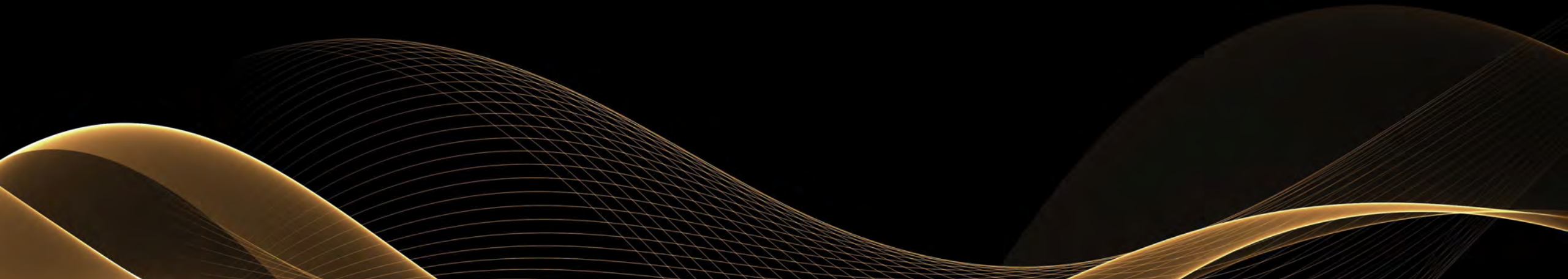


Welcome

Up Next: 50 Years Documentary Preview



Our Mission

At Spruce Meadows, we aim to provide you and your guests with an unparalleled experience, showcasing the top show jumping athletes from around the world. Our team brings together corporate partners, athletes, and fans in a beautiful setting built around excellence, integrity, and respect for the horse.

Our motto is Good Sport, Good Friendship, and Good Commerce.



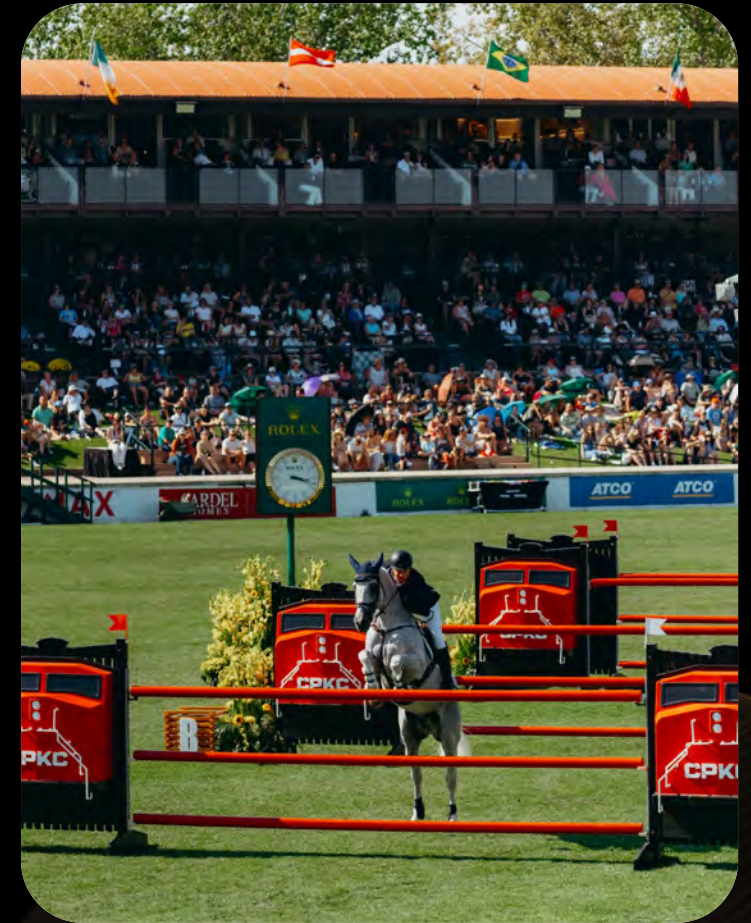
Our Goals and Strategies

Goals

- Host top-tier international show jumping competitions.
- Support and develop equestrian athletes.
- Engage and give back to the local community through various programs.

Strategies

- Collaborate with sponsors, athletes, fans, and media to enhance the Spruce Meadows experience.
- Organize diverse events that cater to a wide audience, including families and equestrian enthusiasts.



Up Next: 50 Years

50th Anniversary Celebration Year



We celebrate our Builders: Sponsors, Fans, Athletes, Staff, Volunteers, and Media.

In 2025, Spruce Meadows celebrates our 50th anniversary, marking half a century of equestrian excellence, community engagement, and investment.

Thank you for being a part of this journey.

Sponsors

Over the past 50 years, our sponsors have contributed more than \$200 million in prize money, empowering athletes from over 60 nations to chase their dreams.

When the final curtain falls in September 2025, thanks to the continued support of our incredible corporate partners, that number will reach an astounding \$220 million.

We've traveled the world in the name of sport—and through it all, we've had the very best sponsors by our side. Thank you.



**Up Next: BMO
We Are Spruce Meadows**

Fans

The unwavering support of fans has been instrumental in creating a vibrant and welcoming atmosphere at events.



Athletes

Competitors from around the world have showcased their talents, elevating the standard of show jumping worldwide.



Media

Media partners have played a crucial role in broadcasting events and sharing the Spruce Meadows story globally.

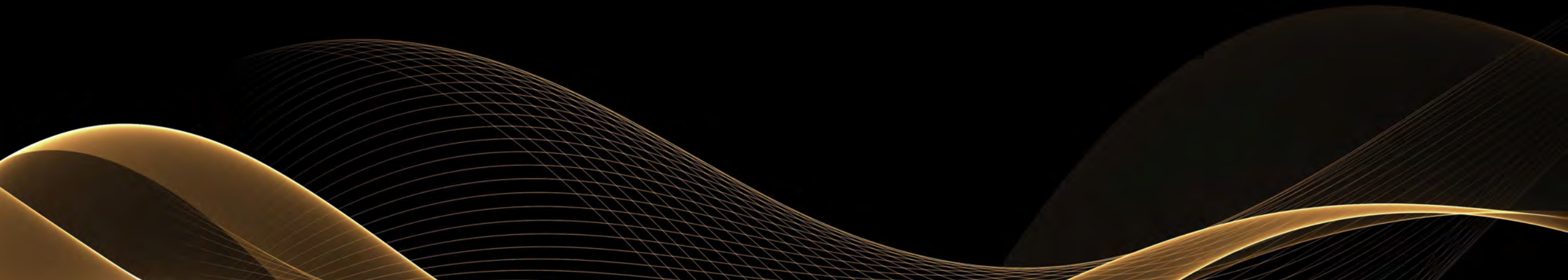


Volunteers

Spruce Meadows could not operate without all the help from our amazing volunteers.



Up Next: Volunteers I Am Spruce Meadows





Timeline

April 9
Sponsor Open House

April 13
Official Anniversary

April 10-13
PetFest

June 11-15
'National',
presented by Rolex

June 26-29
'Pan American',
presented by Rolex

Sept 3-7
'Masters'

International
Christmas
Market,
presented by
TELUS

July 1
Canada Day

May 11: Mother's
Day Brunch

June 5-8
'Continental',
presented by Rolex

July 2-6
'North American'

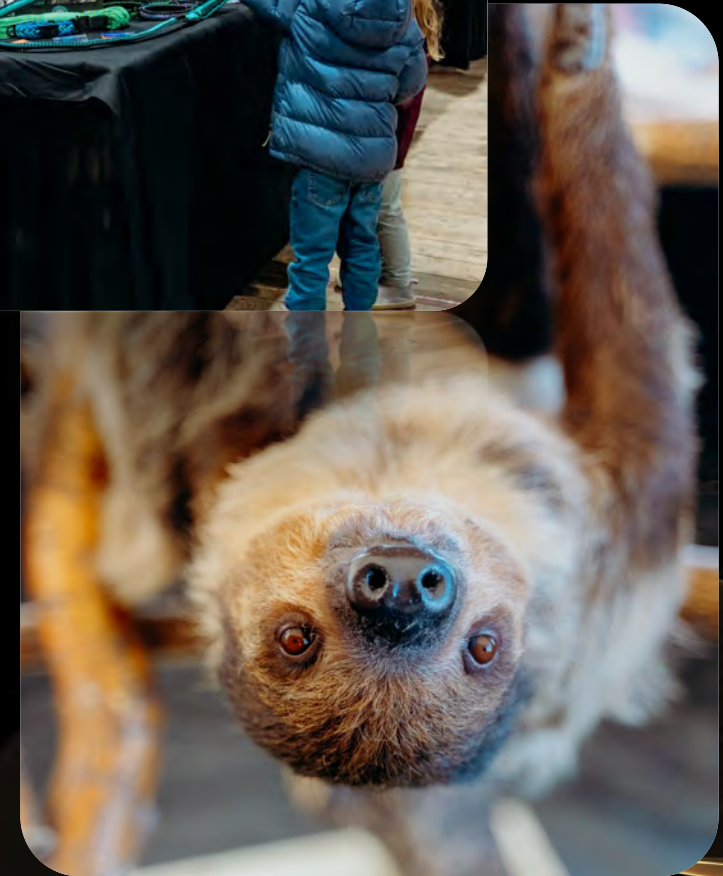
Spruce Meadows
Leg Up Foundation
Presents:
Christmas Lights
Drive Through

PetFest

at **SPRUCE MEADOWS**®

Unleash the fun at PetFest! Just \$5 for Kids/Seniors and \$15 for Adults!

Corgi Races • Dachshund Dash • Mini-Animal Petting Zoo • Reptilian Pavilion • Horse Show Jumping Demos • Duck Herding Demos • Sheepherding Demos • Prairie Dogs Agility Teams • RCMP K-9 Unit • Local Charity Adoptable Animals • Shopping & Food from Local Vendors





April 13th
Our Official 50th Birthday

Mother's Day

Celebrate Mother's Day on May 11 in a truly special way at Spruce Meadows. Our elegant brunch experience combines exceptional dining, unique shopping, and the charm of our equestrian community, with two seatings available:

10:00 a.m.–11:30 a.m. and 12:30 p.m.–2:00 p.m.

Abstract wavy lines in shades of gold and brown, creating a sense of movement and elegance at the bottom of the slide.

Every Friday, Saturday, and Sunday during our June and July tournaments, your general admission ticket unlocks a festival of experiences:

- **Movies at the Meadows:** Enjoy double-feature outdoor movies every Friday evening.
- **Music at the Scotiabank Stage:** Kick back with live music.
- **Kids' Zone:** Open Saturdays and Sundays from 10 a.m. to 5 p.m.
- **Shopping & Food Experiences:** Discover local vendors and food.
- **World-Class Show Jumping:** Watch top international athletes compete

All of this is included with general admission—starting at just \$5 for kids and seniors, and \$15 for adults—with free parking to top it all off.

The logo for 'Epic Weekends at Spruce Meadows' is centered at the bottom. 'EPIC' is in large, bold, yellow 3D letters with a black outline. 'WEEKENDS' is in white 3D letters with a black outline. Below 'EPIC' and to the left of 'WEEKENDS' is the word 'at' in a small, white, lowercase font. To the right of 'at' is 'SPRUCE MEADOWS' in white, bold, uppercase letters. The background features abstract, flowing golden-yellow lines on a dark blue/black gradient.

EPIC WEEKENDS
at **SPRUCE MEADOWS**

Live and Intimate Concerts



DEAN BRODY

**Saturday
June 7**

Doors: 7 p.m.



**CITY AND COLOUR
(SOLO)**

**Saturday & Sunday
June 14 & 15**

Doors: 7 p.m.



METRIC

**Saturday
June 28**

Doors: 7 p.m.



BRETT KISSEL

**Tuesday
July 1 | Canada
Day**

9 a.m.–6 p.m.



LEON BRIDGES

**Fri, Sat, & Sun
July 4, 5, & 6**

Doors: 7 p.m.

Movie Nights

Friday, June 6 | 'Continental'

Encanto (5 p.m.)

Gladiator 2 (7 p.m.)

Friday, June 27 | 'Pan American'

The Wild Robot (5 p.m.)

***Indiana Jones and The Last
Crusade (7:30 p.m.)***

Friday, June 13 | 'National'

The Incredibles (5 p.m.)

***Guardians of the Galaxy (7:30
p.m.)***

Friday, July 4 | 'North American'

Mufasa: The Lion King (5 p.m.)

Top Gun: Maverick (7:30 p.m.)

'Continental'® June 5-8

Kick off the outdoor Show Jumping season at Spruce Meadows with five days of thrilling competition and family-friendly fun:

- Wednesday & Thursday – Show Jumping**
- Friday – Show Jumping, Outdoor Movie, Shopping, Live Music and Entertainment**
- Saturday – Show Jumping, Kids' Zone, Shopping, Live Music, Entertainment, Concert in Equi-Plex**
- Sunday – Show Jumping, Kids' Zone, Shopping, Live Music, Entertainment**

Join us as we launch the season in true Spruce Meadows style!





X-MEN/SPRUCE MEADOWS connected cover

Paco Diaz X-MEN/SPRUCE MEADOWS connected cover

Paco Diaz X-MEN/SPRUCE MEADOWS connected cover

Paco Diaz X-MEN/SPRUCE MEADOWS connected cover

Paco Diaz

'National' June 11-15

A week of sport, family fun, and fun experiences at Spruce Meadows:

- **Wednesday & Thursday** – Show Jumping
- **Friday** – Show Jumping, Outdoor Movie, Shopping, Live Music and Entertainment
- **Saturday** – Show Jumping, Kids' Zone, Shopping, Live Music and Entertainment, Concert in the Equi-Plex
- **Sunday (Father's Day)** – Show Jumping, Kids' Zone, Shopping, Live Music and Entertainment, Concert in the Equi-Plex, and *Marvel-supported Superhero Sunday!*

Sponsorship Opportunity: Custom comic book wrap—a unique way to be part of the action and connect with fans.

‘Pan American’[®] June 25–29

A week of world-class sport and family fun at Spruce Meadows:

- Wednesday & Thursday – Show Jumping
- Friday – Show Jumping, Outdoor Movie, Shopping, Live Music and Entertainment
- Saturday – Concert in Equi-Plex, Show Jumping, Kids' Zone, Shopping, Live Music and Entertainment
- Sunday – Show Jumping, Kids' Zone, Shopping, Live Music and Entertainment

Something for everyone, every day.



Canada Day July 1

- Canada Day celebration on July 1 with Brett Kissel live on Scotiabank Stage
- Show Jumping
- Kids' Zone
- Complimentary ATCO BBQ for the first 3,000



`North American' **July 2-6**

Experience five days of excitement, entertainment, and tradition at Spruce Meadows:

- Wednesday & Thursday – Show Jumping
- Friday – Concert in Equi-Plex, Show Jumping, Outdoor Movie, Shopping
- Saturday – Concert in Equi-Plex, Show Jumping, Kids' Zone, Shopping, Live Entertainment and Music
- Sunday – Concert in Equi-Plex, Show Jumping, Kids Zone', Shopping, Live Entertainment and Music

Join us in honouring the military with special ceremonies including a Flyover and the traditional Feu de Joie—a salute to service woven into the Spruce Meadows experience.

'MASTERS' Sept 3-7

Celebrate the rich history of the 'Masters' with a week of amazing moments — from special performances to iconic ceremonies.

Highlights include:

- Sneak-a-Peek – Monday (Labour Day)
- RCMP Musical Ride
- Mounted Band of the Household Cavalry
- International Ring Closing Ceremonies on Sunday
- \$5 Million CPKC 'International', presented by Rolex

A true tribute to tradition, excellence, and the spirit of Spruce Meadows.



International Christmas Market, presented by TELUS



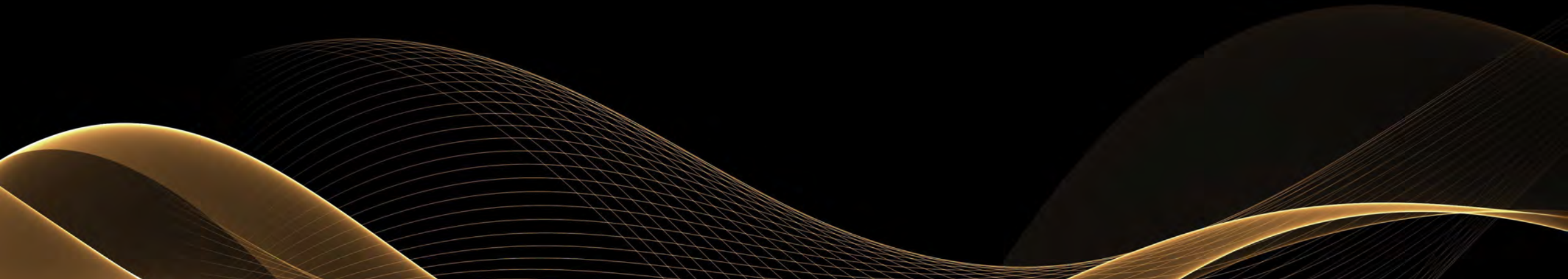
Wishing Tree

Celebrate the season of hope and giving with the Spruce Meadows Wishing Tree. Guests are invited to write their wishes, dreams, or messages of gratitude on special tags and hang them on the tree—creating a beautiful display of collective spirit.

Optional donations can be made to support the Spruce Meadows Leg Up Foundation, helping turn wishes into meaningful impact for our community.

Lighting of the Horses Ceremony

Celebrate the end of the year and the beginning of Christmas Lights at Spruce Meadows with a magical horse lighting ceremony in the International Ring—featuring 50 horses and a fox—followed by festivities at our brand-new restaurant.



Spruce Meadows Leg Up Foundation Presents: Christmas Lights Display

Our Christmas Lights Display is more popular than ever! To help manage traffic, with proceeds to The Leg Up Foundation, we're introducing a small entry fee—keeping the magic bright and allowing smoother entry.

Partnering with ATCO, PWC,
Akita Drilling, WestJet



**Up Next: Media
Peter Llewellyn
I Am Spruce Meadows**

50 Point Tour (5 to launch this summer)

Take a guided journey through five key areas of Spruce Meadows, exploring 5 unique points of interest. Learn, engage, and enter to win prizes by visiting each location.

Open during the June and July tournaments, this interactive tour is designed to boost general admission, invite loyal fans, and welcome new visitors to experience the rich history and operations of Spruce Meadows.

Abstract wavy lines in shades of orange and yellow, creating a sense of motion and depth at the bottom of the slide.

**Up Next: 5 Point Tour
The Original Hunter Jump**



GlobeQuest: Orb Odyssey

An interactive scavenger hunt encouraging visitors to locate various globes placed throughout the venue (one per person) and then register them to enter to win prizes!

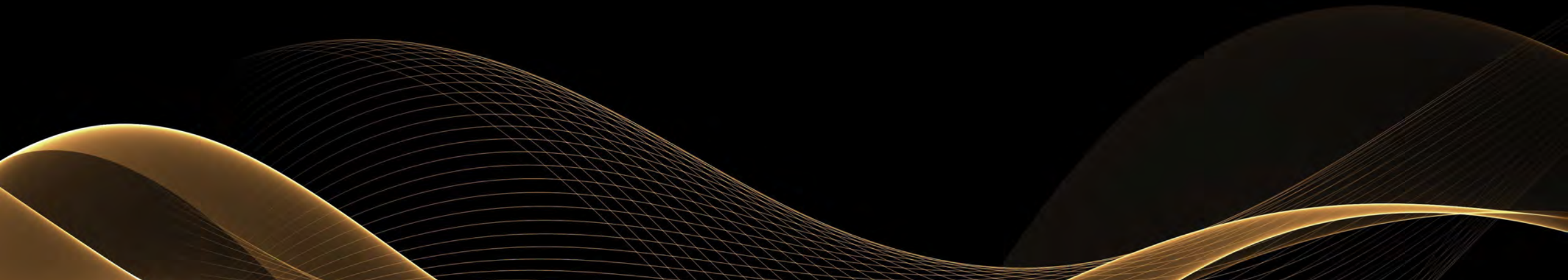


Merchandise

New this year: exclusive merchandise, including the Icon Collection by LSH, inspired by Spruce Meadows landmarks, is available this year. A fresh way to celebrate 50 years of history and heritage.



**Which leads us to a really
exciting announcement....**



Golden Week at Spruce Meadows: SEVEN DAYS OF DEALS

**It's our birthday week—but you are getting the presents!
Starting April 13, there will be 7 days of deals.**

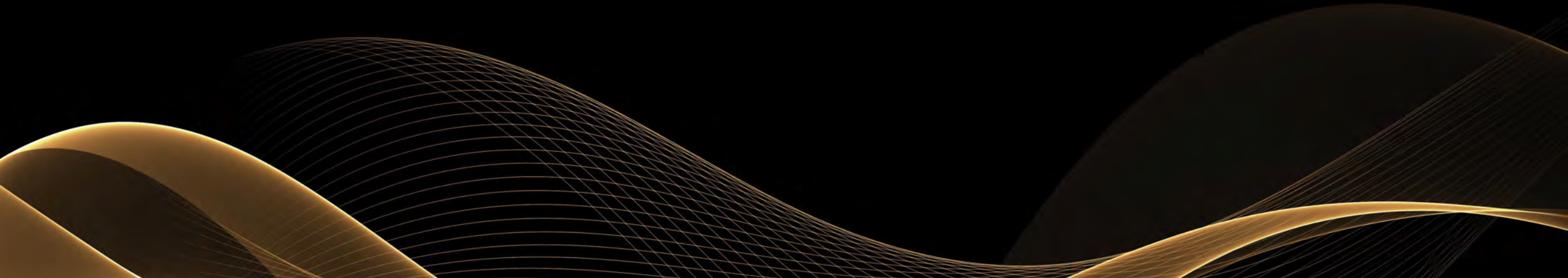
Subject to terms and conditions. Some exclusions apply; Offer does not include Cavalry FC tickets or merchandise, gift cards, food and beverage, alcohol, venue rentals, third-party vendors, or previously purchased items or tickets. Offer subject to change without notice. E&OE.

Spectacular Sunday

50% off *almost everything* we sell at Spruce Meadows—including Spruce Meadows branded merchandise, concert tickets, world-class sport tickets, and family entertainment tickets.

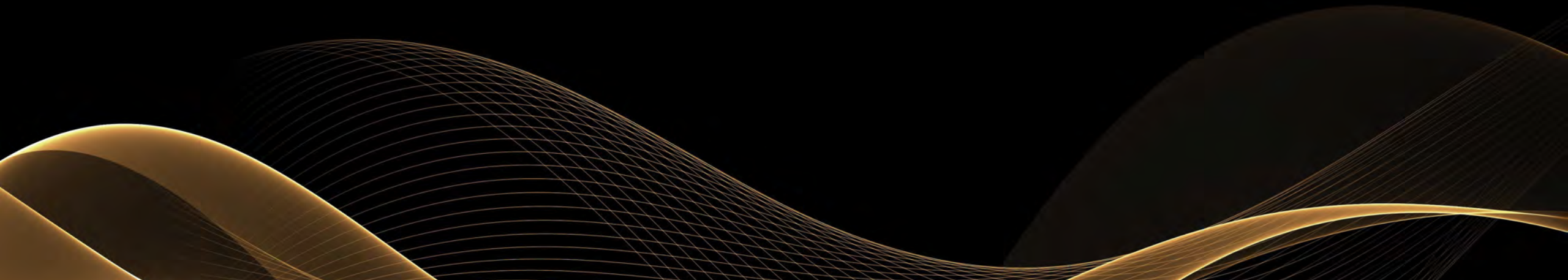
Merch Monday

Enjoy 50% off all Spruce Meadows merchandise—
custom clothing, souvenirs, and more!



Concert Tickets Tuesday

See Leon Bridges, City and Colour (Solo), Metric,
and Dean Brody for HALF PRICE!

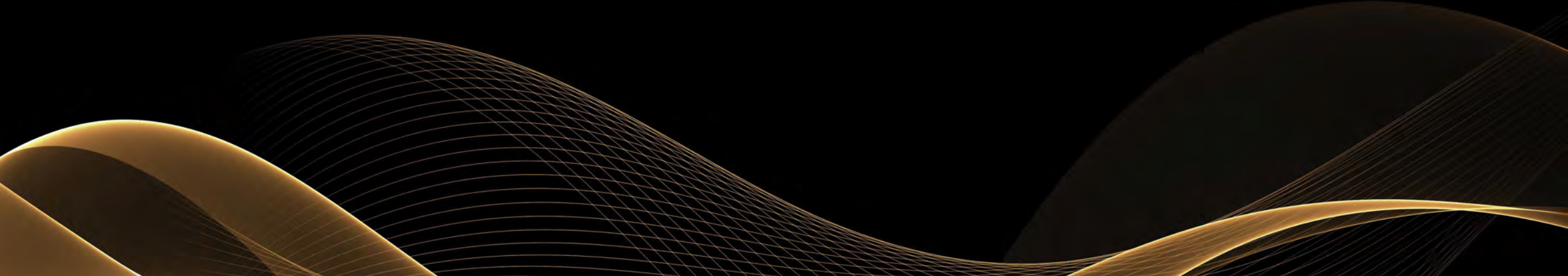


World-Class Wednesday

50% off ALL reserved seating tickets for our
June & July show jumping tournaments!

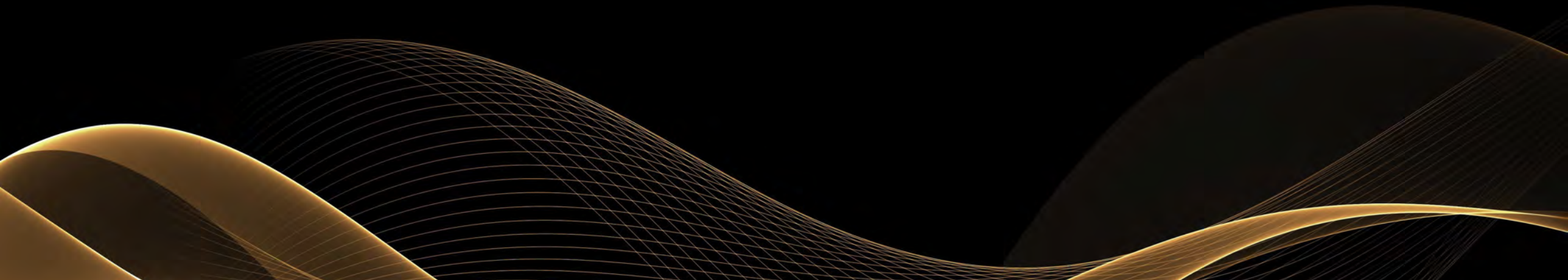
Concert Ticket Thursday

Your final opportunity to get HALF PRICE tickets:
Leon Bridges, City and Colour (Solo), Metric, and Dean Brody!



Family Friday

Movie Tickets From \$2.50! Experience
Movies at the Meadows, under the big skies, at 1975 prices!



Super Saturday One Day. Every Deal.

50% off merch

50% off concert tickets

50% off show jumping reserved seating

\$2.50 movie tickets (limited quantity available on-site)

Podcast: The Inside Story

Celebrate half a century of excellence with a special 5-episode podcast series featuring heartfelt stories, behind-the-scenes moments, and legendary memories from Spruce Meadows.

Hosted through intimate conversations with key figures like Linda, Ian, and Nancy, each 20–30 minute episode dives into the people, passion, and purpose that built one of the world's most iconic equestrian venues.

From athletes and organizers to devoted fans—discover the untold stories that shaped the legacy.



Then And Now

An exhibition showcasing the evolution of Spruce Meadows over the past 50 years, highlighting key milestones and transformations. You can see them when you walked into Congress Hall today!



Corporate Product Showcasing

Opportunities for brands to showcase their products and services during events, engaging with a diverse audience.



Corporate Product Showcasing



Corporate Product Showcasing



Corporate Product Showcasing




























Corporate Product Showcasing



Corporate Product Showcasing















































Sustainability Review

Sponsor	Energy	Water	Waste	Nature & Biodiversity
				
				
				
		-		-
		-	-	-
				

*The information presented here is based on information made public by each organization represented. This does not reflect personal opinions of company sustainability programs and is not intended as an assessment of the efficacy of these initiatives, only a reflection of whether publicly available information confirms the existence of these initiatives.

Sustainability Review

Sponsors	Energy	Water	Waste	Food	Nature & Biodiversity
				—	
					
					
					—
			—		
					—
					
					

*The information presented here is based on information made public by each organization represented. This does not reflect personal opinions of company sustainability programs and is not intended as an assessment of the efficacy of these initiatives, only a reflection of whether publicly available information confirms the existence of these initiatives.

Sustainability Review

Spruce Meadows Title Sponsors



5 of 6 have initiatives focused on renewable energy



3 of 6 have initiatives focused on water management



5 of 6 have public sustainability targets



4 of 6 have initiatives focused on waste management

30 of 48
sponsors have
sustainability
programs*

All Spruce Meadows Sponsors



25 of 48 have initiatives around energy reductions and transitioning to renewable energy



17 of 48 have public sustainability targets, 8 have committed to the Science-Based Targets Initiative (SBTi)



The Spruce Meadows Leg Up Foundation is the official charitable arm of Spruce Meadows, dedicated to supporting Education, Health & Wellness, Amateur & Grassroots Sport, Community, and Agriculture. With a focus on making a meaningful difference, the Foundation proudly supports programs that enrich lives and strengthen the community.

One of its flagship programs is the Leg Up School Tours—a free, curriculum-based educational experience designed for students in grades 4–6. Since 1976, this hands-on program has welcomed thousands of young learners to explore themes like agriculture, wetland ecosystems, horse anatomy, and animal welfare through interactive learning stations. These tours offer students a fun and engaging way to connect classroom knowledge with real-world impact in a unique setting.



**DONATE
TODAY:**



**Now to unveil our new
restaurant brand!**



A stylized, golden fox head logo with a large 'M' shape integrated into its forehead.

FOXTROT

AT SPRUCE MEADOWS

Abstract, flowing golden lines and curves at the bottom of the image, creating a sense of movement and depth.

Foxtrot and Café Foxtrot

 FOXTROT

AT SPRUCE MEADOWS

 CAFÉ
FOXTROT

AT SPRUCE MEADOWS



Congratulations Cavalry FC

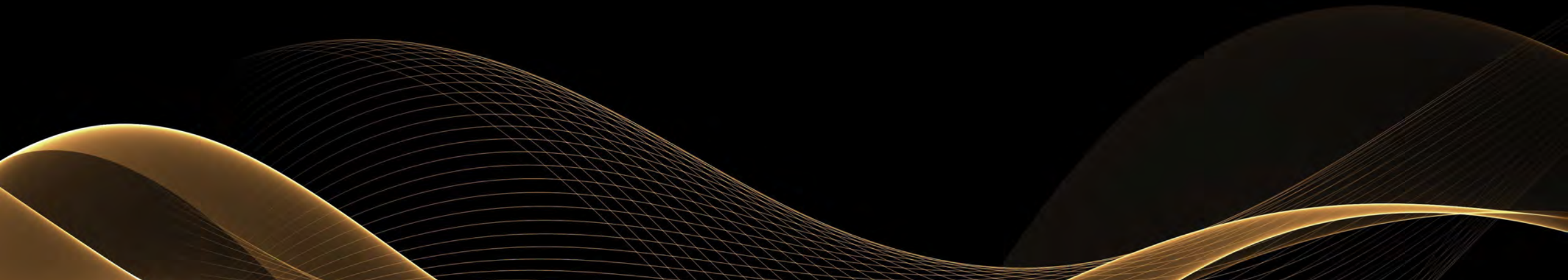
Congratulations to Cavalry FC on their outstanding win last season—a true milestone for the club. As part of our 50th anniversary celebrations at Spruce Meadows, we're proud to introduce the 50th Anniversary Kit, honoring our legacy and the continued excellence of Cavalry FC.



2024 NORTH STAR CUP
CHAMPIONS



Up Next: 50th Anniversary Kit



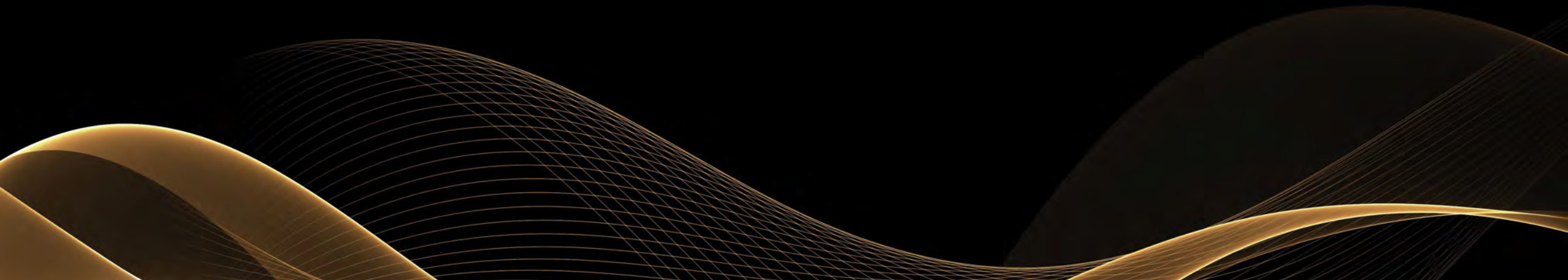


VIP Experiences



VIP Experiences

Whether it's a staff gathering, client appreciation, or a casual celebration, Huntley Oaks, The Winner's Circle, The Starting Line, and the Skyboxes offer the perfect settings for smaller, more intimate events. Each space brings its own unique charm — ideal for connecting, celebrating, and creating memorable moments at Spruce Meadows.



Winner's Circle & Starting Line

The Winner's Circle

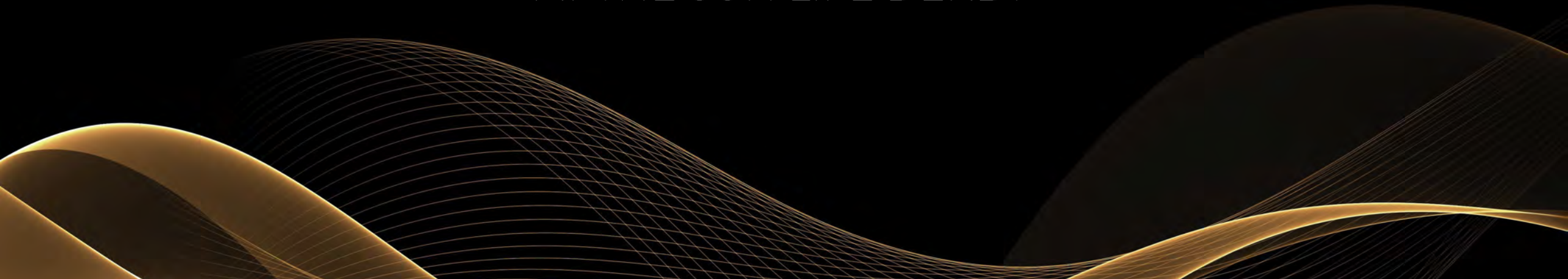
Situated on the upper level of WestJet Canada House, The Winner's Circle provides a VIP experience during the 'Masters' event. Guests are treated to a lavish gourmet buffet, complimentary beverages, private bar, and restrooms. The venue features a temperature-controlled lounge and a heated balcony deck with reserved seating, offering unparalleled views of the International Ring. It's an ideal setting for hosting clients or celebrating special occasions in a luxurious environment.

The Starting Line

Located in the British House, The Starting Line Suites offer a premium entertainment experience with private balconies overlooking the International Ring. These suites feature assigned VIP seating, a buffet of hot and cold hors d'oeuvres, and a dedicated hostess. The interior boasts a temperature-controlled lounge, while the heated balcony provides comfortable viewing. With amenities like a cash bar and complimentary parking, The Starting Line is perfect for corporate gatherings or intimate celebrations.

HUNTLEY OAKS

AT THE SUN LIFE DERBY



Debuting during the 'North American' Tournament, Huntley Oaks offers an exclusive and sophisticated experience inspired by iconic derbies worldwide. Located in the private setting of WestJet Canada House, guests can enjoy a gourmet buffet, complimentary beverages, and both indoor and outdoor seating with prime views of the International Ring. This elegant venue is perfect for those seeking a high-end, stylish event atmosphere.





Spruce Meadows 50th Campaign



TICKETS AVAILABLE NOW!
SPRUCEMEADOWS.COM

Spruce Meadows 50th Campaign

EPIC WEEKENDS
at SPRUCE MEADOWS

THANK YOU.

QUESTIONS? COMMENTS?

SCAN FOR FEEDBACK



SCAN FOR PRESENTATION

