



## 2023 SPRUCE MEADOWS BUSINESS OPEN HOUSE



## MISSION

At Spruce Meadows, we are dedicated to providing an unparalleled experience for equestrian sport enthusiasts from around the world. Our facility is designed to bring together athletes, trainers, corporate partners, and fans in a community built around excellence, integrity, and respect for the horse.

We want to be the leading venue in the world for international equestrian sport. We strive to achieve this by hosting show jumping tournaments of unmatched quality for athletes of all levels, promoting the breeding and training of quality sport horses, and providing an environment that reflects strong family values. We are committed to the well-being of our horses, the development of our athletes, and the enjoyment of our fans.

We are centered around promoting our world-class facilities and events to a global audience. Our mission is to be the leading venue for international horse sports, providing exceptional experiences for athletes and spectators alike. Through targeted advertising, social media, and strategic partnerships, we aim to increase awareness of Spruce Meadows as a premier destination for sports enthusiasts and families.

Our commitment to sustainability and community involvement also guides our marketing efforts, as we strive to make a positive impact on the environment and our local community.



# TARGET AUDIENCES

**Equestrian enthusiasts:** These are people who are passionate about horses and love watching equestrian events. They may be riders themselves or simply enjoy watching the sport. Spruce Meadows caters to this audience by hosting world-class equestrian events throughout the year.

**Families with children:** Spruce Meadows is a great destination for families with children. Kids will love the petting zoo, pony rides, and face painting. There are also plenty of food vendors and shopping opportunities for parents. In addition, the grounds offer a beautiful and safe space for families to enjoy the outdoors.

**Corporate clients:** Spruce Meadows is a popular venue for corporate events, including meetings, conferences, and team-building activities. The facilities are top-notch, and the grounds offer a beautiful and relaxing setting for business gatherings. Corporate clients can take advantage of the on-site catering and other amenities to create a memorable event for their guests.

**Date Night:** Couples who are looking for a unique and romantic date night experience. With its picturesque setting and elegant ambiance, Spruce Meadows offers a one-of-a-kind backdrop for a special evening out. From attending one of the signature show jumping tournaments to strolling through the beautiful gardens, couples can create a memorable date night experience at Spruce Meadows. The on-site dining options provide an opportunity for a romantic dinner, while the atmosphere of the venue is perfect for an evening of live entertainment and relaxation.

**New Canadians:** Starting a new life and integrating into a new community can be hard—the importance and value of social integration of newcomers cannot be overestimated. Attending sports and entertainment events can enrich the lives of new Canadians and help expand their social circle, while helping create meaningful community connections. Leisure is an important part of life. It is something that people of all nationalities and backgrounds need, enjoy and deserve. It provides a welcome respite from the potential stresses of establishing in a new country. Spruce Meadows offers affordable ways ('National' at \$5) for new immigrants to feel welcome in their new community and adapt to life in Canada.

# ACTIVATION DATES + OPPORTUNITIES

MONTH	SPRUCE MEADOWS EVENT	CAVALRY FC MATCH	OTHER EVENTS	ACTIVATION OPPORTUNITIES
<b>APRIL</b>		APRIL 30	LUCY TRIES SOCCER	
<b>MAY</b>	SCHOOL TOURS MAY 23-JUNE 2	MAY 13 MAY 21		
<b>JUNE</b>	'NATIONAL' JUNE 15-18	JUNE 3 JUNE 11 JUNE 24		VENDOR PRODUCT PLACEMENT
<b>JULY</b>	CANADA DAY JULY 1 'NORTH AMERICAN' JULY 6-9	JULY 12 JULY 15		BBQ MILITARY VENDOR PRODUCT PLACEMENT
<b>AUGUST</b>		AUGUST 4 AUGUST 20 AUGUST 27	DOG SHOW AUG 4-7	VENDOR PRODUCT PLACEMENT
<b>SEPTEMBER</b>	'MASTERS' SEPTEMBER 6-10	SEPT 16 SEPT 29		CFRT VENDOR PRODUCT PLACEMENT
<b>OCTOBER</b>		OCT 7		VENDOR
<b>NOVEMBER</b>	CHRISTMAS MARKET NOV 17-29, NOV 24-26			VENDOR
<b>DECEMBER</b>	CHRISTMAS MARKET DEC 1-3			VENDOR
	CHRISTMAS LIGHTS DEC 8-10, 15-17, 22-24, 29-31			DRIVE THROUGH

# TOURNAMENT DAYS

'Continental'

CSI 5\*/2\*

**June 8-11**

'National'

presented by Rolex

CSI 5\*/2\*

**June 14-18**

'Pan American'

presented by Rolex

CSI 5\*/2\*

**June 29-July 2**

'North American'

presented by Rolex

CSI 5\*/2\*

**July 5-9**

'MASTERS'

CSIO 5\*/3\*

**September 6-10**

# HOSTING VENUES

## British House

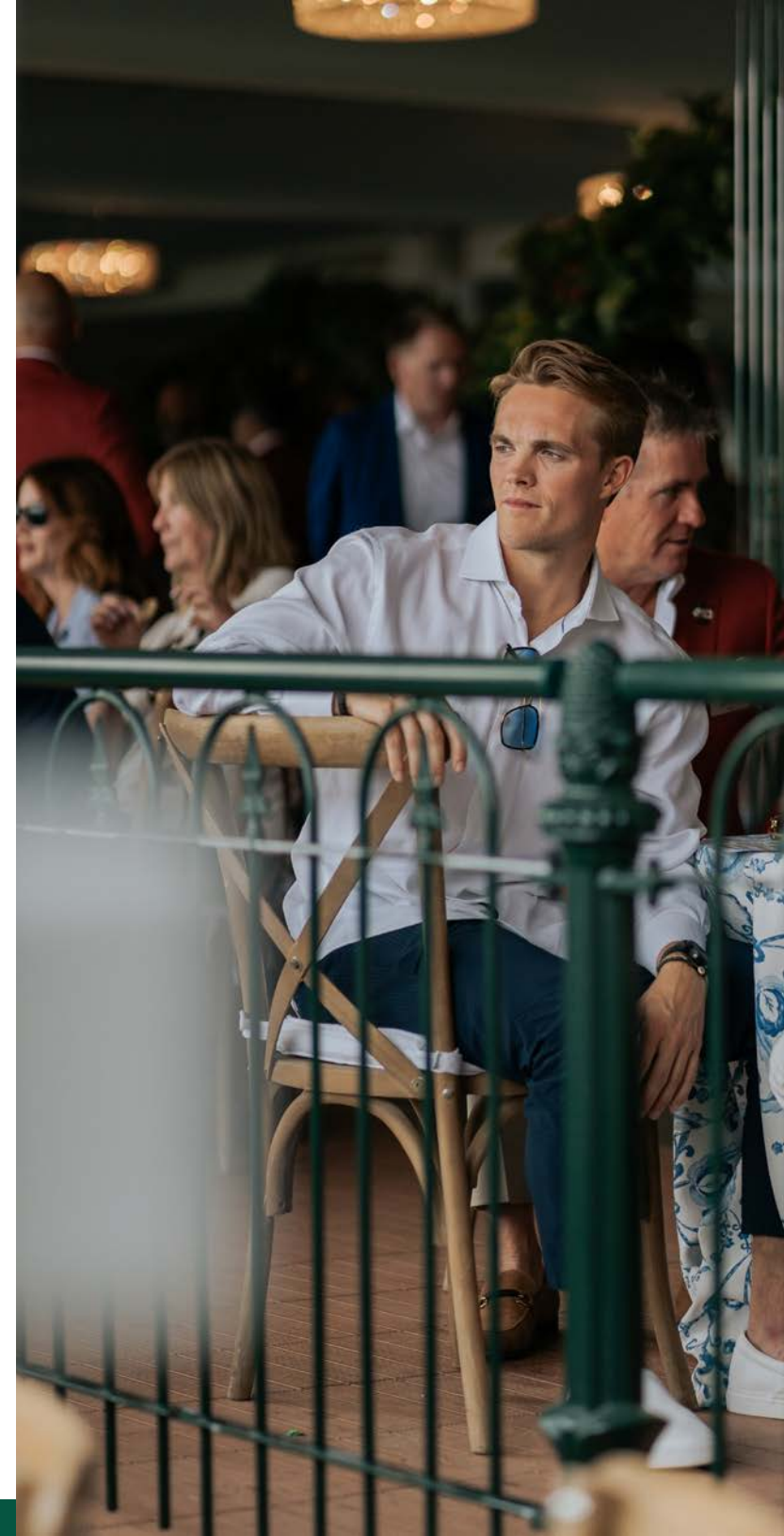
British House at Spruce Meadows is a grand tribute to our longstanding relationship with Great Britain. With its stunning and impressive architecture, it's the most dramatic and majestic facility in our collection. Your British House experience comes complete with day-specific parking passes and tickets for your guests, along with daysheets, Calcutta sheets, and a course walk opportunity. To further enhance your visit, we provide fresh floral arrangements to add to the ambiance of your event, and you can also request corporate signage at the entrance.

## Gallery on the Green Congress Hall

The Gallery on the Green Congress Hall is a stunning venue that provides a serene and elegant atmosphere. From its vantage point overlooking ATCO Field, your guests can soak in the beautiful views while enjoying the event. Your hosting package will include day-specific parking passes and tickets for your guests, as well as opportunities for daysheets, Calcutta sheets, and a course walk. You can also expect a fresh floral arrangement to add a touch of beauty to the space, and corporate signage will be available at the podium upon request.

## Canada House

Canada House is a magnificent venue with a stunning view of the International Ring on two floors. Your package will include day-specific parking passes and tickets for your guests, as well as daysheets, Calcutta sheets, and course walk opportunities. A fresh floral arrangement will add a touch of elegance to your event, and corporate signage will be displayed on the podium.



# POTENTIAL PRODUCT BRANDING

## STAGE

- Concert series 'National' June 17/18 and 'North American'
- Potential Military Tattoo

## DOG SHOW

- The 2018 AKC Summer Classic had 5,000 entries in the various events they hosted over the four days of the show. In conformation alone there were 2,500 dogs entered over the four days with another 1,100 entries in the 24 specialties (breed specific and group specialties) that we hosted. They also accommodated 28 vendors in selling their wares and services that weekend. Their show continues to grow year-over-year, with approximately 2,500 people attending to watch the show, to learn about dogs, dog sport and the dog fancy over the weekend.
- Potential Activation?

# POTENTIAL PRODUCT SHOWCASING





# POTENTIAL ACTIVATIONS











# POTENTIAL FAMILY DAY

# POTENTIAL PRODUCT SHOWCASING AND BRANDING CAVALRY FC

HOME  
CAVALRY  
20  
23  
5

## APRIL 2023: HOME OPENER



**SUNDAY**  
**APR 30-03:00 P.M.**  
VS. VALOUR FC

## MAY 2023



**SATURDAY**  
**MAY 13-05:00 P.M.**  
VS. HFX WANDERERS



**SUNDAY**  
**MAY 21-05:00 P.M.**  
VS. ATLÉTICO OTTAWA

## JUNE 2023



**SATURDAY**  
**JUN 03-02:00 P.M.**  
VS. FORGE FC



**SUNDAY**  
**JUN 11-03:00 P.M.**  
VS. VANCOUVER FC



**SATURDAY**  
**JUN 24-03:00 P.M.**  
VS. YORK UNITED

## JULY 2023



**WEDNESDAY**  
**JUL 12-06:30 P.M.**  
VS. ATLÉTICO OTTAWA



**SATURDAY**  
**JUL 15-02:00 P.M.**  
VS. HFX WANDERERS

## AUGUST 2023



**FRIDAY**  
**AUG 04-07:00 P.M.**  
VS. FORGE FC



**SUNDAY**  
**AUG 20-03:00 P.M.**  
VS. YORK FC



**SUNDAY**  
**AUG 27-03:00 P.M.**  
VS. PACIFIC FC

## SEPTEMBER 2023



**SATURDAY**  
**SEP 16-03:00 P.M.**  
VS. VANCOUVER FC



**FRIDAY**  
**SEP 29-07:00 P.M.**  
VS. VALOUR FC

## OCTOBER 2023



**SATURDAY**  
**OCT 07-05:00 P.M.**  
VS. PACIFIC FC

ALL DATES AND TIMES ARE SUBJECT TO CHANGE

- Stage: DJs
- Balustrade Hosting
- Lucy Tries Soccer
- Family Zone
- Run with the Cavs
- Pros vs Joes



# INDIGENOUS OPPORTUNITIES

Indigenous peoples have a long and rich history in Alberta, Canada, with a diverse range of cultures and traditions. The Blackfoot Confederacy, which includes the Siksika, Kainai, and Piikani First Nations, has a particularly strong presence in the region surrounding Spruce Meadows. There are also several other Indigenous communities throughout the province, each with their own unique cultures and traditions. Given this rich cultural heritage, there are many opportunities for our partners and Spruce Meadows to explore partnerships and initiatives with Indigenous peoples. This could include supporting Indigenous artisans, performers, and businesses, as well as collaborating on community events and education programs that highlight Indigenous culture and history. By working together in this way, we can help to promote greater understanding, appreciation, and respect for Indigenous peoples and their contributions to the region.

## JUNE 3: CAVALRY FC INDIGENOUS GAME

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.



## POTENTIAL INDIGENOUS MONUMENT

### GUESTS

- Clarence Wolfleg
- Tsuut'ina Elder (TBD)
- Métis Elder
- Chiefs of each Treaty 7 Nation
- President - Métis Nation of Alberta Region 3
- External Indigenous Advisory Board
- Corp. Communications
- IR Reps (IRC leads)
- IR Corp. team

### FLAGS (8)

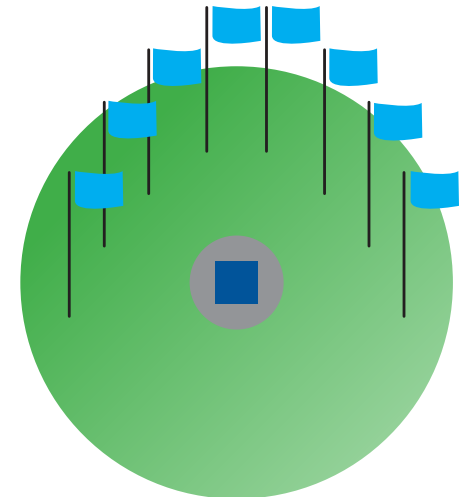
#### Blackfoot Confederacy

- Siksika Nation
- Kainai Nation
- Piikani Nation

#### Tsuut'ina Nation

- Stoney Nakoda Nation
- Chiniki Nation
- Bearspaw Nation
- Wesley Nation

#### Métis





# DIGITAL FIRST APPROACH

The Spruce Meadows digital first advertising involves prioritizing on-line and digital channels to reach our target audience. The approach focuses on utilizing digital media to reach consumers where they spend most of their time, such as on their smartphones, laptops, and social media platforms.

This approach aims to maximize the impact and reach of our advertising efforts through the use of digital mediums. This will include options like programmatic advertising, social media campaigns, influencer marketing, and other digital tactics to drive engagement, brand awareness, and sales.

Spruce Meadows will focus on collaborative organic content, video content, and paid advertisement. By taking a digital first approach, we can optimize our advertising spend, reach your target audience effectively, and measure the success of your efforts in real-time.

## Website Traffic:

Measuring website traffic through website analytics will show the number of visitors to the website, which pages they visit, and how long they stay on each page. This can help measure the effectiveness of digital marketing efforts, as well as identify areas for improvement.

## Social Media Engagement:

Social media metrics such as likes, shares, comments, and followers can be used to measure engagement with content and the growth of the social media audience. These metrics can help assess the impact of social media marketing efforts and help tailor content to better resonate with the target audience.

## Email Open and Click-Through Rates:

By analyzing email open rates and click-through rates, Spruce Meadows can measure the effectiveness of email marketing campaigns. Adjustments can be made to improve open and click-through rates, which can help to increase the ROI of email marketing efforts.

## Livestream Viewership:

Spruce Meadows can measure viewership numbers for their live events and competitions by using analytics for their livestream platform. This can help assess the effectiveness of the digital delivery of the event and identify opportunities for improvement.

## Online Sales and Conversions:

The number of online sales and conversions on the Spruce Meadows website can be measured through website analytics. By analyzing these metrics, Spruce Meadows can identify areas for improvement in our e-commerce platform and make adjustments to improve conversion rates.

# CONTENT CALENDAR

A content calendar is crucial for the collaborative social media efforts between our corporates and Spruce Meadows. It helps in planning, organizing, and executing a comprehensive content strategy that aligns with the goals of both organizations.

A well-structured content calendar will allow us to keep track of our social media activities and ensure that they are consistent, relevant, and engaging to our audience. This year, incorporating video content into our content calendar is a must as video is a powerful tool for storytelling and engaging with our audience. Spruce Meadows can work with content creators for this as needed.

# TAKEAWAY

Spruce Meadows proposes touch-base meetings for social media related activities.

# jump into summer.

"Jump into Summer" is a fun marketing campaign for Spruce Meadows because it emphasizes the excitement and thrill of equestrian sports during the summer season. The phrase "jump into" implies action and adventure, capturing the dynamic spirit of the competitions held at Spruce Meadows. Additionally, the word "summer" connotes a time of relaxation, recreation, and outdoor fun, aligning perfectly with the warm-weather atmosphere of the events. This tagline effectively combines the excitement of equestrian sports with the carefree feeling of summer to create a memorable and appealing marketing campaign for Spruce Meadows.



The Jump into Summer campaign, with a 'North American' tournament focus, is a more targeted campaign that will prioritize our efforts towards the individual tournament, showcasing the top riders, horses, and competitions to a large audience. Our focus on digital advertising and strategic partnerships will ensure maximum visibility and impact for the tournament.



jump  
into  
summer.

'North American' ROLEX  
JULY 5-9

SPRUCE MEADOWS

This advertisement features a rider in a green jacket and helmet jumping a brown horse against a blue background. The text 'jump into summer.' is written in large white letters. Below it, 'North American' and the Rolex logo are displayed, followed by the dates 'JULY 5-9'. The Spruce Meadows logo is in the bottom right corner.



family fun  
without the  
sticker shock.

'North American' ROLEX  
JULY 5-9

jump  
into  
summer.

SPRUCE MEADOWS

This advertisement shows a family of four (a woman, a girl with face paint, a girl, and a man) smiling. The text 'family fun without the sticker shock.' is in large white letters. To the right, 'North American' and the Rolex logo are shown, with 'JULY 5-9' below. The 'jump into summer.' slogan and the Spruce Meadows logo are in the bottom right.



CHAMPIONS ARE NOT BORN | THEY ARE MADE.

TICKETS NOW AVAILABLE

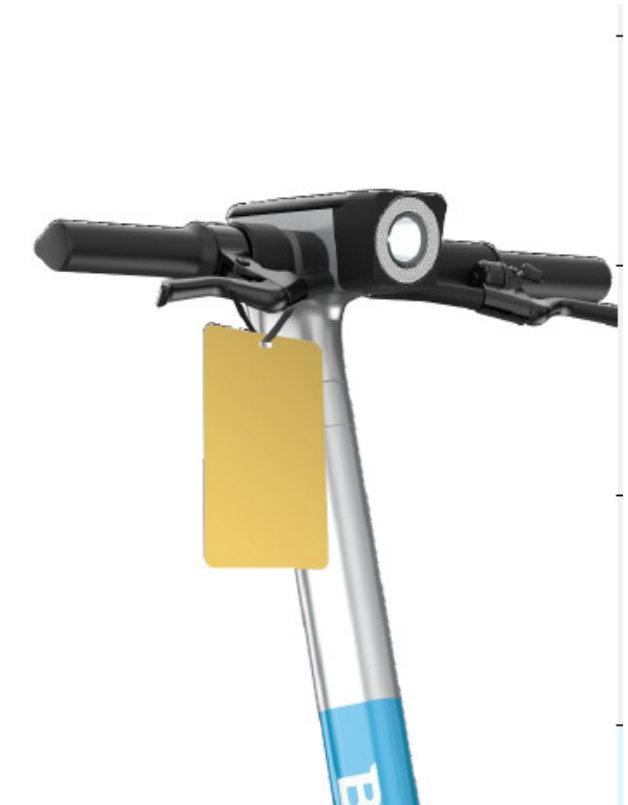
'MASTERS' at SPRUCE MEADOWS  
SEPTEMBER 7-11, 2022

This advertisement features a rider in a red jacket and helmet jumping a brown horse against a black background with white dust. The text 'CHAMPIONS ARE NOT BORN | THEY ARE MADE.' is split by a vertical line. In the bottom left, it says 'TICKETS NOW AVAILABLE'. In the bottom right, it says ''MASTERS' at SPRUCE MEADOWS SEPTEMBER 7-11, 2022'.

'Masters' from 2022. Not final iteration for 2023. Black and Champions theme will carry through.

# NEW AD PLACEMENTS FOR 2023

Spruce Meadows is always looking for innovative ways to reach new audiences, and we're excited to announce our latest ad placements. We're expanding our reach with a focus on a younger and different demographic than before. We've partnered with scooter companies to place our ads on their vehicles, as well as placing billboards and advertisements on buses in the city. In addition, we're targeting digital advertising through social media, streaming platforms, and websites. We're also exploring radio, TV, and weather station sponsorships to reach a wider audience. These efforts reflect our commitment to growing and diversifying our audience, and we're excited to see the results of these new initiatives.



# TRANSIT

## ULTRATAIL

TAKE THE LEAD IN AWARENESS BY PUTTING YOUR MESSAGE ON THE BACK OF A BUS!

Exclusive creative coverage

Size and position generate high levels of awareness and recall to your campaign

Dominate the field of view for motorists, pedestrians and transit riders

Reaches virtually anyone at eye level who ventures outdoors

Transit vehicle advertising moves through all corners and neighborhoods of the city



## KING POSTERS & HEADLINERS

MAKE YOUR MESSAGE HEADLINE NEWS. COMBINE HEADLINER WITH A KING POSTER THAT TRULY STAND OUT!

Headliners are positioned above the passenger window on the exterior of transit vehicles

Mounted on either the driver or curb side

Circulating in the suburbs and downtown boosts coverage and reach Transit vehicle advertising moves through all corners and neighborhoods of the city

Position your message prominently above city traffic



# AIRPORT

## Airport Airlight (Exterior)

CA05850B



Facing: North  
Size: 30' x 10'  
Production Material: Paper  
Illuminated: Yes

OUTFRONT/



#4324A

Calgary CMA

MacLeod Tr 350M N/O Shawnessy Blvd SE, Trio



Facing: North  
Size: 30' x 10'  
Production Material: Paper  
Illuminated: Yes

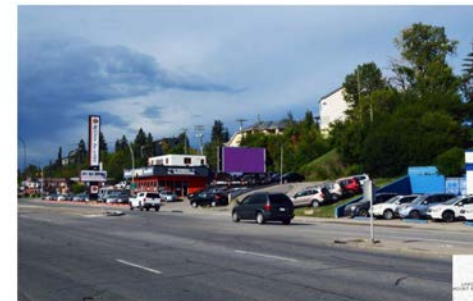
OUTFRONT/



#4450A

Calgary CMA

MacLeod Tr (1 St SE) 50M S/O 10 Ave SE E5, Trio



Facing: North  
Size: 30' x 10'  
Production Material: Paper  
Illuminated: Yes

OUTFRONT/



#4491A

Calgary CMA

MacLeod Tr (3911) 90M N/O 39 Ave SW WS, Trio

# AIRPORT



**CADD935A POST-SECURITY:**  
AIRPORT DIGITAL SHOWCASE

TRANSBORDER DEPARTURES - RETAIL AREA  
26 SCREENS @ 1X3 MATRIX (SPEC 3.01V)



**CADD941 A POST-SECURITY:**  
AIRPORT DIGITAL PYLON

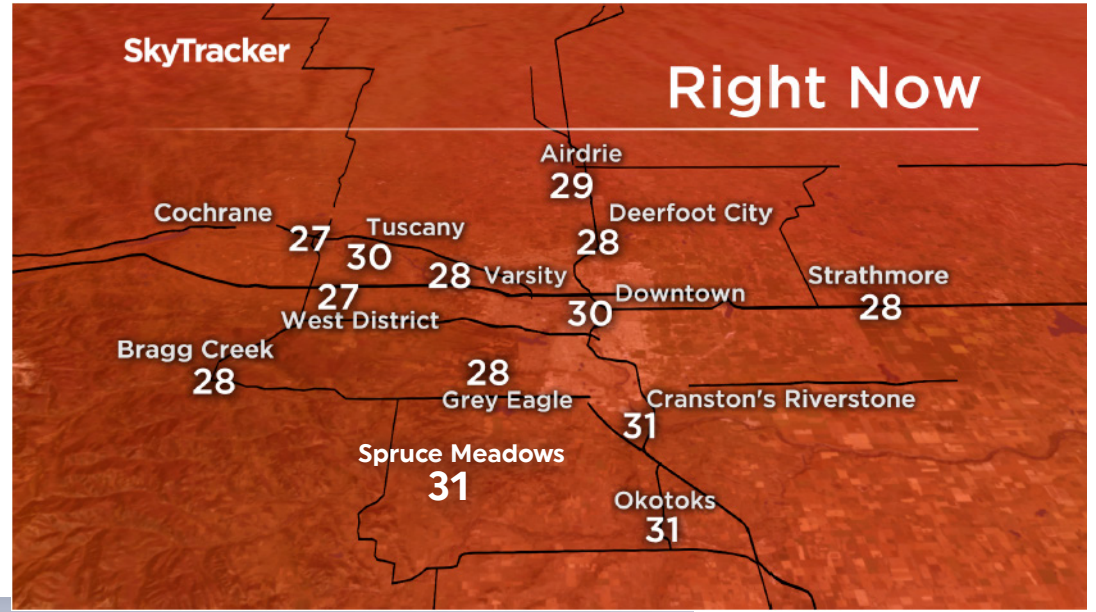
CONCOURSE A BY MOVING SIDEWALK  
6 SCREENS @ 70" LCD (SPEC 3.01R)



**CADD943/44A POST-SECURITY:**  
AIRPORT DIGITAL PYLON

43: INTERNATIONAL HOLD ROOM FACING EAST | 6 SCREENS @ 72" LCD (SPEC 3.34H)  
44: INTERNATIONAL HOLD ROOM FACING WEST | 6 SCREENS @ 72" LCD (SPEC 3.34H)

# WEATHER LOCATION





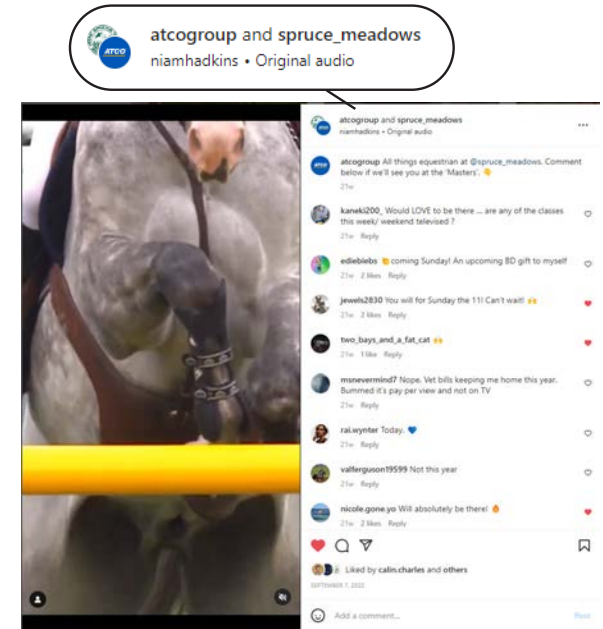
# SOCIAL MEDIA COLLAB

Instagram collaboration posts, also known as "collab posts," are popular because they bring together two or more brands to reach a wider audience and create more impact. They allow brands to leverage the audiences of other relevant brands, amplifying their reach and increasing their visibility.

Collab posts add variety to a brand's content and can provide fresh perspectives, which can keep followers engaged and increase brand loyalty. Lastly, collab posts can build relationships and foster partnerships between brands, making it easier for them to collaborate in the future.

# REELS

In today's fast-paced digital world, it's important to stay up-to-date with the latest trends and platforms. Reels and TikTok videos are two popular video types that have gained immense popularity, and they offer a unique way to connect with audiences in a fun and engaging way. At Spruce Meadows, we recognize the importance of utilizing these platforms to reach new audiences and engage with our existing fans. To ensure we're creating high-quality content, we are working with third-party video and content creators who specialize in creating content for these platforms. Through these partnerships, we're able to create eye-catching and entertaining content that resonates with our audience and helps to elevate our brand.

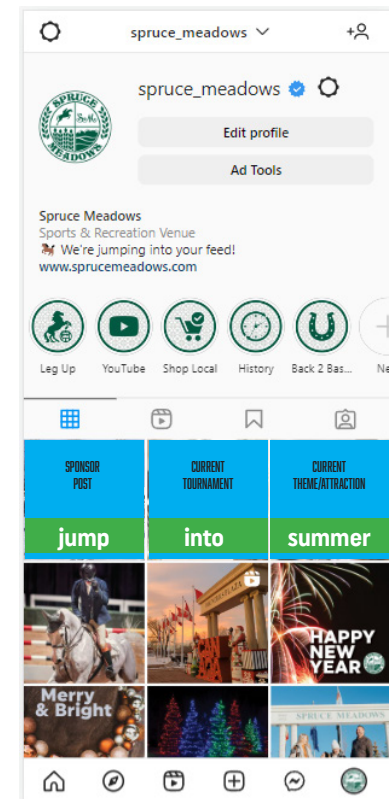


# INSTAGRAM HEADLINER OPPORTUNITY

Something new for 2023! We're exploring the option to pin three posts to the top of our Instagram account. This "Instagram Headliner" acts as a reminder at the top of our feed as to what is going on next. The tiles can be swapped out whenever we like and can have a sponsor element to them. Something sleek, subtle, and high quality!

# SOCIAL MEDIA COVERAGE

You could be on Spruce Meadows Social Media accounts! There is 1 tagged Social Media Post on Facebook, Instagram, Twitter, either individually or grouped together per tournament, after each sponsored competition. Coverage leading up to the events on aligned partnerships can be either tags or logo and tags. There are logos on the website in the lower sponsor garden, coverage in blog posts, and press releases on sponsored competitions.



# AD PLACEMENTS

As part of our marketing initiatives with corporate partners, Spruce Meadows can offer ad space on our tournament tickets. This is a prime opportunity for corporate to reach a captive audience and increase brand awareness among attendees visiting Spruce Meadows. By placing an advertisement on the tickets, corporate partners can effectively promote their services and generate leads for sales.

Incorporating advertisements from corporate in the Spruce Meadows newsletter is an opportunity to expand the reach of both our brands. Our newsletter has a broad and engaged subscriber base, making it an ideal platform to showcase our partner's offerings and services. By including your advertisements in our newsletters, we aim to increase brand awareness, provide opportunities for lead generation and sales, and ultimately enhance the overall experience for our audience at Spruce Meadows.

Ticket

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



Ticket Type  
**General Admission**

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

Price  
**Complimentary**

Start Sun Dec 04, 2022 10:00AM MST

End Sun Dec 04, 2022 05:00PM MST

Location  
Spruce Meadows  
18011 Spruce Meadows Way SW



1 of 2      6SJUFZ07H

YOUR  
AD  
HERE

**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**  
An inherent risk of exposure to Covid-19 exists in any public place where people are present.

**FORCE MAJEURE**  
Spruce Meadows Ltd. shall not be liable for any damages or loss or otherwise for any violation, cancellation, or postponement of the event or performance, in whole or in part, caused directly or indirectly by or in consequence of any force majeure event including fire, storm, dangerous weather conditions, war, insurrection, riot, civil commotion, strike, epidemic, pandemic, or by any other cause whatsoever beyond the control of Spruce Meadows Ltd. whether similar to or dissimilar from the causes enumerated herein.

**WAVES OF LIABILITY AND INDEMNIFICATION**  
Spruce Meadows Ltd. assumes no responsibility whatsoever for any personal property brought or placed on the grounds and the ticketholder agrees that Spruce Meadows Ltd. is expressly released and discharged from any and all liability from any loss or damage.

The ticketholder voluntarily assumes all risk and dangers incidental to the event or performance and agrees to hold harmless, release, discharge from all liability and waive all claims, demands and actions against Spruce Meadows Ltd. and each of its directors, officers, employees, agents, representatives and volunteers, for all personal or property injury, damage, harm, loss or costs whatsoever sustained by the ticketholder while on the grounds.

The ticketholder assumes full liability for and shall fully defend, indemnify (including payment of all legal fees, costs and disbursements) and hold harmless Spruce Meadows Ltd. and each of its directors, officers, employees, agents, representatives and volunteers, from all claims, demands and actions brought by any person relating to or in any way connected to the ticketholder's occupation or rental of the Spruce Meadows Ltd. housing venue.

**PHOTOGRAPHIC/VIDEO IMAGE RELEASE**  
The ticketholder understands that Spruce Meadows Ltd. will be gathering photographic and video images and recordings during this event which may include the ticketholder. The ticketholder expressly agrees that those images and recordings are the sole and exclusive property of Spruce Meadows Ltd. and hereby consents to Spruce Meadows Ltd.'s release and reproduction of all photographic and video images, recordings, and likenesses taken during its events for future promotional or commercial purposes, without any notice or compensation to the ticketholder.

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.



6SJUFZ07H

Transaction ID:  
3c-737a-40c8-ab9a-ed71bcd59ee2

Ticketing by  
**showpass**  
www.showpass.com

showpass  
www.showpass.com

# IN STADIUM & STREAMING

Spruce Meadows broadcasts creative commercials on its stadium video boards during all FEI tournaments, which are also streamed on the official Spruce Meadows Livestream. The commercials are shown on both the International Ring/Primary Ring and the Secondary Ring, depending on the tournament.

Your corporation is responsible for licensing and distributing the commercial to Spruce Meadows at least 10 days prior to the start of each tournament. It is possible to switch the creative for each tournament with appropriate notice.

During competition days, Spruce Meadows airs the commercials daily, with a minimum of two plays per day. Additional content plays during your competition for enhanced visibility.

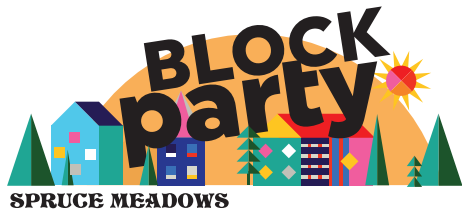




# TELEVISION/COMMERCIAL

- Tentative schedule includes a minimum of 13 consecutive weeks of 1-hour programming beginning in mid/late June and ending in September/October (dates to be confirmed).
- Programming will feature 2023 Spruce Meadows competitions (programming details to be confirmed).
- Each 1-hour program will air a minimum of three times across Sportsnet channels (SN1, SNW, SNA, SNO, SNC) during its designated week, with the first airing followed by on-demand viewing via Sportsnet NOW.
- In addition to the 13 weeks of 1-hour programming, there will be a live 2-3 hour broadcast of the 2023 CP 'International', presented by Rolex, on September 10, 2023.
- You will receive a minimum of 1 x :30s or 2 x :15s spots per program airing, amounting to a minimum of 40 commercials per season on television.
- You're responsible for the licensing and distribution of commercial to Rogers Sportsnet, as well as providing commercial details (Telecaster Number, Commercial ID, Title, Duration, and Kill Date) to Spruce Meadows at least 10 days prior to the first airing of the program. Creative can be switched for each program with appropriate notice.

'NATIONAL' SALUTE TO  
FIRST RESPONDERS



SHOW JUMPING

**MARKT.**  
GARDEN + LANDSCAPE

WEEKEND

**GLOBE SCAVENGER HUNT**

**ACTIVITIES:**

CONCERT:  
SATURDAY EVENING AND  
SUNDAY AFTERNOON  
FATHER'S DAY  
KID'S ZONE

**DEMOS:**

FASHION SHOW  
HORTICULTURALISTS  
FLOWER ARRANGING  
TOURS  
FARRIERS

'CANADA DAY'



SHOW JUMPING

BBQ

**GLOBE SCAVENGER HUNT**

**ACTIVITIES:**

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

'NORTH AMERICAN' SALUTE  
TO CANADIAN ARMED  
FORCES



SHOW JUMPING

**MARKT.**  
OUTDOOR + ADVENTURE

WEEKEND

**GLOBE SCAVENGER HUNT**

**ACTIVITIES:**

BERRIES AND BUBBLES  
FANCY HATS  
**MILITARY PLANS  
(IN DEVELOPMENT):**  
*MILITARY TATTOO*  
*MILITARY OBSTACLE  
COURSE*  
*MILITARY TOURS*

**DEMOS:**

MILITARY  
LET'S GO OUTSIDE  
EQUINE CAMPING  
FAMILY CAMPING

'MASTERS' CHAMPIONS  
ROLEX  
GRAND SLAM NATIONS

**CHAMPIONS ARE NOT  
BORN. THEY ARE MADE.**

SHOW JUMPING

**MARKT.**  
LIFESTYLE + FINE ART

ALL WEEK

**GLOBE SCAVENGER HUNT**

**ACTIVITIES:**

BLACKSMITH WORLD  
CHAMPIONSHIP  
**DEMOS:**  
JONATHAN FIELD  
HORSEMANSHIP  
FARRIER  
DRESSAGE

# EMPLOYEE ENGAGEMENT

Spruce Meadows can provide volunteer opportunities for your employees. One exciting opportunity that your employees can participate in is potential branding and snow globe decoration following the Christmas Market for our Christmas Lights program. This provides a chance for employees to showcase their creativity and festive spirit while contributing to a beloved holiday attraction. Additionally, Spruce Meadows could offer numerous other volunteer opportunities throughout the year, allowing employees to engage and gain valuable experience at Spruce Meadows. From planting flowers to decorating Christmas trees, our partner's employees get a day of team building and fun at Spruce Meadows!



## NEW IDEAS

- Stage
- Stage Branding
- School Tours
- Discussion and Questions
- June Concert Series
- Military Tattoo
- Ticket Branding

In conclusion, there are always new ideas, questions, and discussions to be had when it comes to promoting and enhancing the Spruce Meadows experience. From exploring Indigenous opportunities and digital-first approaches to showcasing facility solutions and targeting different audiences, there is always room for growth and innovation. As the partnership between your company and Spruce Meadows continues to evolve, we look forward to continuing the conversation and exploring new ways to bring our vision to life.

# SPRUCE MEADOWS EXPANSION + DEVELOPMENT ROAD TO 2025

## UPPER PLAZA

Spruce Meadows is excited to announce the upcoming development of the Upper Plaza, which will feature several unique additions. One of the highlights is a sand demo ring that can be converted into an ice rink during the winter months, providing year-round entertainment for visitors. Another exciting addition is the potential placement of ATCO Tiny Home structures flanking the rink, which can be used as vendor booths during tournaments and events, as well as at Christmas. These charming and customizable structures will create a festive and unique atmosphere that visitors won't soon forget. The Upper Plaza development promises to be a dynamic and inviting space that enhances the overall experience of Spruce Meadows.

## LOWER PLAZA

Spruce Meadows is excited to announce the upcoming upgrades to the Lower Plaza. The stairway will be reconstructed and the stage will be replaced with a new, more impressive design to provide an enhanced viewing experience for guests. Additionally, there will be an expansion of the plaza's seating and event spaces. These upgrades will make it easier for guests to access and enjoy the plaza during the many events hosted at Spruce Meadows.

## EAST SIDE

Spruce Meadows is excited to announce the development of Lot 4. The project will feature an impressive amphitheater, a modern ticketing entrance, and an eco-friendly grass and concrete parking surface. The new amphitheater will be an amazing addition to Spruce Meadows, allowing for more types of entertainment to be hosted throughout the year. Whether it's a music concert or a public speaking engagement, the amphitheater will provide a stunning venue for guests to enjoy.

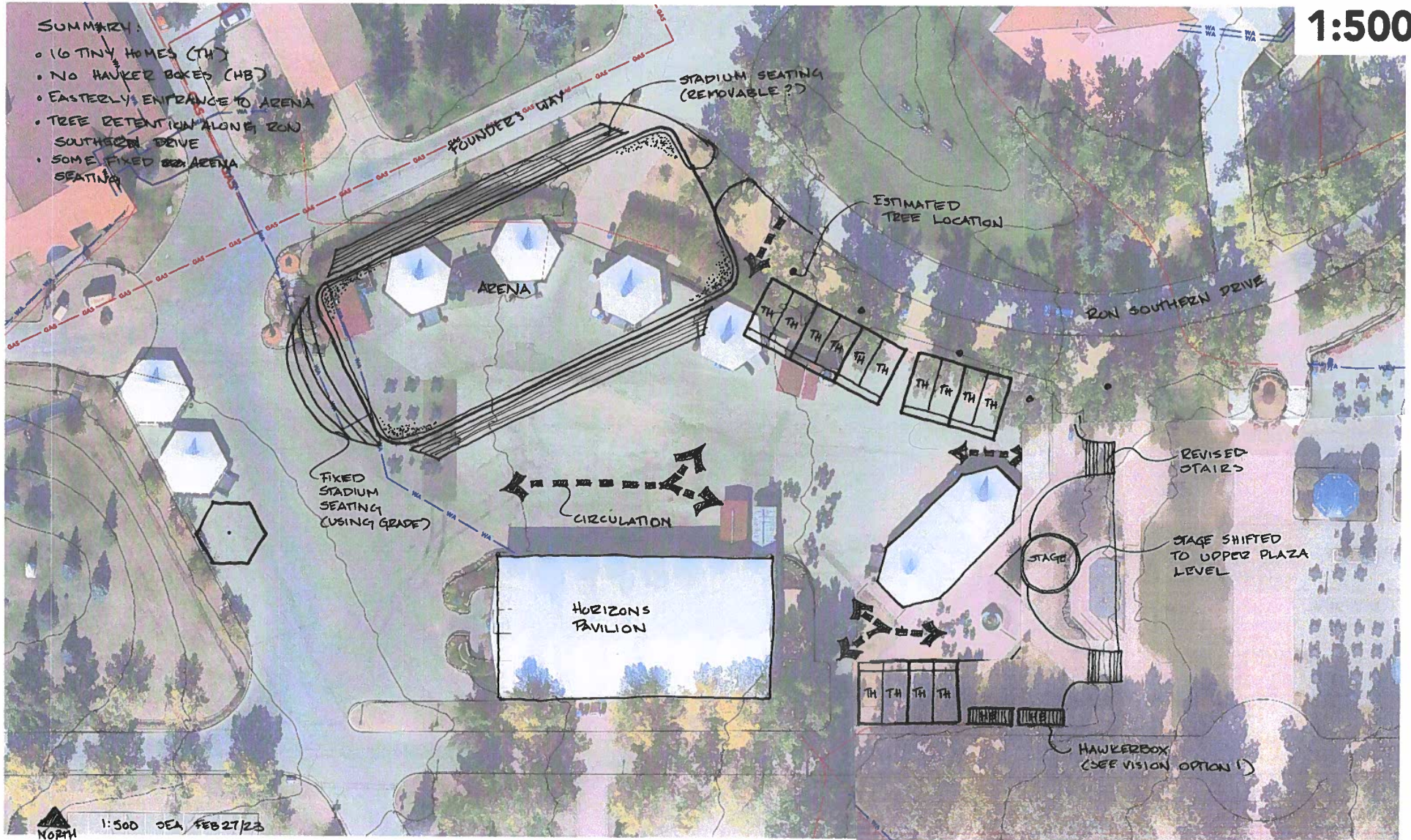
## INTERNATIONAL RING

Spruce Meadows is excited to announce a series of upgrades to the International Ring. The new seating options include comfortable mesh-back chairs and a drink ledge for the front row. Guests will also enjoy new table setups, ideal for groups of friends or family members who want to enjoy a beverage while watching the competitions. For those who want to take their experience to the next level, VIP table options for two or four people are now available. Additionally, the south grandstand has been outfitted with bucket-style seating for the ultimate in comfort. And the pièce de résistance? A brand-new restaurant and hosting venue, with three floors of amazing features. The top floor boasts a viewing deck with stunning views of the ring, while the second floor features a year-round restaurant. The main floor is dedicated to Spruce Meadows retail space and coffee shop.



# UPPER PLAZA

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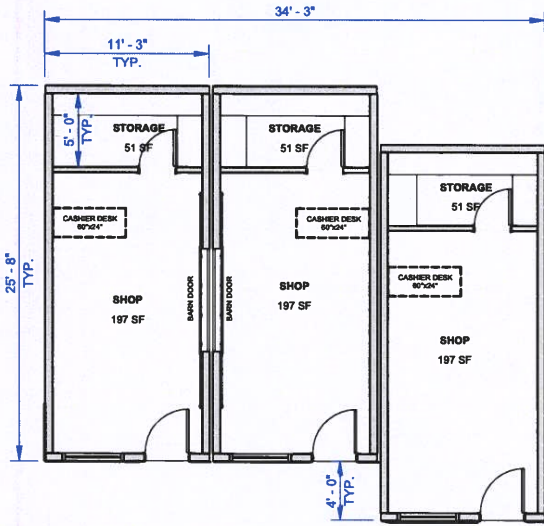


PRELIMINARY ONLY

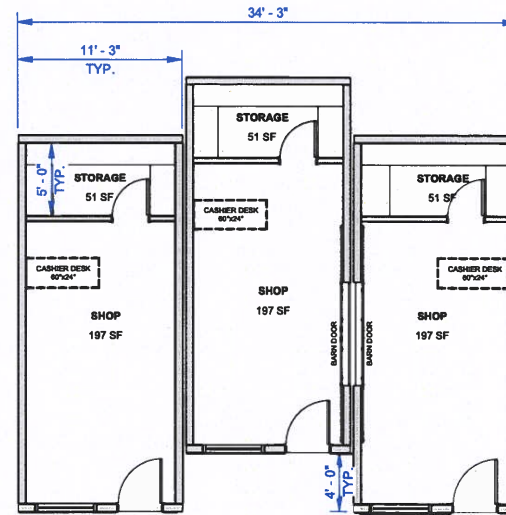
OPTION 2 - OPTION 3 - stage



# UPPER PLAZA



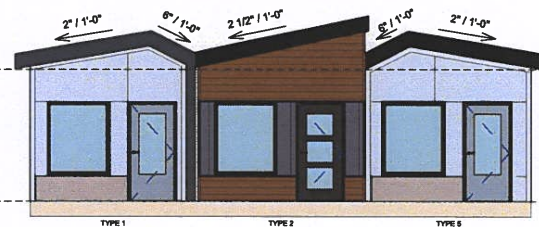
① 3 UNITS FLOOR PLAN - OPTION 1  
1/8" = 1'-0"



③ 3 UNITS FLOOR PLAN - OPTION 2  
1/8" = 1'-0"



② 3 UNITS ELEVATIONS - OPTION 1  
1/8" = 1'-0"



④ 3 UNITS ELEVATIONS - OPTION 2  
1/8" = 1'-0"

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3D RENDERINGS ARE GRAPHICAL REPRESENTATIONS ONLY - ITEMS/MATERIALS MAY NOT BE EXACTLY AS SHOWN

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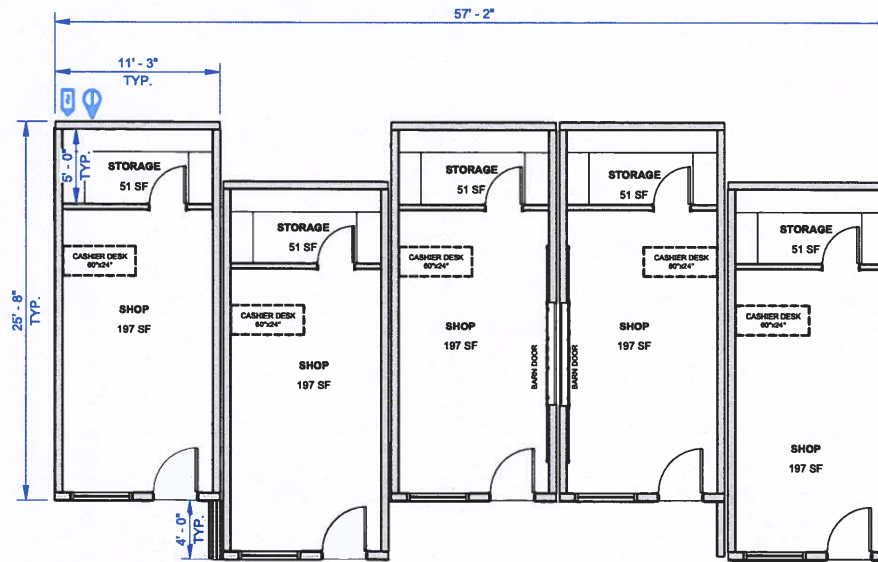
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DATE: 2023-02-27  
DESCRIPTION: ISSUED FOR REVIEW

SPRUCE MEADOWS  
TINY SHOPS  
3 UNITS - FLOOR PLANS & ELEVATIONS

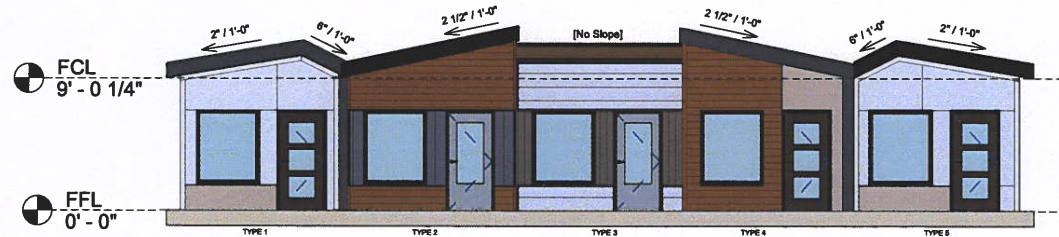
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# UPPER PLAZA



① 5 UNITS FLOOR PLAN  
1/8" = 1'-0"



② 5 UNITS ELEVATIONS  
1/8" = 1'-0"

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## SPRUCE MEADOWS TINY SHOPS 5 UNITS - FLOOR PLAN & ELEVATION

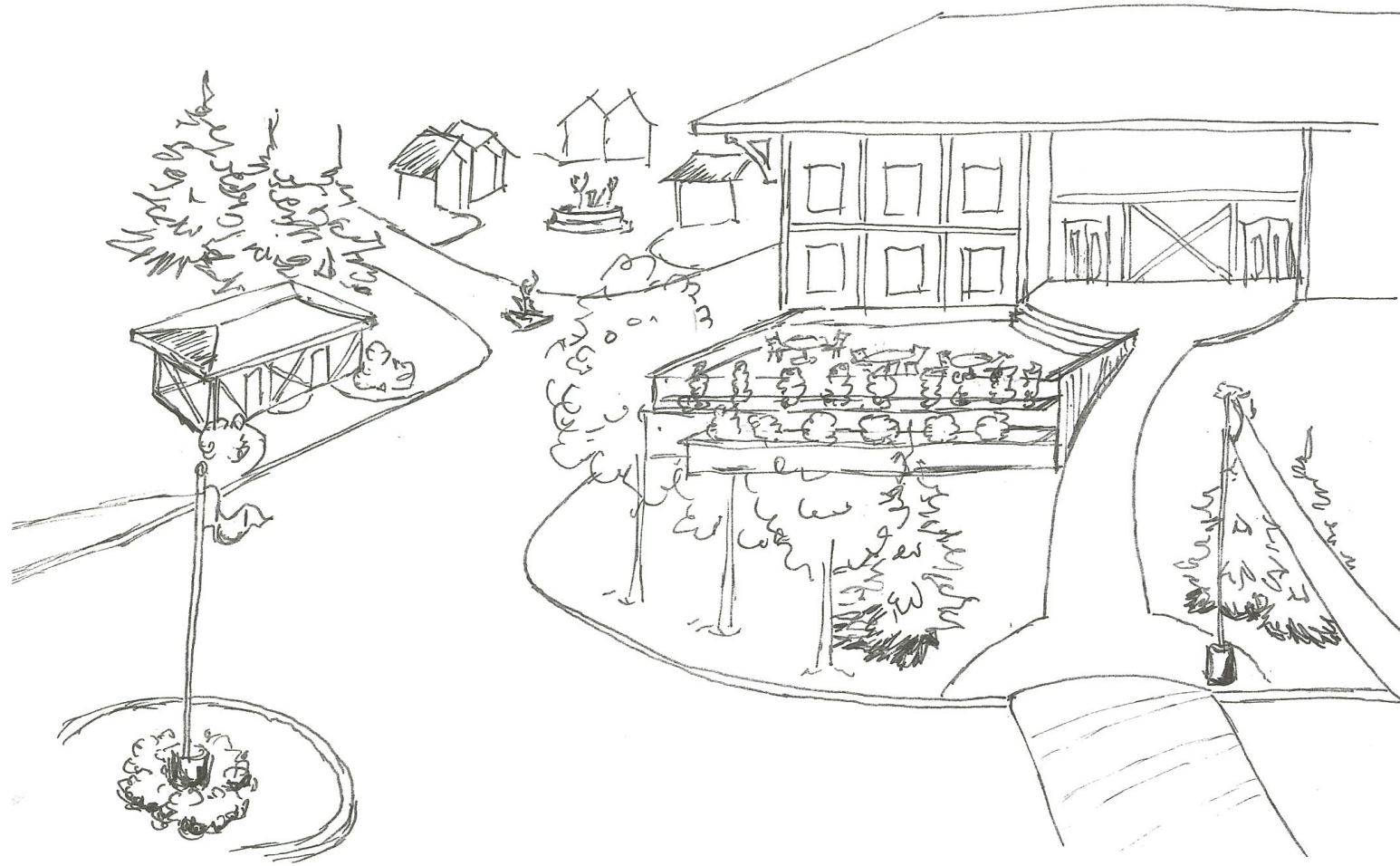
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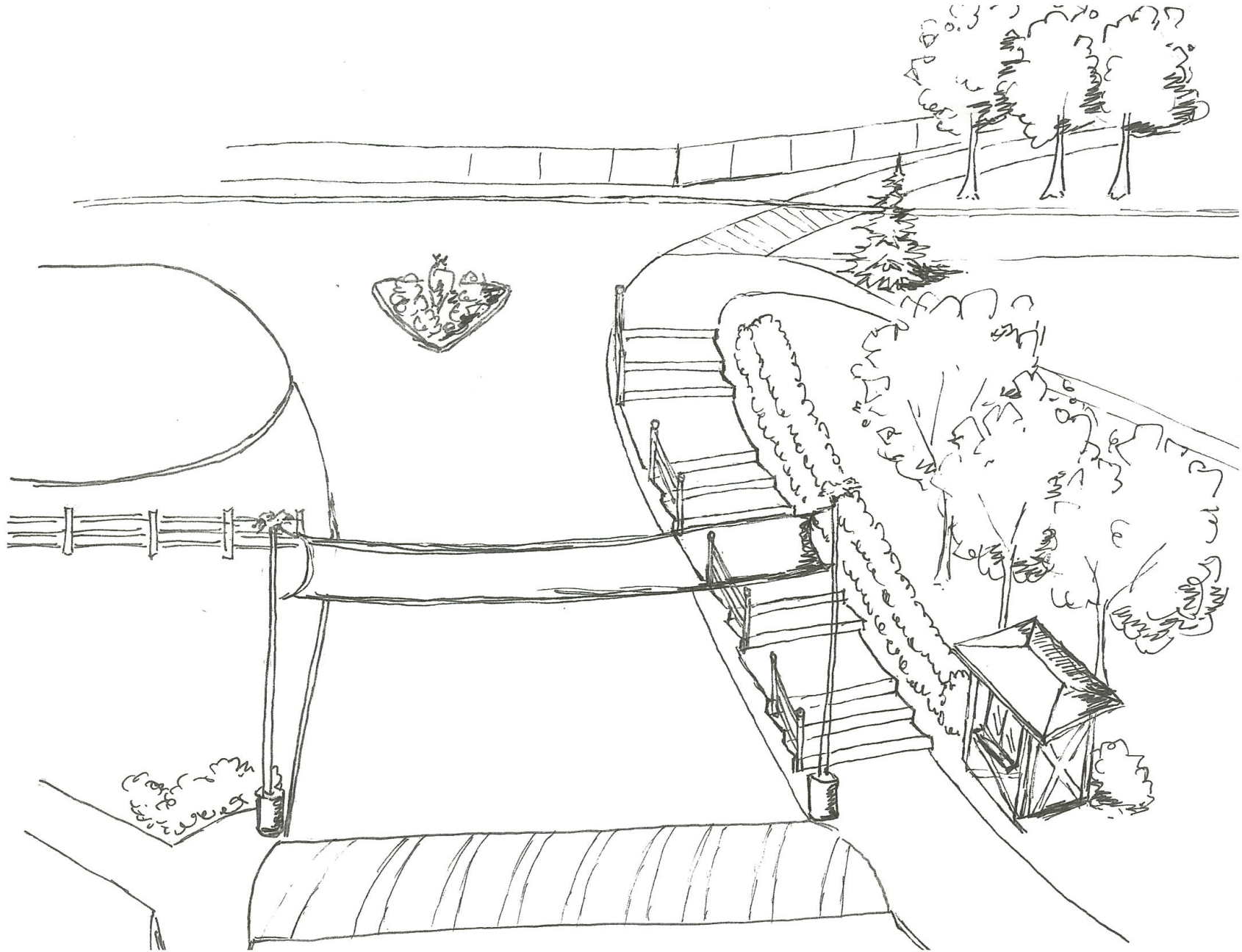
# EAST SIDE



# EAST SIDE



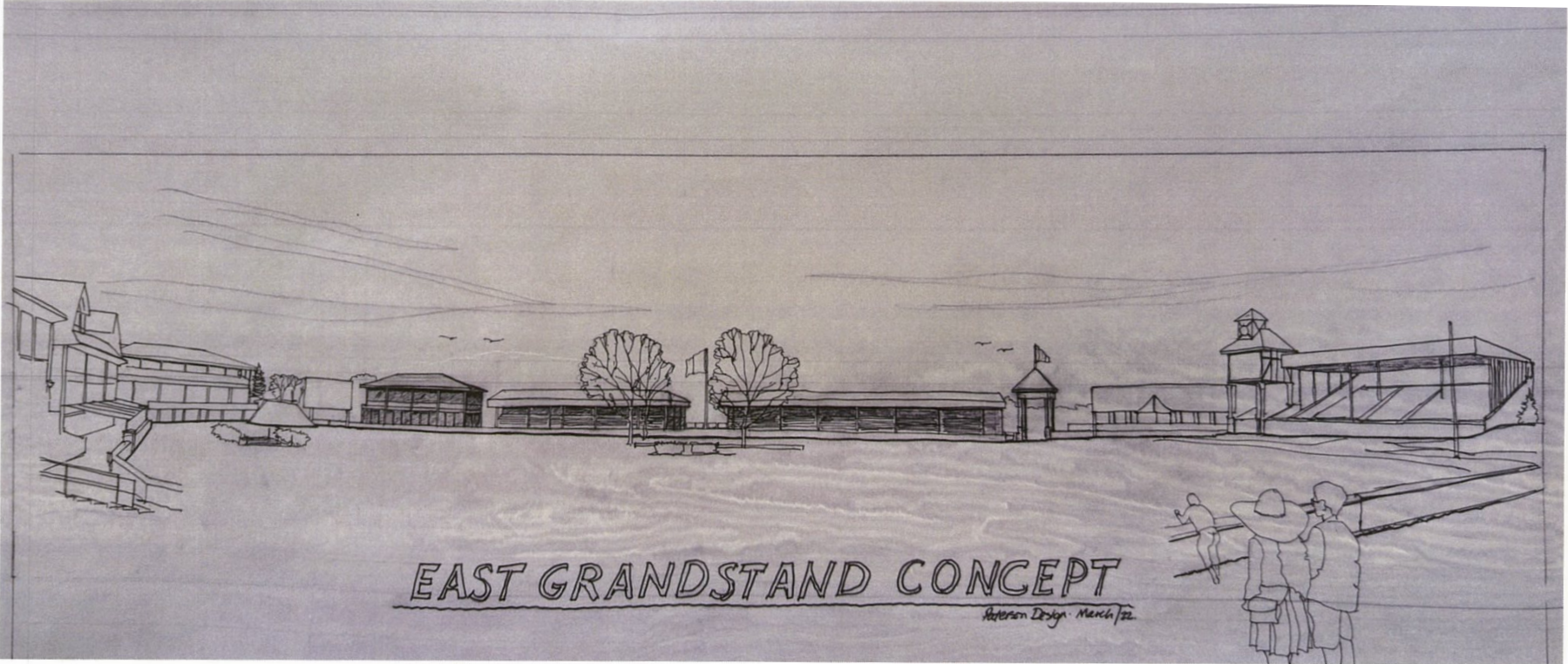
# EAST SIDE



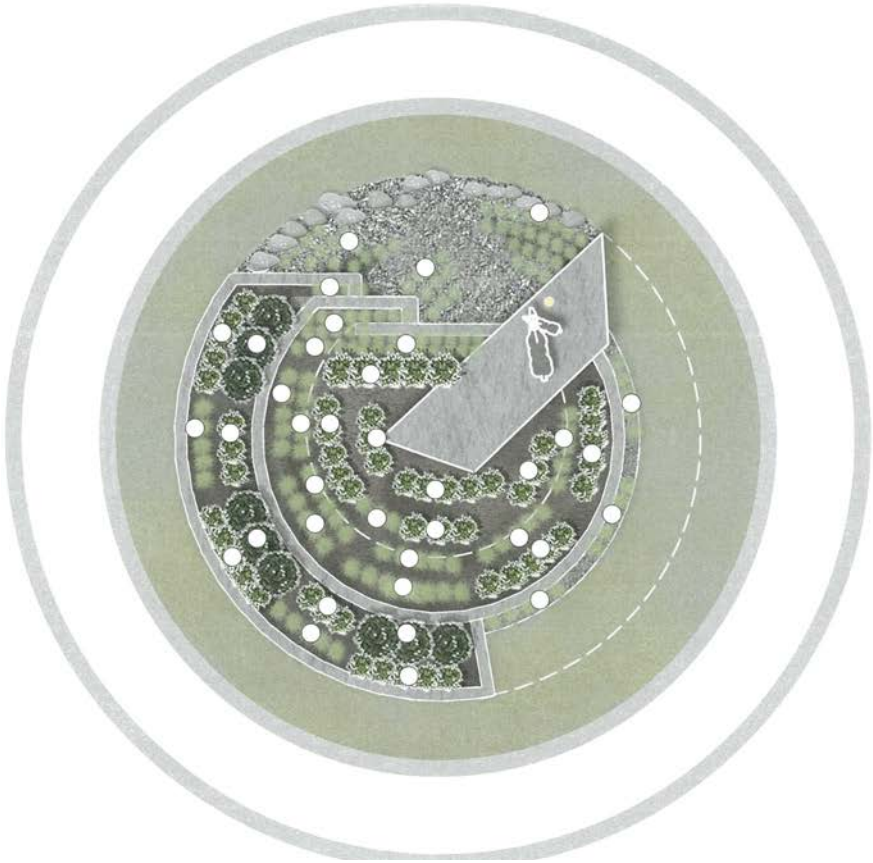
# INTERNATIONAL RING



# INTERNATIONAL RING



# FRONT ENTRANCE ROUNDABOUT





# ALL CANADA RING POND FEATURE

