SPONSORSHIP OPPORTUNITIES 2020

Calgary Stampede
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SPONSORSHIP & THE CALGARY STAMPEDE
Welcome to the greatest outdoor show on earth

While the Stampede is steeped in tradition, we are committed to continued growth, diversity and the commitment to enhance the lives of Calgarians.

We take great pride in staging an annual event that hosted 1.27 million guests in 2019 and is synonymous with Calgary around the globe.

We look forward to creating a mutually beneficial partnership for the 2020 Calgary Stampede and beyond.
This isn’t our first rodeo

Over 1.27 million guests over 10 days

40+ volunteer committees
2,500+ volunteers
300+ community events
14,650 minutes of music
80 live musical acts

Our annual Stampede celebration creates 3,500+ local jobs

$400 million in year round economic impact

50,000 youth participate in Stampede education programming year round

7,500 Animals including horses, sheep, cows and llamas

A unique, safe space for intercultural experiences
2019 HIGHLIGHTS

RECORD-BREAKING YEAR

Second highest attendance in history

Broke daily attendance records

Midway takeover: in partnership with Netflix, Stampede became the backdrop to activate the Stranger Things 3 launch in Canada

80+ musical acts hosted including T-Pain and A Tribe Called Red

Nick Wallenda set personal record for the longest urban high wire walk

BULLS AFTER DARK
A new experience in 2019
CUMULATIVE ATTENDANCE FOR 2019

1,275,465

PEAK ATTENDANCE IN 2019

SUNDAY, JULY 7: 156,265

RECORD ATTENDANCE

FRIDAY, JULY 5: 127,777
TUESDAY, JULY 10: 129,977
WHAT DOES 1,275,465 VISITS LOOK LIKE?

Among the most representative audiences any event or sponsorship property can offer access to:

- Balanced proportions of men & women
- Families
- Diverse cultural roots
- Guests from every generation
2019 Guest Profile

**Age**
- <18 years: 8%
- 18-29: 27%
- 30-44: 27%
- 45-64: 29%
- 65+: 10%

**Frequency**
- Yes: 84%
- No: 16%

**Gender**
- Male: 46%
- Female: 54%

**Guests without kids:** 73%

**Families attending with children:** 27%
73% of guests are Calgarian and 18% of guests are coming from other parts of the province and country to ensure national reach with your budget spend.
2019 Digital Marketing

**FACEBOOK:**
- 223,853 page likes
- Total impressions: 7,214,870
- Total engagements: 60,739
- Avg. Engagement Rate: 2.99%
- Industry benchmark: 0.13%

**TWITTER:**
- 116,184 followers
- Total impressions: 2,648,693
- Total engagements: 57,673
- Avg. Engagement Rate: 2.09%
- Industry benchmark: 0.071%

**INSTAGRAM:**
- 83,276 followers
- Total impressions: 2,667,805
- Total engagements: 102,289
- Avg. Engagement Rate: 3.80%
- Industry benchmark: 1.73%

#BTS: Calgary Stampede
Audiences love authentic content
Live coverage and behind-the-scenes content on Instagram Stories and Twitter exceeded expectations in 2019.
Guest Experience Research

Zone of Pain: Very likely to return next year/recommend
Zone of Merely Satisfied: Not likely to return next year
Zone of Delight: Exceptional Experience

- 74% Exceptional Experience
- 65% Very likely to return in 2020
- 73% Very likely to recommend
- 92% Meeting or exceeding expectations

Innovation and quality experiences are delivering loyal audiences and advocates.
SPONSORSHIP OPPORTUNITIES ARE AVAILABLE AT VARIOUS LEVELS OF INVESTMENT. EACH LEVEL COMES WITH ITS OWN UNIQUE SET OF BENEFITS AND PROGRAM COMPONENTS INCLUDING ACCESS TO EXCLUSIVE CALGARY STAMPEDE EVENTS, AND CREATIVE MARKETING AND BRAND ACTIVATION OPPORTUNITIES

STAMPEDE CHAMPION PARTNERS

Bell  BMO  Budweiser  BURNCO  Coca-Cola  ENMAX  GMC  Lammle's Western Wear  McDonald's  Nutrien
SPONSORSHIP AT THE CALGARY STAMPEDE

4 DIFFERENT LEVELS OF INVESTMENT

EACH LEVEL CUSTOMIZABLE TO MEET THE OBJECTIVES OF THE SPONSOR & THE CALGARY STAMPEDE
Stampede guests love our sponsors

**Sponsorship continues to offer benefits, through reputation and return on objectives**

8 in 10 guests are positively impacted by sponsor support - would consider using their services / buying their products

**Impact of community support when buying products**

- **Very positive**: 38%
  - Sponsorship of events in my community is one of the things I look for in a company

- **Fairly positive**: 43%
  - I am more likely to consider a company’s products or services because they are a sponsor in the community

- **No impact**: 19%
  - Doesn’t matter to me if they sponsor events like this
Thank you

We hope you are inspired by the information in this brochure. Our team looks forward to the opportunity to create a customised sponsorship package to meet your objectives and bring a unique brand experience to life at The Greatest Outdoor Show on Earth.

For additional information on sponsorship opportunities please contact:

Sponsorship@calgarystampede.com | 403.261.0119