



CALGARY EXHIBITION & STAMPEDE

THE MARKET

One truth is central to the attraction, and therefore the market, of the Calgary Exhibition & Stampede: there are still real working cowboys.

That's what gives the brand relevance today and what makes it meaningful to anyone looking for genuine hospitality and an authentic western experience.

The appeal of the Stampede stems from romantic imagery — tales of adventure and heroism — in short, the mythology of cowboys and the settlement of the western half of North America.

But today's Stampede is built on much more than mythology. It's a festival of all things western. Its market is chiefly Calgarians, but visitors come from across North America and around the world. They come to get a taste of the old west and of the still-vibrant real west — a world that lives outside cities and highways where farming and ranching and rodeo are still practiced.

Of course, this world thrives 365 days a year, and so does the Calgary Stampede. The heels are kicked up highest during ten days in July, but the Stampede is a year-round enterprise.

The Stampede's market comprises those seeking to have fun, to learn and to re-connect with



In 1912 the first Calgary Stampede was held, largely due to the efforts of cowboy, promoter and celebrated trick roper Guy Weadick. His background was entertainment — the Wild West shows made famous by Buffalo Bill and the like. But Weadick combined his showman's flair with a true respect for agriculture, ranching and real cowboys. His vision was grand: "hundreds of cowboys and cowgirls, thousands of natives . . . Mexican ropers and riders . . . we'll make Buffalo Bill's Wild West Extravaganza look like a side show."

Weadick's inclusion of Treaty 7 First Nations people is significant. In 1912, the Stampede's influence helped natives receive the necessary approvals to attend the exhibition and ride in the parade. They've been involved ever since.

By 1923 this vision had expanded, and the festival included the Stampede Parade, chuckwagon racing, rodeo events and agricultural exhi-

western values — through family connections, cultural connections such as movies or books or personal recollections of childhood games, dressing up as cowboys and Indians.

Though expressed through contemporary culture and commerce, a visit to the Calgary Stampede still offers an authentic, western-based experience characterized by friendliness, western hospitality, hard work and handshake honesty.

ACHIEVEMENTS

Visitors to the Calgary Stampede come for a variety of reasons — and they come in droves!

2006 was another record-breaking year for attendance: over 1.2 million over the course of ten days, an average of over 120,000 a day. The attendance for the afternoon rodeo and sold-out evening grandstand shows continued to climb — both routinely averaged over 15,000.

And that's less than half the story. Over the entire year, attendance at more than 1,300 other events totalled an additional 1.4 million.

Not only are Stampede guests numerous, they're happy — over 90 percent rated their experience as "good" or "excellent."

The Stampede succeeded in upping the ante significantly for the rodeo and chuckwagon racing events in 2006. Combined, the purse for these competitions is over \$2.5 million — enough to attract the top rodeo athletes and chuckwagon outfits in the world.

HISTORY

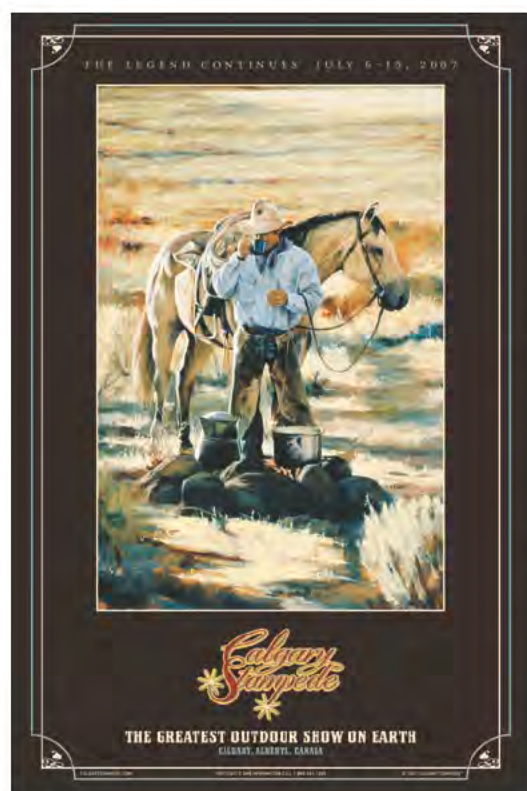
It was 1886 when the city of Calgary held its first agricultural fair. The population at the time was 2,000, and the fair attendance that year was 500.



bitions. What he pictured came to be known as "The Greatest Outdoor Show on Earth."

Over time the festival and the city's identity has become intertwined (since 1945 the Calgary CFL football team has been called the Stampeders). The two remain as paired strands of the same DNA. Who could imagine Calgary without the Stampede? Or the Stampede taking place anywhere else?

As Calgary has grown (the population is now 1 million), so has the Stampede. Especially in terms of brand and reputation, the city and the Stampede have become ever more interdependent: the city grows rapidly and the Stampede embarks on an ambitious expansion; the city becomes more



diverse and the Stampede plays a more significant role in unifying the community.

THE PRODUCT

The Calgary Exhibition & Stampede is a not-for-profit, volunteer-supported community organization dedicated to preserving and promoting western heritage and values. The importance of volunteers to the organization cannot be overstated — 2,200 Calgarians willingly give time, experience and energy to help organize and stage the many events.

As such, what the Stampede really offers is a celebration of community.

Of course, there are more concrete offerings as well: one of the world's premier rodeos, the world's top chuckwagon competition, as well as the evening grandstand show. Agricultural exhibitions and demonstrations, performances by top entertainers, western art displays and North America's largest mobile midway round out the product offering.

During the other 355 days of the year, Stampede Park hosts over 1,300 other exciting events of all kinds that take advantage of the excellent facilities and the Stampede spirit. The spirit burns brightest in July, but the warmth of its welcome lasts all year long.

RECENT DEVELOPMENTS

The year-round aspect of the Calgary Exhibition & Stampede continues to rise significantly in importance.

In June 2006, a groundbreaking ceremony marked the beginning of an ambitious \$600 million expansion, including expanded trade and entertainment facilities, expanded green space, a youth campus, a new agriculture arena, hotel, retail marketplace, heritage museum and a riverfront park.

The drive behind expansion is to extend the Stampede brand and its strength in order to create a year-round international gathering place with a distinctly western flavour where citizens and their guests gather to learn, socialize, conduct



business, shop, be entertained, remember and, of course, celebrate.

The plan is to carefully manage the brand — to capture the intensity of experience offered during the Stampede's ten days in July and apply the western values of the brand to activities and events held throughout the year.

PROMOTION

The party atmosphere that comes along with the Stampede is pervasive across Calgary during the ten day festival.

It begins with the Stampede Parade through downtown Calgary. Parade Day is an unofficial holiday for most downtown businesses. With free Stampede breakfasts all over the city, boisterous airport greeters, downtown activities and entertainment, Stampede parties and excitement every night in bars and clubs, there is absolutely no way to be in Calgary at that time and not know that the Stampede is on!

The Stampede brand is carried far and wide through a variety of traditional and innovative efforts. Formal means of promotion including TV, newspaper, transit and outdoor advertising are used to promote the ten day festival and corporate messages. On-line sales and Internet advertising are also leveraged to promote the Stampede, provide information and facilitate sales efforts.

Relationships are a key promotional tool for the Stampede as well and include a sponsorship program with long-standing partners such as Bell Canada, Coca-Cola, GM, TransAlta, Enmax and Budweiser. Relationships are also cultivated with the media, community and political leaders and cultural groups across the region.

In true western style, chuckwagon tarps are auctioned to sponsors and an annual poster is commissioned from leading artists to create the poster that promotes the Stampede worldwide.

BRAND VALUES

The Calgary Stampede brand originated from an authentic brand used to "brand" livestock. The brand (called the C, lazy S) is still in use today and appears on livestock from the Stampede Ranch that competes in over 50 rodeos across North America.

The brand's power is recognized by all Albertans. A recent Ipsos-Reid survey showed that the Calgary Stampede is considered the number one reason to visit the province — more than Banff and the Rockies put together!

Although clearly powerful in a commercial sense, the brand is deeply vested in the community. The Stampede has been described as the soul of Calgary. During the ten day festival the entire city is stampeding, a general-purpose verb meaning partying, dressing western and decorating storefronts, office buildings and community centres in a western theme.



As well, the tone and tempo of business in Calgary changes come Stampede time. Jean-clad CEOs flip pancakes and relax with colleagues amid a celebratory atmosphere. But it's not all fun and games. It's also a time to do business — much of it on the basis of a handshake. All this is part of the Stampede brand.

The power of the Stampede brand arises from the organization's core purpose: preserving and promoting western heritage and values. Those values — neighbourliness, hospitality, handshake honesty, entrepreneurship, integrity, hard work — shaped the West and are still in play today as the values of the Stampede brand.



THINGS YOU DIDN'T KNOW ABOUT CALGARY STAMPEDE

- The Calgary Exhibition & Stampede has its own ranch. Covering almost 22,000 acres, it is home to roughly 450 bucking horses, 90 bulls and 40 saddle horses.
- Every year since 1912, the Stampede has produced a poster, and the collection is on display. But the 1922, 1926 and 1930 posters are missing. In true western style, there is a reward (\$1,000) for their return.
- The Stampede Parade routinely includes over 800 horses, not to mention politicians, royalty, sports heroes and entertainment figures. It attracts a crowd of close to 400,000 every year and is televised all over the world.
- The Stampede supports many youth programs, including the Stampede Showband, the Young Canadians, Stampede School, 4-H and even a course at the University of Calgary called "The Culture of the Stampede."