

Food & Beverage Sampling and Sponsorship Compliance *Calgary Stampede – Mandatory Client & Exhibitor Requirements*

This document outlines requirements governing food and beverage services and product sampling at the Calgary Stampede.

1. Exclusive Food & Beverage Rights

The Calgary Stampede retains the exclusive right to provide, control, and manage all food and beverage services within the venue.

As a result, outside food and beverage items may not be brought in, distributed, or sampled without prior written approval from the Calgary Stampede.

Any unauthorized food or beverage brought onsite is subject to removal at the Client/Exhibitor's expense.

2. Sponsorship and Pouring Rights

The Calgary Stampede maintains binding sponsorship agreements that include category exclusivity provisions. Notably, Coca-Cola holds exclusive pouring rights within the venue.

No exceptions will be granted for competing beverage products.

What This Means for You

- All food and beverage services must be coordinated through the Calgary Stampede team.
- Sampling of products - particularly beverages - must be reviewed and approved in advance.
- Competing products to existing sponsorship agreements (including non-Coca-Cola beverages) cannot be sampled or distributed onsite.

Next Steps

If you are planning any form of sampling or activation involving food or beverage products, please contact your Sales or Event Manager early in the planning process. Our team will work with you to explore compliant options and help bring your activation to life within these guidelines.

We appreciate your understanding and cooperation in supporting these policies, which ensure consistency, uphold valued partnerships, and contribute to a successful event experience for all.

For questions or approvals, please contact your Sales or Event Manager