Calgary Stampede

JULY 9 – 18, 2027

SPONSORSHIP INFORMATION



WHY BRANDS CHOOSE THE CALGARY STAMPEDE



The Calgary Stampede is a not-for-profit community organization that preserves and celebrates our western heritage, cultures and community spirit. Supported by more than 3,000 passionate volunteers, our year-round events, programs and initiatives invest in youth, support agricultural programs, celebrate western culture and make a lasting economic impact in our city.

Our Brand

For over 100 years, the Calgary Stampede has been at the heart of this community. More than just ten days in July, the Stampede is a year-round gathering place, always here for our community. Our core values of western hospitality, integrity, pride of place and commitment to the community are brought to life throughout the year as our gathering place hosts, educates, and entertains a global audience.

Year-Round Economic Impact

Each year, Stampede Park hosts over 1,200 business, tourism, sporting, hospitality and community events and welcomes more than four million guests. These events create thousands of jobs and contribute more than $721M to the Alberta economy.

CREATING A YEAR-ROUND GATHERING PLACE FOR COMMUNITY



BMO CENTRE

A WORLD CLASS VENUE MADE TO HOST THE WORLD

As Western Canada's largest convention centre, the BMO Centre is a total of 1 million sq. ft., made up of 500,000 sq. ft. of saleable space and 500,000 sq. ft. of pre-function and heart of house space. Ideal for hosting conventions, trade and consumer shows, special events and meetings, the building is made up of numerous spaces to accommodate a variety of events.

SAM CENTRE

Sam Centre shares the Stampede Story through multiple mediums: exhibits, an immersive digital experience, personally facilitated moments and an artifact and archival collection space.

Sam Centre is a one-of-a-kind place animated by captivating showcases, vibrant learning spaces and compelling storytelling, all brought to life through the knowledge, warmth and hospitality of Sam volunteers and employees - with you at the center of the action.



THIS ISN'T OUR FIRST RODEO

1.41M
Festival Attendees

14,270+
Animal Interactions

100+
Live Musical Acts

1,362
Athletes and Competitors

300+
Community Events

3,000+
Volunteers

50,000
Youth Participate in Stampede Education Programming Year-Round

$721M
in Year-Round Economic Impact

10 DAYS. A YEAR-ROUND IMPACT.

THE STAMPEDE'S IMPACT

AN EXPERIENCE THAT DELIVERS

Nearly 9 in 10 guests said Stampede 2026 met or exceed their expectations, reinforcing its ability to create memorable experiences year after year.

THE EXPERIENCE CREATES LOYALTY

Most guests are likely to return next year, and the overwhelming majority would recommend Stampede to someone else

WE CONTINUE TO WELCOME NEW GUESTS

Nearly one-quarter of 2026 guests were experiencing Stampede for the first time, while the majority have returned year after year.

STAMPEDE IS DEEPLY CONNECTED TO CALGARY

Guests see the Stampede as an important part of Calgary's unique identity, with strong feelings of pride and inclusion in the event.











2026 FESTIVAL AUDIENCE

1,411,954

2026 GUESTS ATTENDED

WHERE OUR GUESTS ARE FROM

68% 13% 13% 2% 4%

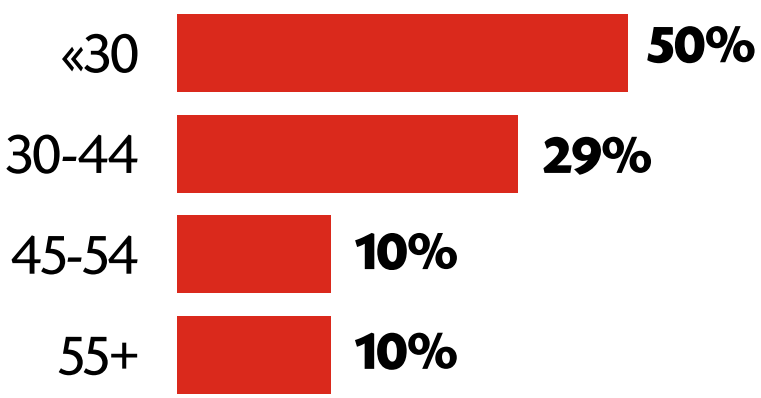


- Local foundation: Just under 7 in 10 guests are from the Calgary area
- National visitors: Growing attendance from across Canada, especially Alberta and the Western provinces
- International reach: Guests from the UK, Australia, and Germany lead international attendance
- U.S. travelers: Primarily from California, Washington, and New York
- Young & diverse: 50% under 30 and 45% visible minorities – mirroring Calgary's vibrant, evolving population

26%

OF GUESTS ARE ARE FIRST TIME STAMPEDE VISITORS

AGE



2026 REACH & ENGAGEMENT

CALGARY STAMPEDE WEBSITE

- 1.9 million sessions on the Calgary Stampede website from July 2-12

107,478 insider subscribers + an open rate of **42.1%**

CALGARY STAMPEDE APP

58,815
TOTAL APP DOWNLOADS

12.6K Clicks
DIGITAL AD PERFORMANCE



Stampede Park in your pocket

- Plan your daily schedule, park map, new midway food map, value days and deals
- Promoted through digital ads, print ads, Calgary Stampede social platforms and on Stampede Park signage

SOCIAL MEDIA

254K followers

351K followers

TikTok 51.8K followers

ENGAGEMENT RATES ACROSS INSTAGRAM, TIKTOK AND FACEBOOK CONTINUE TO INCREASE YOY

EARNED MEDIA

- From October 6, 2025 to July 14, 2026, there were 61.7K total mentions of the Calgary Stampede, +5% YoY and an estimated reach of over 45.2B, +71% YoY

ICONIC EXPERIENCES

The Calgary Stampede has a wide variety of Programming across Stampede Park, from llamas to light shows, to the world famous Rodeo and iconic live music! There is something for every brand looking to connect with their audience and expand their reach.



WORLD FAMOUS RODEO

Every afternoon at 1:30 p.m., cowboys and cowgirls face off in a furious display of skill and grit, with every win building towards Showdown Sunday, at the World's Largest Outdoor Rodeo.



THE EVENING SHOW

Every evening at 7:30 p.m. the track comes alive with thundering hooves and roaring crowds as we celebrate western heritage, spirit, and excitement with The Rangeland Derby presented by Play Alberta. Shortly after, watch the Relay Race competition, a high-adrenaline event that requires a powerful combination of teamwork, precision and horsemanship.



GRANDSTAND SHOW presented by Freedom Mobile

After the last wagons thunder over the finish line at The Rangeland Derby, the Grandstand Show dazzles audiences with elaborate song and dance numbers and acrobatics. A spectacular fireworks display serves as the finale by lighting up the night sky for all to see.



ELBOW RIVER CAMP presented by Enbridge

You are invited to experience the cultures of the Kainai, Piikani, Siksika, Stoney Nakoda, and Tsuut'ina First Nations of Treaty 7 in Elbow River Camp presented by Enbridge. Here you will find 26 tipis to visit, local artisans, bannock, Saskatoonberry jam, traditional dancing and much more.

ICONIC EXPERIENCES



MIDWAY & MARKET

Experience thrilling rides, fun Midway games, and must-try foods, while the Calgary Stampede Market serves as a bustling hub for shopping and brand activations–connecting guests with unique products and engaging experiences.



NUTRIEN WESTERN EVENTS CENTRE

The Nutrien Western Event Centre is the heart and home of year-round western events and agricultural education on Stampede Park. This venue is free with entry and hosts over 100 hours of programming with shows and competitions during our annual celebration.



AGRICULTURE ZONE presented by Brandt

Learn about the history of the Calgary Stampede's interactions with animals, agriculture, western history and events! You're invited to meet and learn about the different animals, including mini donkeys, llamas, piglets, various horse breeds, and more.



FREE FAMILY PROGRAMMING

The Dog Bowl presented by Safeway brings the athletic abilities of the Canine Stars to Stampede Park! The Monster Energy Compound features motocross athletes performing gravity-defying stunts! BMO Kids' Zone hosts free daily entertainment, character meet and greets and giveaways!



WESTERN OASIS

This feature destination showcases multiple disciplines of arts and culture. Meet artists from throughout North America and purchase original artwork and photographs. Enjoy non-stop music and entertainment at the Window on the West Stage or stop in the Wine Garden for a relaxing break from the Midway. Escape to this relaxing oasis where you'll discover local music, a fine display of western arts & crafts, food and wine.

CALGARY STAMPEDE LIVE MUSIC VENUES

With four stages that span multiple genres, there's bound to be a musical act for you to enjoy at the Calgary Stampede!

NASHVILLE NORTH

BUD LIGHT

Coca-Cola STAGE









THE BIG FOUR ROADHOUSE

Stampede Concert Series

PRESENTED BY Uber Eats

SPONSORSHIP AT THE CALGARY STAMPEDE

The Calgary Stampede has existed as an iconic symbol of volunteerism, community spirit and western values for more than 100 years. This would not be possible without the commitment and support of our dedicated partners.

We offer multiple levels of sponsorship with customized portfolios for our partners.

BMO

BUD LIGHT

BURNCO

cenovus ENERGY

Coca-Cola

ENBRIDGE

ENMAX

Freedom mobile

GMC

LAMMLE'S WESTERN WEAR

MONSTER ENERGY

Nutrien

play alberta

RME

SUNCOR

Uber

WESTJET

To see the full list of current Calgary Stampede Sponsors, please visit calgarystampede.com

THE CALGARY STAMPEDE IS MORE THAN 10 DAYS

ENGAGE YOUR AUDIENCE, ELEVATE YOUR BRAND, AND LEAVE A LASTING IMPRESSION

- Community Impact & purpose driven partnerships
- Meaningful engagement with consumers
- Sales and sampling opportunities
- Data capture through promotions and contesting
- Connect with attendees in person as well as through Calgary Stampede digital platforms
- Generate brand and product awareness

Sponsorship Opportunities can include:

- Naming rights
- Category and supply rights (Official & Exclusive)
- Brand Activation, Sampling & Selling
- Advertising and branding
- Consumer promotions and in-market giveaways and contests
- "Money can't buy" experiences
- Exclusive experiences for employees, clients, and customers, including corporate hospitality and ticketing
- Brand messaging, exposure, and engagement through Calgary Stampede digital and communication platforms and on-site signage
- VIP networking opportunities with other sponsors and key stakeholders
- Community and purpose driven partnerships, supporting youth, agricultural educations, Indigenous initiatives, or sustainability programs

SPONSORSHIP ACTIVATIONS











74% of guests enjoy discovering what's new at Stampede each year

CONTACT US



Ready to saddle up with the Calgary Stampede?
Follow the link below:
Calgary Stampede Sponsorship