



Welcome.



Spruce Meadows Partner Open House

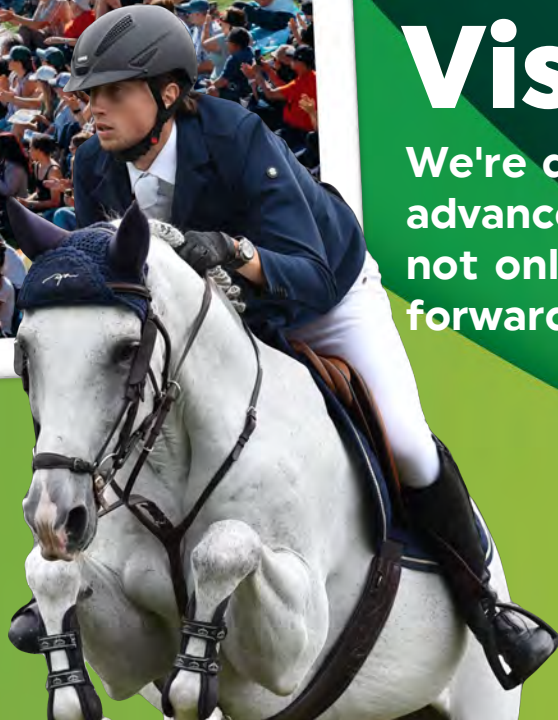






Agenda.

- 10:00 a.m. Arrival
- 10:30 a.m. Overview
- 11:30 a.m. Lunch and Tasting
- 1:00 p.m. Show Jumping + Venue Tours



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 of Good Sport, Good Friendship and Good Commerce.

Vision.

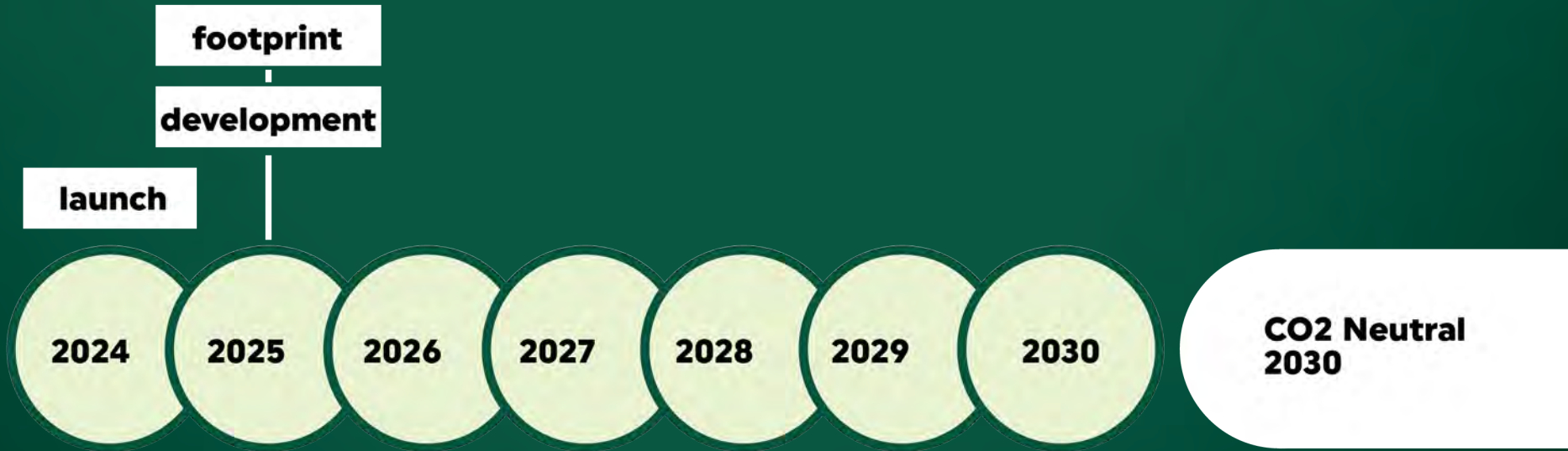
We're dedicated to championing sustainable projects and advancements in sports, making every aspect of our show not only thrilling, but also environmentally conscious and forward-thinking.

**The Cleanest And Greenest Show
Jumping Venue On The Tour.**

Sustainability Pillars: Balanced Energy Future



Roadmap.



SUSTAINABLE
DEVELOPMENT
GOALS

Goals: Balanced Energy Future

CO₂ and Climate Neutral: 2030

Innovation and Projects

Based on UN Sustainable Goals

Best Practices Implemented

Working together to recycle, Spruce Meadows and Waste Management are reaching some amazing milestones. We have saved:



1,482 mature trees

Enough to produce 18,356,032 sheets of newspaper

406 cubic yards of landfill space

Enough airspace to meet the disposal needs of 521 people



179,352 kW-hrs of electricity

Enough to power 17 homes for a full year

401 metric tons of CO₂ equivalent

Preventing greenhouse gas emissions



691,376 gallons of water

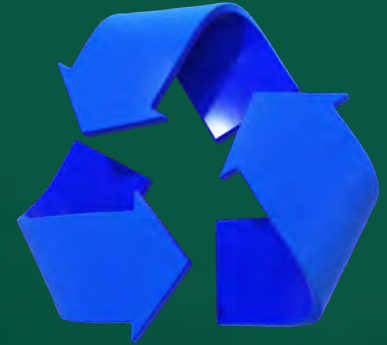
Enough to meet the fresh water needs of 9,218 people for a year

Spruce Meadows PER YEAR saves:

Landfill 252.5 tons | 69.12%

Diverted 112.8 tons | 30.88%

Organics 0.4 tons



PAPER	PLASTIC	ALUMINUM	GLASS	CARDBOARD
24.7 TONS	2.5 TONS	2.5 TONS	8.6 TONS	74.1 TONS

Audiences.



Returning Customers

Corporate Clients

Families With Children

New Canadians

Date Night

Equestrian Enthusiasts



New! (April 19-21)

PetFest

at **SPRUCE MEADOWS**®

Vendor Village
Diverse Dogs
Meet the Stars
Sponsorship Opportunity

Calendar.

MONTH	SPRUCE MEADOWS	ACTIVATIONS AVAILABLE
APRIL	PetFest	Vendor Product Placement
MAY	School Tours	Product placement
JUNE	'Continental' 'National' 'Pan American'	Product placement Vendor Stage First Responders
JULY	'North American'	Vendor Product Placement Stage Military + Military Tattoo
SEPTEMBER	'Masters'	Vendor Product placement Blacksmith World Championships Stage
NOVEMBER	International Christmas Market Christmas Lights Drive Through	Vendor Product Placement
DECEMBER	International Christmas Market Christmas Lights Drive Through	Vendor Product Placement Snow Globes

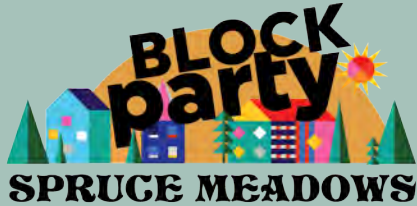
Themes.

'NATIONAL' SALUTE TO
FIRST RESPONDERS

'CANADA DAY'
June 30

'NORTH AMERICAN' SALUTE
TO CANADIAN ARMED
FORCES

Championship Weekend
ATCO Six Bar, Rolex Grand
Slam, BMO Nations' Cup



SHOW JUMPING

MARKT.

WEEKEND



SHOW JUMPING

PRESENTED BY ATCO
BBQ



SHOW JUMPING

MARKT.

WEEKEND



Champions are not born.
They are made.

SHOW JUMPING

MARKT.

LIFESTYLE + FINE ART

ALL WEEK

GLOBE SCAVENGER HUNT

ACTIVITIES:

FIREFIT
CONCERT:
SATURDAY EVENING AND
SUNDAY AFTERNOON
(GEORGE CANYON, JESS MOSKA-
LUKE, AND STEVEN LEE OLSEN.)
KID'S ZONE
FACE PAINTING
PETTING ZOO
INFLATABLES

GLOBE SCAVENGER HUNT

ACTIVITIES:

FAMILY DAY FUN
KID'S ZONE
FACE PAINTING
PETTING ZOO
INFLATABLES
DJ OR BAND

GLOBE SCAVENGER HUNT

ACTIVITIES:

BERRIES AND BUBBLES
FANCY HATS
KID'S ZONE
FACE PAINTING
PETTING ZOO
INFLATABLES
DJ OR BAND

GLOBE SCAVENGER HUNT

ACTIVITIES:

BLACKSMITH WORLD
CHAMPIONSHIP
KID'S ZONE
FACE PAINTING
PETTING ZOO
INFLATABLES
DJ OR BAND

Tournament Dates.

'Continental'

Presented by ROLEX
JUNE 6-9

'National'

Presented by ROLEX
JUNE 12-16

'Pan American'

Presented by ROLEX
JUNE 26-30

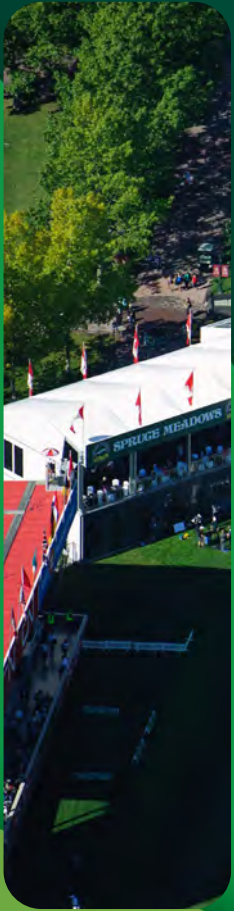
'North American'

JULY 3-7

'MASTERS'

at SPRUCE MEADOWS

SEPTEMBER 4-8



Hosting Venues.



Canada House.



British House.



Congress Hall.



Skyboxes.



Winner's Circle.



Starting Line.



Long Table Dinners.



Your Branding.



Competitions.



Activations.



Community.



Experiences.



Showcasing.



Signage.

Branding Opportunities.

Cultural Performances

Educational Workshops

Collaborative Events

Art Installations

Family Day/Stages

Military Band Tattoo

Community Engagements

Christmas Lights and
Snow Globes

PetFest, Tournaments,
Christmas Market

Sustainability Initiatives



Home Schedule.

HOME

AWAY

CANCHAMP

ALL DATES AND TIMES ARE SUBJECT TO CHANGE.

APRIL 2024



**SATURDAY
APR 13**

2:00 P.M. MT
VS. FOR

**SATURDAY
APR 20**

12:00 P.M. MT
VS. ATO

**TUESDAY
APR 23**

7:00 P.M. MT
VS. VFC

**SUNDAY
APR 28**

3:00 P.M. MT
VS. PAC

**SATURDAY
AUG 3**

5:00 P.M. MT
VS. ATO

**SATURDAY
AUG 10**

2:00 P.M. MT
VS. HFX

**FRIDAY
AUG 16**

5:00 P.M. MT
VS. YRK

**SATURDAY
AUG 24**

3:00 P.M. MT
VS. PAC

**SEMI FINAL LEG 2
AUG 27-29**

DETAILS TBD
IF QUALIFIED

**FRIDAY
AUG 30**

7:30 P.M. MT
VS. VAL

AUGUST 2024

MAY 2024

**QUARTER FINALS
MAY 2024**

DETAILS TBD
IF QUALIFIED

**FRIDAY
MAY 3**

7:00 P.M. MT
VS. VFC

**SATURDAY
MAY 11**

12:00 P.M. MT
VS. HFX

**SATURDAY
MAY 18**

5:00 P.M. MT
VS. YRK

**SUNDAY
MAY 26**

3:00 P.M. MT
VS. VAL

**SATURDAY
SEP 7**

5:00 P.M. MT
VS. FOR

**SUNDAY
SEP 15**

3:00 P.M. MT
VS. ATO

**FRIDAY
SEP 20**

5:00 P.M. MT
VS. YRK

**FINAL
SEP 24-26**

DETAILS TBD
IF QUALIFIED

**SATURDAY
SEP 28**

5:00 P.M. MT
VS. VFC

SEPTEMBER 2024

JUNE 2024

**SATURDAY
JUN 1**

5:00 P.M. MT
VS. PAC

**SATURDAY
JUN 8**

3:00 P.M. MT
VS. FOR

**SUNDAY
JUN 16**

5:00 P.M. MT
VS. VFC

**FRIDAY
JUN 21**

7:00 P.M. MT
VS. ATO

**SATURDAY
OCT 5**

3:00 P.M. MT
VS. PAC

**SATURDAY
OCT 12**

5:00 P.M. MT
VS. HFX

**SATURDAY
OCT 19**

TBD
VS. VAL

OCTOBER 2024

JULY 2024

**MONDAY
JUL 1**

1:00 P.M. MT
VS. HFX

**SUNDAY
JUL 7**

3:00 P.M. MT
VS. VAL

**SEMI FINAL LEG 1
JUL 9-11**

DETAILS TBD
IF QUALIFIED

**SATURDAY
JUL 13**

2:00 P.M. MT
VS. YRK

**SUNDAY
JUL 21**

3:00 P.M. MT
VS. FOR

**FRIDAY
JUL 26**

8:00 P.M. MT
VS. VFC





Partnership Options.

TICKETS + HOSTING



The ultimate sport experience at ATCO Field. Patio Seating, Officer's Club (limited availability), CP Canada House VIP – Calgary's most electric sports atmosphere.

CATEGORY EXCLUSIVITY



Join a select group of businesses and be an exclusive sponsor of the club. i.e., "Official Home Builder of Cavalry FC".

DIGITAL + SOCIAL



Leverage our digital and social media reach. Content is king – work with our club to create unique content and use our brand to reach new audiences.

ADVERTISING + SIGNAGE



Be a part of the Cavalry FC experience onsite at Spruce Meadows. Signage, business activations & direct engagement with our fanbase.

Partnership Options.

ACCESS TO TALENT



Access to Cavalry FC's best and brightest talent. Use of our world class facilities, and access to our creative team – our history of excellence, now a part of your team.

EXCLUSIVE PROGRAMS



A unique experience for you, your clients or your employees. Family Day picnic, employee team building activity or client appreciation event – we deliver unforgettable experiences.

COMMUNITY ENGAGEMENT



Need an authentic and meaningful way to engage in the community? Our Cavalry Community Outreach team can help you achieve this.

BRANDED INTEGRATION



Co-branded products and direct brand association with Cavalry FC.

Your Brand.



First Nation Recognition.

June 8: Indigenous People's Celebration Match, presented by ATCO

We launched *Patches for a Purpose* last year, and the Spruce Meadows Leg Up Foundation is committed to supporting local communities, including Indigenous communities in the area. During National Indigenous History Month, we created a special patch that was sold to raise funds for the Iyahrhe-Nakoda Food Bank Society.

The Stoney Nakoda Nation was facing a difficult situation, with a shortage of food and an opioid crisis affecting their community. The initiative aimed to help alleviate food insecurity by raising funds for the food bank and support a healthier, thriving community. Through this effort, we demonstrated our commitment to supporting local communities and our willingness to take action towards positive change.





**Spruce Meadows
Marketing + Branding**

Digital.

Spruce Meadows is connecting with our audiences on all of today's popular digital channels. We are connecting organically and paid, individually or with our partners, and we look for the following data:

Website traffic

Social media engagement

Email opens and click through rates

Livestream viewership

Online sales and conversions

Digital advertising ROI

Spruce Meadows Campaigns

Summer.



where summer
comes alive

GET YOUR TICKETS NOW | SPRUCMEADOWS.com

GET YOUR TICKETS NOW | SPRUCMEADOWS.com

Masters.

Champions are not born.
They are made.

September 4-8, 2024.

'MASTERS'
at SPRUCE MEADOWS



at SPRUCE MEADOWS
'MASTERS'

Advertising.

Spruce Meadows is in market in a variety of exciting placements, ramping up our campaign and getting our fan, athletes, and sponsors excited. You'll find us:

Billboards and Calgary Transit Busses

Rideshare and Food Delivery Driver Advertising

Airport Billboard and Internal Video Boards

Digital and Social Media Advertising

Radio/TV Advertising

Digital/Radio/TV Contesting

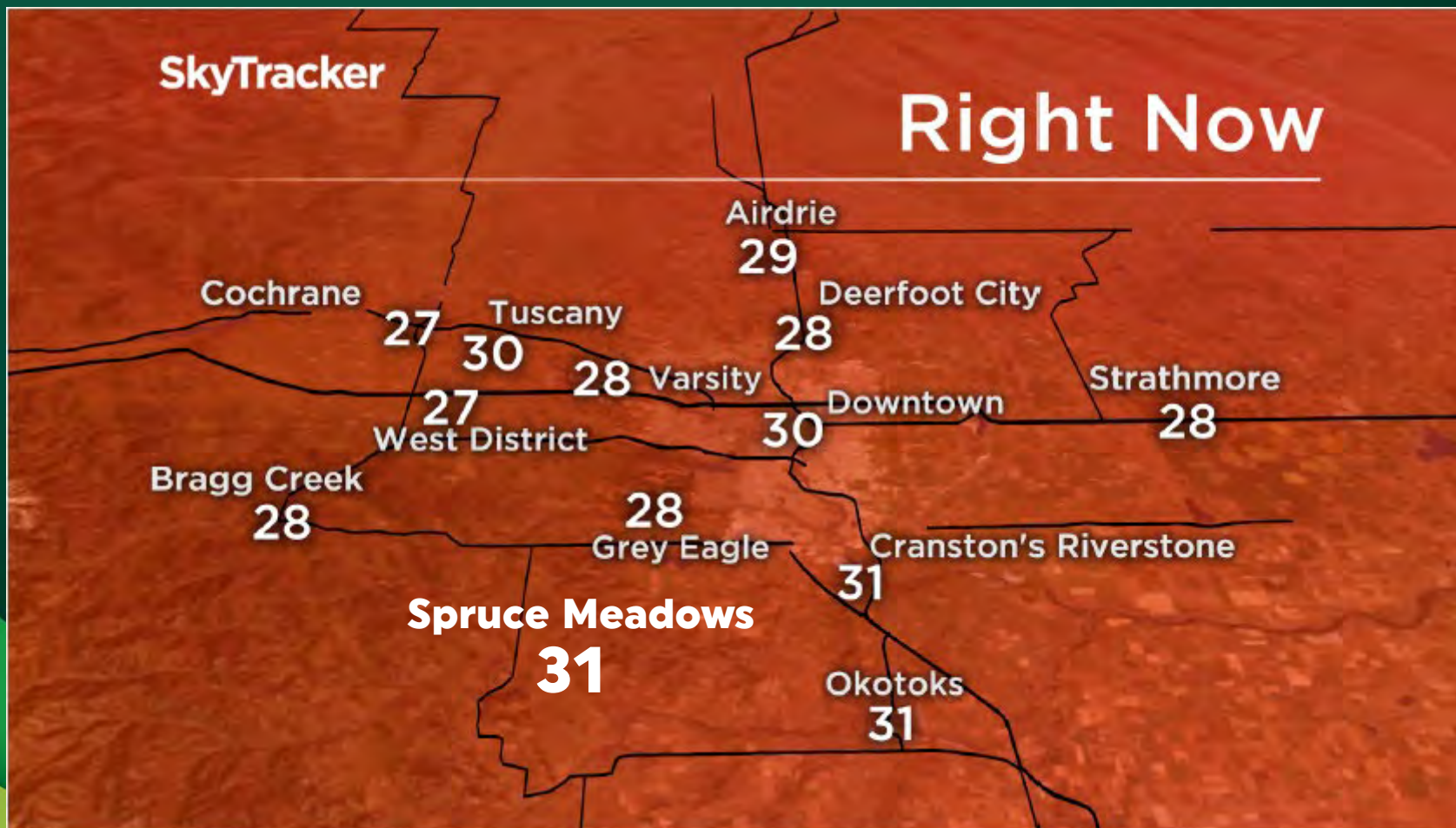
Weather Location on Global

Rideshare.



Transit.





TV.



TED BY

EX

Billboards.



Social Media & Digital Collaboration

Options.

At Spruce Meadows, we offer diverse approaches to collaborate with our corporate partners on our social media channels, which have a substantial following. Our aim is to showcase your brand and message tastefully, while demonstrating support for the sport and the activations we undertake at Spruce Meadows.

Social Media Collaboration

Video Reels and Tik Toks (Competitions, etc.)

Instagram Headliner Opportunities

Social Media Coverage

AD Placements

Streaming



Placements.

Ticket

Event: **Weekend Three - Sunday - International Christmas Market**
presented by TELUS

Complimentary 1 of 2 6SJUF207H

Guest: **Justin Hayward**
justin.hayward@sprucemeadows.com

Start: Sun Dec 04, 2022 10:00AM MST
End: Sun Dec 04, 2022 05:00PM MST

Spruce Meadows
18011 Spruce Meadows Way SW

NO PRINTER? NO PROBLEM! WE CAN SCAN THIS TICKET DIRECTLY FROM YOUR PHONE OR DOWNLOAD THE SHOWPASS APP

A MESSAGE FROM THE ORGANIZER
TICKETS CAN BE TRANSFERRED/EXCHANGED (FEES WILL APPLY). STRICTLY NO REFUNDS.

COVID-19
As a matter of public interest in Covid-19 cases or any public place where people are gathered...

PUBLIC HEALTH
Spruce Meadows Ltd. shall not be liable for any damages or loss or otherwise for any injuries, illnesses or property of the visitor...

ASSIGNMENT OF LIABILITY AND INDEMNIFICATION
Spruce Meadows Ltd. assumes no responsibility whatsoever for any personal property brought on the grounds...

PHOTOGRAPHY/VIDEO IMAGE RELEASE
The Ticketholder understands that Spruce Meadows Ltd. will be gathering photographic and/or video images...

Tickets can be transferred/exchanged up to the day before the event - fees will apply. Strictly no refunds. No pets are allowed at this event.

Transaction ID: 3c737a49c8-ab7e-wd73b0d47wv2

6SJUF207H

showpass
www.showpass.com

spruce_meadows

spruce_meadows

Edit profile
Ad Tools

Spruce Meadows
Sports & Recreation Venue
We're jumping into your feed!
www.sprucemeadows.com

Log Up YouTube Shop Local History Back 2 Bas...

SPONSOR POST
CURRENT TOURNAMENT
CURRENT THEME/ATTRACTION

jump into summer

Merry & Bright

HAPPY NEW YEAR

atcgroup and spruce_meadows
niamhadkins • Original audio

atcgroup and spruce_meadows
niamhadkins • Original audio

atcgroup All things equestrian at @spruce_meadows. Comment below if you see you at the Masters!

katk1200_Would LOVE to be there... see any of the classes this week/ weekend televised?

esteelebs Morning Sunday! An upcoming 8D gift to myself

jewel2830 too will for Sunday the 11! Can't wait!!

two_bays_and_a_fat_cat

smmevermind7 Hope. Vet bills keeping me home this year. Darned it's pay per view and not on TV

ralmyer: Today.

vallerquon9599 Not this year

nicolegoneyo Will absolutely be there!

Liked by callin.charles and others

In stadium/streaming/tv commercials.



'National'
presented by Rolex

**LIVESTREAM &
VIDEO ON DEMAND**
JUNE 16-19, 2022



The banner features a background of horizontal yellow lines on the left and a graphic of concentric green and yellow arcs on the right. The Spruce Meadows logo is a circular emblem with a horse, a mountain, and a field, surrounded by the text 'SPRUCE MEADOWS' and 'SM'.



SPORTSNET™



The Sportsnet logo features a stylized red and blue swoosh underneath the main text.

Potential Ideas.

We have a wealth of ideas, custom activations, and partnerships in mind, and we are enthusiastic about collaborating with you. Let's team up to create some exciting activations, such as:

Stage Branding (DJs, Christmas Market, etc.)

School Tours

Spruce Meadows Leg Up Foundation

Military Tattoo

Ticketing, Social Media, Collab, Branding

Intranet Offers in your corporation/Ticketing Offers

Employee Engagement.

At Spruce Meadows, we've noticed that numerous corporations are interested in engaging their employees by participating in activities such as decorating for Christmas, planting flowers for spring, or organizing team-building events.



Spruce Meadows Snowglobes.

We are excited to present a new opportunity for your company to sponsor and decorate a hoeccker tent as a snow globe for our very popular drive through and walk through Christmas Lights program, presented by Scotia Bank, Bennett Jones, ATCO, and WestJet.



The background features a dark green upper section and a lighter green lower section, separated by a curved boundary. A yellow-green area is visible at the bottom left. The text is centered in the dark green area.

Spruce Meadows Expansion + Development

Deloitte Ring: Completed 2023.



Village Shops. Completed 2023.



All Canada Ring. Completed 2023.



North American Ring. Completed 2023.



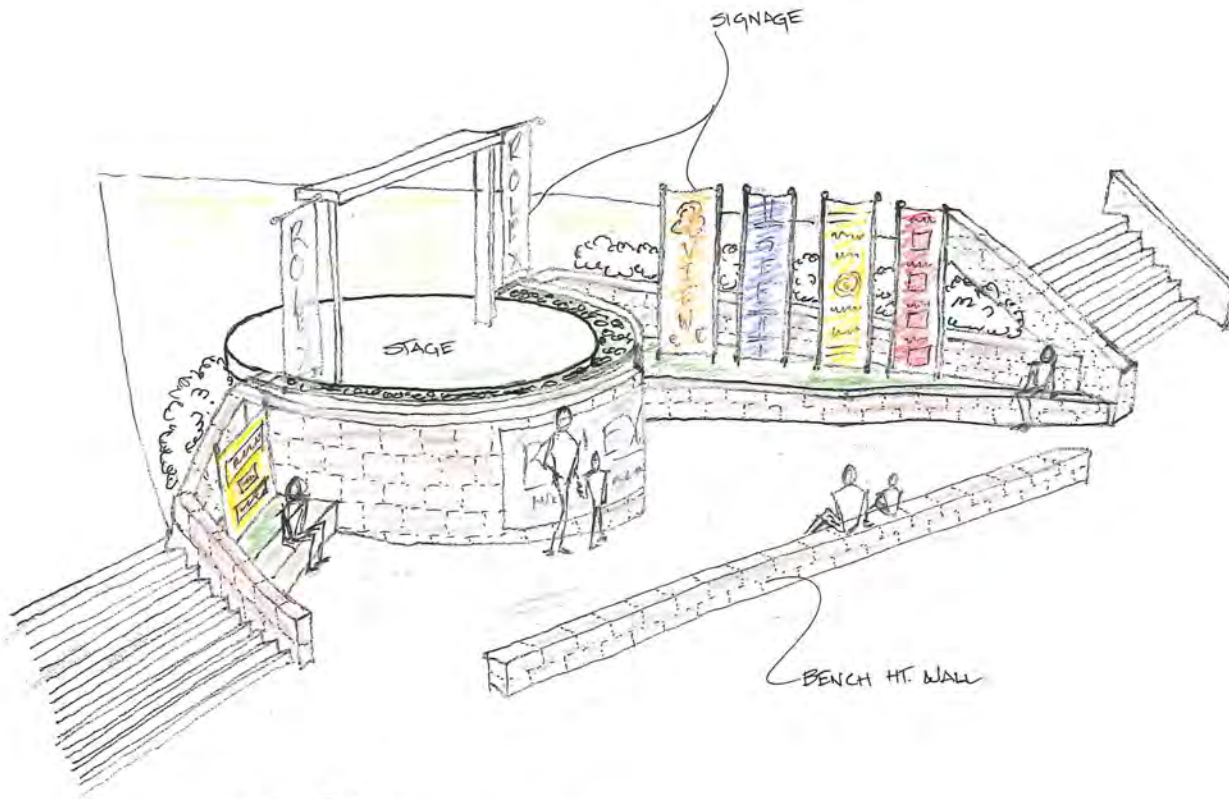
International Warm Up. Completed 2023.



East Side. In Construction.



New Stage. In Construction.



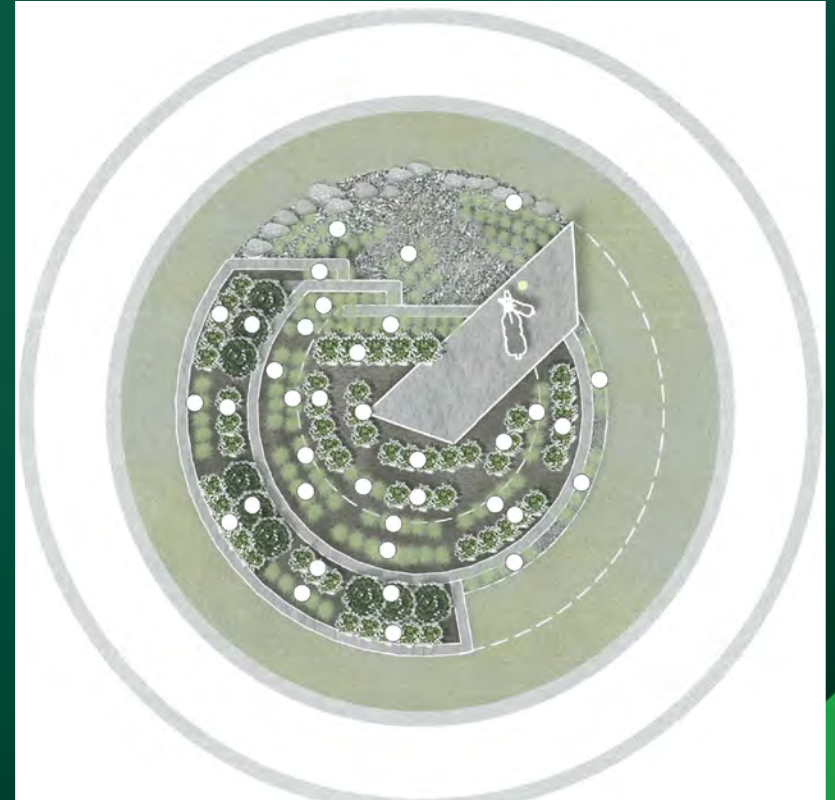
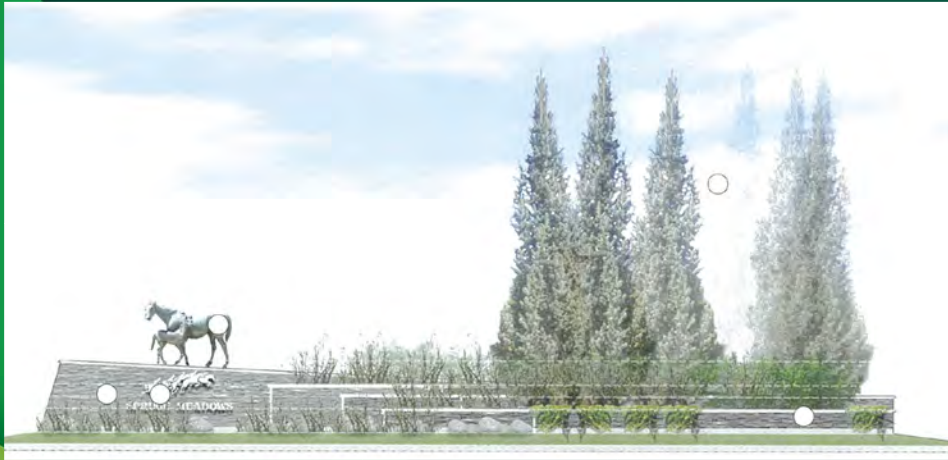
UPPER PLAZA
STAGE/RETAINING WALL OPTION
RTS.
APRIL 2023 S.E.A.
CONCEPT ONLY

CONCEPT ONLY
APR 2023 S.E.A.
RTS.
STAGE/RETAINING WALL OPTION

New Restaurant. In Construction.



Front Entrance. In Construction.



**Looking forward to 2025:
50 Years of Spruce Meadows**



50th Celebration: April 13, 2025

**A taste of the season:
Celebrate fans, builders,
historic winners
Build Walk of Fame**

**'Masters' 2025:
RCMP Musical Ride**



Walk of Fame Concept.





THANK YOU!

Questions?

A Spruce Meadows team contact card is available at your table for your convenience.