiser's hosting space.

If an Advertiser wishes to share space, caterers and/or neighbour another advertiser, please request this information on the form and follow up through your liaison. The Committee will do its best to consider these requests and may contact you directly with any logistical issues or questions. To maintain equality amongst those hosting, the Committee will not consider specific requests by Advertisers for specific hosting spaces.

It is the goal of the Committee to provide the H Barn Hosting Key to Advertisers by the end of May. Knowing the placement of your hosting space will allow for greater ease in completing the above mentioned Vendor Notification form.

Otherwise, all AHS forms MUST be returned to the Calgary Stampede via the Rodeo and Chuckwagon Office. As the overall event organizer the Stampede will submit all forms to AHS on the Advertiser's behalf. This batch submission will allow AHS sufficient review time. Advertisers and Sub-Advertisers who do not submit this application will be prohibited from preparing, handling, and serving food to their guests during Stampede.

While the date and time will be scheduled closer to Stampede, inspections by AHS and CFD prior to & during Stampede will be conducted. These separate inspections will assess compliance with regulations outlined in this document. Written feedback, if applicable, is provided directly to the respective advertiser and dates for rectification are provided. On the spot enforcement may be imposed if deemed necessary.

AHS also ensures that cooking/catering staff hold the appropriate Food Safety Course certification (this provincial credential is valid for three years once the course is taken). If advertisers have staff in need of this course, Stampede will be hosting several Food Safety Courses in late June and early July. Further information will be posted regarding these courses, dates, times and venue.

Calgary Fire Department Fire Marshal

The Calgary Stampede and Calgary Fire Department (CFD) Fire Marshal negotiated a number of terms that have allowed for hosting at H Barn. The Operational Directive from the CFD Fire Marshal requires that:

- Canopies used for cooking must be CAN/ULC-S109-M Flame Resistant certified. A number of companies are suggested on the next page as sources for flame resistant canopies.
- Canopies must be cleaned prior to their set up.
- A one metre clearance must be maintained between the cooking appliance and the ceiling of the canopy.
- A maximum of two cooking appliances (that may produce grease laden vapours) are permitted per 3x3m of canopy space.
- A one metre clearance between a cooking appliance and movement of the public must be maintained.

Additional steps to ensure safety in the hosting area have been initiated by the Calgary Stampede. These include:

- All cooking appliances will have self-contained and secured fuel sources (i.e. BBQ's with attached or internal storage of propane bottles).
- Under NO circumstances will propane bottles greater than 40 lbs. be allowed in the advertiser hosting area.
- Fire extinguishers with a minimum rating of 2A-10BC will be required in each hosting area.
- Fire regulations also prohibit cooking appliances from operating within 3m of a building. This policy limits the hosting spaces on the north side of H Barn. These north spaces can accommodate groups with cold food service or groups hosting with fully prepared food service requiring only warming trays (i.e. no cooking of product).
- Canopies may utilize ONE wall for cover, privacy, wind block, etc.

Canopy Information

The CFD Operational Directive from August 2010 requires that canopies be CAN/ULC-S109-M Flame Resistant Certified. The three Calgary companies listed below were contacted by Stampede in 2011 and can meet the designated canopy restrictions:

Sprung's Western Tent & Awning

Website: www.westerntent.com

Phone: 403.245.3371

TOLL FREE: 1.800.661.1163

Fax: 403.229.1980

Email: Chris Hogan, chris.hogan@westerntent.com

Cell: 403.471.2655

Calgary Tent & Awning

Website: www.calgarytent.com

Phone: 403.273.8368

TOLL FREE: 1.888.855.8368

Fax: 403.248.7482

Email: Kerry Egan, Kerry@calgarytent.com or Marty Way, Marty@calgarytent.com

Sunset Awnings, Canopies & Signs

Phone: 403.243.6993

Fax: 403.243.7699

Email: Glenn, sunsetawnings@telus.net

Advertisers uncertain of the requirements can contact the Calgary Fire Department Fire Prevention Bureau directly at 403.243.9947 or:
<http://www.calgary.ca/CSPS/Fire/Pages/home.aspx?redirect=/fire>

Appendix A - Summary of Forms

This is a summary and checklist of forms required for all advertisers.

Name of Form	Required or Optional?	Deadline	Check if Submitted
Advertiser Information Form	Required	April 27, 2012	
Advertiser Perquisite Passes Form	Required	June 1, 2012	
Canvas Design(s) Form	Required	June 1, 2012	
Day Names Form	Required	June 1, 2012	
One Line Announcements Form	Required	June 1, 2012	
Preferred Parking Form	Optional	April 27, 2012	
Sub-Advertiser Agreement	If Applicable	May 15, 2012	

This is a summary and checklist of forms required for Advertisers choosing to host corporate parties in any size or capacity at H Barn:

Name of Form	Required or Optional?	Deadline	Check if Submitted
Acknowledgement of Hosting Form	Required	May 11, 2012	
Acknowledgement of Liquor Services Responsibility Form	Required	June 1, 2012	
Alberta Health Services Temporary Vendor Notification	Required	June 1, 2012	
Barn Hosting Request Form	Required	May 11, 2012	
Buy/Sell Liquor Donation Form	Required	June 22, 2012	
H Barn Liquor Order Form	Required	June 22, 2012	

Appendix B - Required Forms for Advertisers

Advertiser Information Form

Driver: _____

Company Name: _____

Contact Person: _____

Email Address: _____

Mailing Address: _____

Phone Number: _____

Fax Number: _____

Mail, fax or email this two page form on or before April 27, 2012, to:
Rodeo & Chuckwagon Office
Calgary Stampede
Box 1060, Station M
Calgary, AB T2P 2K8
Fax: 403.261.0208
chuckwagons@calgarystampede.com

Advertiser Perquisite Pass Form

Driver: _____

Please use the following form to allocate the amount of each type of ticket you would like for your guests. For more information on the new All Access Pass Structure please see appendix D. **Please note that the total amount of passes requested cannot exceed 40 per night or 400 for the 10 days.**

Ticket Type	If Wagon Purchase Price is < \$99,999	If Wagon Purchase Price is > \$100,00
All Access Pass	10	10
Included VIP Pass	5	10
Additional VIP Pass (\$30 each)		
Barn Access Pass		
Total Passes Per Night	40	40

Contact Name: _____

Phone Number: _____

Signature

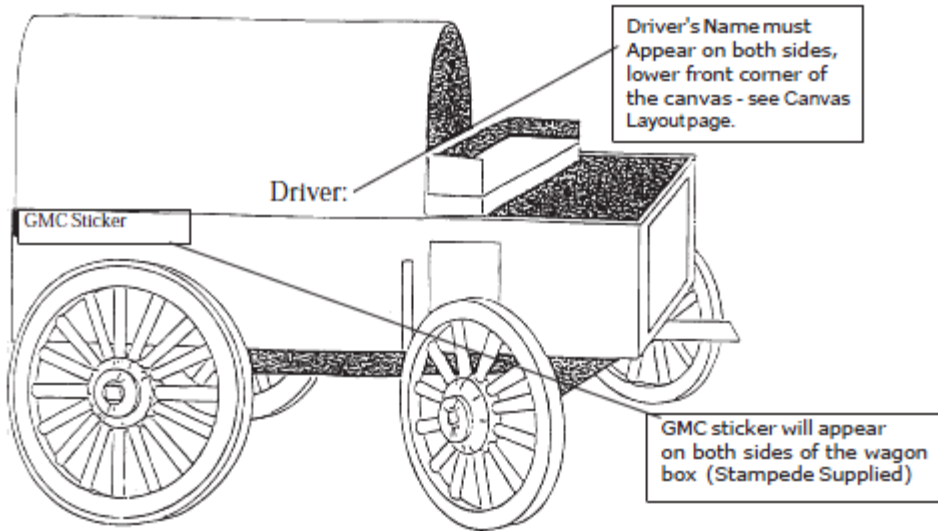
Date

Mail, fax or email this form on or before June 1, 2012, to:
Rodeo & Chuckwagon Office
Calgary Stampede
Box 1060, Station M
Calgary, AB T2P 2K8
Fax: 403.261.0208
chuckwagons@calgarystampede.com

Canvas Design Form

PLEASE COPY & FILL OUT ONE FORM PER TARP!

A sketch, photography or an electronic file (jpeg or pdf) of EACH tarp must be submitted.



Please describe the tarp colour scheme: _____

Please describe the box colour scheme: _____

If Sub-Advertiser(s) will be utilizing a different canvas on certain nights, as a courtesy, please provide your driver with a schedule of nightly canvas changes. **Mail, fax or email this form on or before June 1, 2012, to:**

Rodeo & Chuckwagon Office

Calgary Stampede

Box 1060, Station M

Calgary, AB T2P 2K8

Fax: 403.261.0208

chuckwagons@calgarystampede.com

Canvas Layout Form Continued

Alternatively, a pdf or jpeg file or photo of the canvas design can be emailed to the Rodeo & Chuckwagon Office via the email address below.

Driver Name
Driver Name

Mail, fax or email this form on or before June 1, 2012, to:
Rodeo & Chuckwagon Office
Calgary Stampede
Box 1060, Station M
Calgary, AB T2P 2K8
Fax: 403.261.0208
chuckwagons@calgarystampede.com

Day Names Form

Driver: _____

To ensure your organization(s) is/are introduced in the manner you wish, please assist us in providing the Advertiser(s) name by the correct date. This is designed to recognize the correct Advertiser daily in the Day Sheets, on the website and in official media results.

Day 1	
Day 2	
Day 3	
Day 4	
Day 5	
Day 6	
Day 7	
Day 8	
Day 9	
Day 10	

Mail, fax or email this form on or before June 1, 2012, to:

Rodeo & Chuckwagon Office

Calgary Stampede

Box 1060, Station M

Calgary, AB T2P 2K8

Fax: 403.261.0208

chuckwagons@calgarystampede.com

One Line Announcements Form

Driver: _____

This form and the information provided is used by the announcer during race introductions. Please limit your one liner to no more than 200 characters.

Example: ABC Company Ltd., Canada's largest supplier of widgets to the petroleum industry.

Day 1	
Day 2	
Day 3	
Day 4	
Day 5	
Day 6	
Day 7	
Day 8	
Day 9	
Day 10	

Mail, fax or email this form on or before June 1, 2012, to:
Rodeo & Chuckwagon Office
Calgary Stampede
Box 1060, Station M
Calgary, AB T2P 2K8
Fax: 403.261.0208
chuckwagons@calgarystampede.com

Preferred Parking Lot Permit Order Form

Company Name: _____

Contact Person: _____

Email Address: _____

Mailing Address: _____

Phone Number: _____

Fax Number: _____

Parking stalls are in high demand so orders will be filled on a **first come, first serviced** basis as received by the Calgary Stampede Parking Department. An order chart is included on page two while the Stampede Park parking map is on page three for more details.

Note that the On-Park Preferred Parking Pass is only available until April 27, 2012. This particular pass is not offered to Sub-Advertisers.

All other lots (in black text on the page 2 chart) are available to Advertisers and Sub-Advertisers at the prices listed. There is no limit to the number of passes an Advertiser or Sub-Advertiser may purchase.

Payment must be included with your order. Please make cheques payable to the Calgary Stampede.

Parking Lot Pass Order Form - Continued

Pass Type	# of 1 Day Passes	10 Day Pass		Price per Pass		Total Remittance
On-Park Preferred Pass (MAXIMUM 2 passes/advertiser)	2		X	\$65.00/day or \$650.00/10 day	=	Must order/pay by April 27, 2012
Lot 2 Pass	Not available		X	\$650.00	=	
Lot 10/11 Pass			X	\$55.00/day or \$550.00/10 day	=	
Lot 11A		Not available	X	\$55.00/day	=	
Casino Parking			X	\$55.00/day or \$550.00/10 day	=	
Lot 15			X	\$50.00/day or \$500.00/10 day	=	
Lot 18			X	\$50.00/day or \$500.00/10 day	=	
Saddledome A			X	\$60.00/day Or \$600.00/10 day	=	

Mail this form and payment on or before April 27, 2012, to:

Mailing Address:
 Calgary Stampede
 Parking Department
 Box 1060, Station "M"
 Calgary, AB T2P 2K8

Courier Address:
 Calgary Stampede
 Parking Department
 1410 Olympic Way S.E.
 Calgary, AB T2G 2W1

EXCLUSIVE RESERVED PARKING PACKAGES

Make the most of your time at this year's Centennial Stampede with a Reserved Parking Package and a guaranteed spot for all 10 days!



PARKING PACKAGE RATE

*Prices include GST. *Parking permits do not include gate admission.

2 Lot 2

Ten Day Pass Rate \$650 | Single Day Pass Rate N/A

10 11 Lot 10/11

Ten Day Pass Rate \$550 | Single Day Pass Rate \$55

11A Lot 11A

Ten Day Pass Rate N/A | Single Day Pass Rate \$55

C Casino Parking

Ten Day Pass Rate \$550 | Single Day Pass Rate \$55

15 Lot 15

Ten Day Pass Rate \$500 | Single Day Pass Rate \$50

18 Lot 18

Ten Day Pass Rate \$500 | Single Day Pass Rate \$50

A Saddledome A

Ten Day Pass Rate \$600 | Single Day Pass Rate \$60

Ten Day packages on sale March 1, 2012

Single and Multi-day passes on sale April 1, 2012

Order deadline is June 29, 2012

With your Parking Package you will receive:

- Guaranteed spot in your selected lot regardless of what time you arrive
- Re-entry privileges to the lot at no additional cost for your selected day
- Free battery boosting service
- Manned parking lots and 24 hour park protection officers on duty

For more information

please contact Parking 403.261.0153
or StampedeParking@calgarystampede.com



All revenue generated by our non-for-profit organization goes back into the community through our programming and facilities to benefit all Calgarians. For more information, please call 403.261.0101. Thank you for supporting The Calgary Stampede

Calgary Stampede GMC Rangeland Derby - Sub-Advertiser Agreement

Please fill out one form for each Sub-Advertiser. Sub-Advertisers are not eligible for Preferred Parking.

Contact Information	Advertiser	Sub-Advertiser
Driver Name		
Company Name		
Contact Person		
Mailing Address		
Email Address		
Phone Number		
Fax Number		

The Sub-Advertiser should clearly mark an "x" on each day they will be assuming:

Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8	Day 9	Day 10
July 6	July 7	July 8	July 9	July 10	July 11	July 12	July 13	July 14	July 15

The Sub-Advertiser is entitled to a maximum:

- Forty guest passes, comprised of a combination of VIP Access Passes, Barn Passes and/or the allotment of the primary Advertiser's 10 All Access Passes, which will be distributed by the Advertiser.
- One off-park parking pass for a designated lot.

I, _____

for Advertiser _____

do hereby agree that the above days are owned by the designated Sub-Advertiser.

Signature

I, _____

for Sub-Advertiser _____

do hereby agree to the above days & will abide by the Canvas Auction Rules of the Calgary Stampede GMC Range-land Derby.

Signature

Calgary Stampede Use:	Approved on:	Approved by:
Notes:		

Mail, fax or email this form on or before June 1, 2012, to:
Rodeo & Chuckwagon Office
Calgary Stampede
Box 1060, Station M
Calgary, AB T2P 2K8
Fax: 403.261.0208
chuckwagons@calgarystampede.com

Appendix C - Required Forms for Hosting

Acknowledgement of Advertiser Hosting Responsibilities

Driver Name: _____

Company Name: _____

Contact Person: _____

Please initial below to indicate that you have read and understand your hosting responsibilities and will ensure your caterers/serving staff are also aware of this information.

Initial Below

I UNDERSTAND AND ACKNOWLEDGE that my vehicle may be towed if parked in the hosting area or other non-designated areas beyond specified times on the parking pass.

I UNDERSTAND AND ACKNOWLEDGE that my canopy must be fire retardant with a certified tag.

I UNDERSTAND AND ACKNOWLEDGE that my canopy cannot be larger than 10x15 feet and cannot exceed the size of my hosting area.

I UNDERSTAND AND ACKNOWLEDGE that under no circumstances may cooking occur beneath the canopy.

I UNDERSTAND AND ACKNOWLEDGE that my BBQ must be located along the fence line and that size restrictions apply to my BBQ.

I HAVE READ AND UNDERSTAND the regulations for Alberta Health Services, safety and fire.

I UNDERSTAND AND ACKNOWLEDGE that amplified music is not permitted in the hosting area.

I UNDERSTAND AND ACKNOWLEDGE that BBQs must be turned off at 6:30 p.m. and that guests must vacate the hosting space by 7:00 p.m. nightly.

I UNDERSTAND AND ACKNOWLEDGE that alcohol will not be served past midnight and that guests must vacate the hosting space at or before this time.

I UNDERSTAND AND ACKNOWLEDGE that these rules and regulations are for the security and safety of the drivers, equine athletes, Advertisers, guests and the general public.

I understand that I am responsible for myself, my guests, catering/serving staff and their actions, and that failure to follow all posted rules and regulations, including but not limited to the specific rules and regulations set out herein may result in enforcement and/or prosecution by outside regulatory agencies beyond the control of the Calgary Stampede, by Stampede Park security and/or designated Stampede officials or the Chuckwagon Committee, and may specifically result in the loss of access privileges, and/or the ability to further host guests in the Chuckwagon Barns area, specifically including the Chuckwagon Barns Hosting Area.

Signature

Date

Mail, fax or email the two pages of this form on or before May 11, 2012, to:
Rodeo & Chuckwagon Office
Calgary Stampede
Box 1060, Station M
Calgary, AB T2P 2K8
Fax: 403.261.0208
chuckwagons@calgariystampede.com

Acknowledgement of Liquor Service Responsibilities

Driver Name: _____

Company: _____

Contact: _____

Phone Number: _____

Hosts responsibilities:

- Do not serve anyone under the age of 18 years.
- Do not serve anyone showing signs of intoxication.
- Take steps to ensure that guests arrive home safely if they become intoxicated.

I understand my responsibilities when hosting during Stampede 2012.

Signature

Date

Mail, fax or email this form on or before June 1, 2012, to:
Rodeo & Chuckwagon Office
Calgary Stampede
Box 1060, Station M
Calgary, AB T2P 2K8
Fax: 403.261.0208
chuckwagons@calgarystampede.com

Barn Hosting Request Form

Driver: _____

By filling out this form you are requesting hosting space at the barn. These hosting spaces are allocated by the Chuckwagon Committee in compliance with the Calgary Fire Department Fire Marshal.

Company: _____

Contact: _____

Phone Number: _____

Please place a check in the boxes for dates you anticipate hosting:

Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8	Day 9	Day 10
July 6	July 7	July 8	July 9	July 10	July 11	July 12	July 13	July 14	July 15

Note that if your organization has any Sub-Advertiser(s), they are required to fill out a separate form.

If you require hosting space adjacent to another Advertiser, please indicate below the name of the driver you are planning to share with. All information in the Rodeo and Chuckwagon Office is logged by driver name versus Advertiser!

This advertiser must also list your driver on their form as well.

Hosting space set up will begin at noon on Wednesday, July 4th and the move-in of tents and large equipment will be permitted until 4:30 p.m. that afternoon. Due to space, traffic and access restrictions, move-in becomes logistically difficult after this time. The move-in of food, serving staff, etc. is allowed on Friday as per your parking pass access times.

Mail, fax or email this form on or before May 11, 2012, to:
Rodeo & Chuckwagon Office
Calgary Stampede
Box 1060, Station M
Calgary, AB T2P 2K8
Fax: 403.261.0208
chuckwagons@calgarystampede.com

Appendix D - Ticket Order Forms & Stampede Seating



February 9, 2012

Howdy Potential Advertisers,

Thank you for your interest in pursuing a canvas for the 90th running of the GMC Rangeland Derby at the 2012 Centennial Calgary Stampede, The Greatest Outdoor Show on Earth! It is a very special year for Calgary as we mark the 100th Anniversary of Guy Weadick's dream. As a potential first-time or returning chuckwagon Advertiser, I extend an invitation for you to join us in making this celebration of western heritage, traditions, values and community a year to remember!

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 and on the tarmac 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** – a canvas purchase allows an Advertiser the **exclusive opportunity** to host guests in one of the most distinct venues in professional sport, the Chuckwagon Barns of the Calgary Stampede! 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. The Barns are home to a host of amazing personalities who come to Calgary annually, the men and women of the chuckwagons who love, care for and race their horses which compete nightly for the richest purse in wagon racing!

It is my distinct pleasure to announce the implementation of a new Chuckwagon Advertiser-exclusive "ALL ACCESS PASS" system for Advertisers and their hosted guests for the 2012 Centennial Stampede!!! The new pass system will eliminate the three or four tickets plus a barn access wristband used in past years to gain access to Stampede Park, the Grandstand tarmac area & rush Infield seating, and the H Barn Chuckwagon Hosting area – all of which have been replaced by one great-looking, souvenir-quality, Stampede Centennial-branded Access Pass!!!

Advertisers and their guests will now be entitled to a significantly enhanced number of Chucks All Access Passes, and further Chucks VIP Passes for purchase at \$30.00 per pass, or Chucks Barn Access Passes at no additional cost, the details of which are summarized in the attached background package.

As in past years, each Advertiser will still be entitled to **a maximum of 40 guests in the Chuckwagon Barn area per night** – however, we have simplified the process through **ease of ordering, pricing, distribution and ultimate use by Advertisers and your guests** so that each guest will now only require **ONE souvenir Pass**, worn on a Centennial lanyard, to access the different areas of Stampede Park to enjoy the entire Chuckwagon experience!!!

When March 29th rolls around, I look forward to seeing you at what promises to be a most memorable and exciting 2012 Centennial Chuckwagon Canvas Auction!

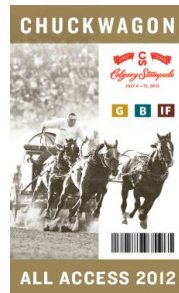
Happy Trails,

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



The Calgary Stampede Chuckwagon Committee is pleased to announce the implementation of a new access pass system for Canvas Advertisers and their guests which will enrich their experience of Stampede Park, the GMC Rangeland Derby and the Chuckwagon Barns.

Designed in an effort to simplify and ease the distribution of tickets, and eliminate the necessity of wrist bands, the new Passes also provide Advertisers and guests a unique souvenir of the 2012 Centennial Calgary Stampede



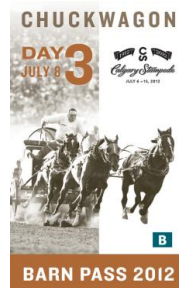
CHUCKS ALL ACCESS

- Valid for all ten days of the Calgary Stampede for:
 - Daily Stampede Park admission
 - Grandstand Tarmac area access after 6:30 p.m.
 - Infield rush chuckwagon seating after 6:30 p.m.
 - Chuckwagon Barns admittance
- 10 per advertiser with Canvas purchase; exclusive to Advertisers and not available for purchase



CHUCKS VIP ACCESS

- Individual guest passes issued for each of the ten days of the Calgary Stampede:
 - One Stampede Park admission and Grandstand Tarmac area access (after 6:30 p.m.) on the day identified on the Pass
 - Infield rush chuckwagon seating after 6:30 p.m.
 - Chuckwagon Barn admittance for the day identified on the Pass
- Entitlement to 5 passes automatically per advertiser with Canvas purchase; Entitlement to 10 passes per advertiser for a purchase at and over \$100,000
- Available for purchase, at \$30.00 per pass, with the maximum number being determined by the Chuckwagon Barns access limit of 40 persons per advertiser per night.
- Chucks VIP Access Passes, once purchased, are non-refundable.



CHUCKS BARN ACCESS

- For those guests who have access to Stampede Park on their own ticket. This pass allows access to the Chuckwagon Barns and Chuckwagon Hosting Area adjacent to H Barn
- No Stampede Park admission, no Grandstand Tarmac area access
- Valid for the day noted on the face of the pass only
- Quantity available varies based on the number of VIP passes purchased and is subject to the maximum guest restriction of 40 people per advertiser per night
- NOT AVAILABLE FOR PURCHASE

NOTE that in all instances, the maximum number of persons allowed in the Chuckwagon Barns area, including H Barn is limited to 40 per advertiser per night, with no exceptions, due to City of Calgary Fire Regulations – this includes any combination of the above passes.



New Access Passes – Effective Canvas Auction and Ten Day Show 2012

A successful bid for each Driver's canvas auctioned will entitle the Advertiser to a **total** of 40 passes, which total allotment may be comprised of a combination of the new format Chuckwagon All Access Passes, Chuckwagon VIP Passes and/or Chuckwagon Barn Passes, to a maximum of **forty (40) total individuals** (including the advertiser representative(s), hosting staff and guests) **per advertiser** in the Chuckwagon Barns Area **per night**, in any combination of the following;

- a) **10 – Chuckwagon All Access Passes** (valid for 10 days, multiple daily entry, for Stampede Park admission, Grandstand tarmac access, barn and tunnel access, with a rush Infield seat for only the GMC Rangeland Derby (held until the end of the second racing heat each night); **AND**
- b) **5 or 10 – Chuckwagon VIP passes per day** (valid for a single day, single entry Stampede Park admission, Grandstand tarmac access, barn and tunnel access, with a rush Infield seat for only the GMC Rangeland Derby (held until the end of the second racing heat each night) dependent upon purchase price - for purchases up to \$99,999.99, you will receive 5 Chuckwagon VIP passes per wagon - for purchases of \$100,000.00 and over, you will receive 10 Chuckwagon VIP passes per wagon; **AND**
- c) **Each advertiser will have the option to purchase additional Chuckwagon VIP Passes, at a cost of \$30.00 per pass**, to the maximum of forty (40) total individuals (inclusive of the allotment of Chuckwagon All Access Passes and Chuckwagon VIP Passes described in a) and b)) in the Chuckwagon Barns Area per night per advertiser; **OR**
- d) **Each Advertiser has the final option of taking an allotment of no cost Barn Access Passes, which remain at no cost to the Advertiser**, and which provide access only to the Chuckwagon Barns area, to the maximum of forty (40) total individuals in the Chuckwagon Barn Area per night per advertiser (inclusive of the allotment and/or purchase of Chuckwagon All Access Passes and Chuckwagon VIP Passes described in a), b) and c) above). **Please note that, as in past years, Chuckwagon Barn Passes provide no Grandstand tarmac or tunnel access, and will not get your guests on to Stampede Park or into the Grandstand tarmac area to watch the races.**

All Chuckwagon Passes are non-refundable.

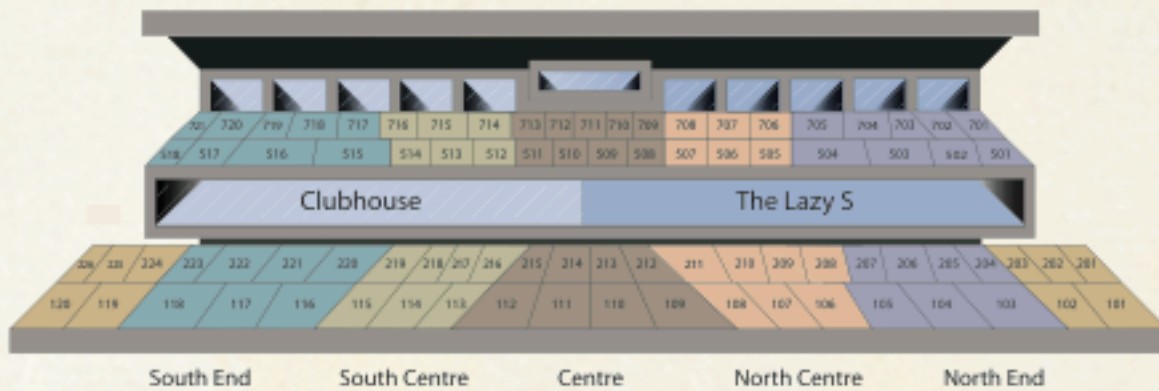
Each successful bid entitles an Advertiser or Sub-Advertiser(s) to one non-transferable complimentary parking pass per night.

In any and all circumstances, an Advertiser or Sub-Advertiser on any given night, is entitled to the maximum of forty (40) total individuals (including the advertiser representative(s), hosting staff and guests) per advertiser in the Chuckwagon Barns Area per night, due to City of Calgary Fire Regulations, which are strictly enforced, and over which the Calgary Stampede has no control.

Stampede Seating

TO PURCHASE TICKETS

visit calgarystampede.com/tickets or call 403.269.9822



2012 TICKET PRICING

	Rodeo	Evening Show
South End	\$36 - 50	\$52 - 65
South Centre	\$53 - 79	\$71 - 93
Centre	\$64 - 90	\$88 - 107
North Centre	\$53 - 79	\$71 - 93
North End	\$36 - 50	\$52 - 65
The Lazy S*	\$389.25	\$389.25
Infield	\$247	n/a
North Track	\$129	n/a
Clubhouse	\$80	\$99
Accessible Seating**	\$36	\$52
Day Reserved***	\$20	\$25
Standing Room***	\$12	\$15
Group Rate (20 +)	10% discount	10% discount

Prices include fees and taxes.

Youth discount (ages 2-17) half price Stampede Rodeo only in Level 1 Ends, Level 2 Ends, Level 5 Ends, Level 7 Ends.

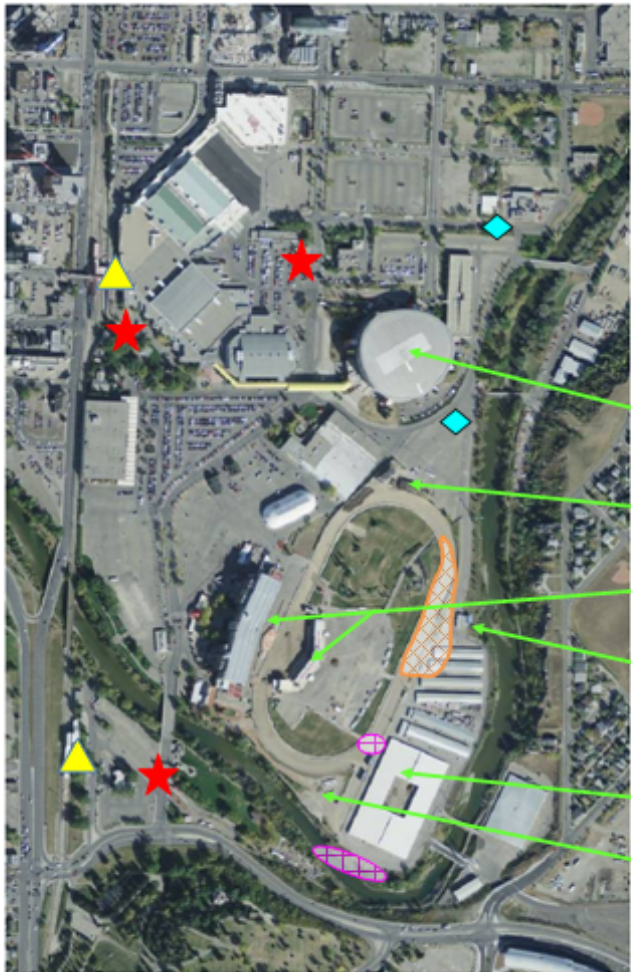
*The Lazy S price includes lounge access and a gourmet three-course served meal. **For accessible seating, please call the Stampede Ticket Office.

***Day Reserved seats and Standing Room are only available day of at the Stampede Ticket Office.

Appendix E - Stampede Catering Menu

Appendix F - Aerial Map

Aerial Map of Stampede Park



- ★ Entry Gate to Stampede Park
- ⊞ Hot Zone required for fireworks
- ▲ Light Rail Transit (train) Station
- ◌ Advertiser Hosting Areas at H Barn
- ◆ Chuckwagon Committee Shuttle Pick-Up
- Scotiabank Saddledome
- Rodeo & Chuckwagon Office
- Grandstand & Infield
- "Stable" Gate (security check point)
- H Barn
- "4th Furlong" Gate (security check point)

Appendix G - Fluor Rope Square

We invite all successful tarp advertisers to participate in Fluor Rope Square Chuckwagon Breakfasts



Celebrate the 2012 Centennial

Saturday, July 7, Monday July 9 – Saturday July 14, 2012

Fluor Rope Square – Olympic Plaza



Space is limited

Book Early!

Contacts: Rick Bellamy 403-652-0423 rbellamy@shaw.ca

HOW YOU CAN PARTICIPATE?

Have your driver and his wagon meet us at

Fluor Rope Square, Olympic Plaza downtown between 7:45 am and 8:15 am
(Enter from 1 Street SE)

We request that you provide 3 – 4 volunteer cooks from your organization

to cook and serve guests at Fluor Rope Square
Our Downtown Attractions Volunteers will unload and assist in
setting up your “Wagon Camp” at Olympic Plaza
Our committee does the clean up!
All pancake batter and cooking materials provided at no cost

The Chuckwagon Breakfast offers a unique opportunity to showcase your company during a Calgary Stampede sponsored event. Every day we serve thousands of Stampede fans from Calgary, and around the World, who meet at Fluor Rope Square for breakfast and great Stampede fun.
Fluor Rope Square’s activities are covered daily by local and international media.



C'mon down and Join Us!