




FREEAGENT EVENT SPONSORS

FREE AGENT STAMPEDE ✨ LAUNCH PARTY

*Score Big for
KidSport!*

SATURDAY
JULY 12 2025

12:00PM
- 4:00PM

 **THE NATIONAL ROOFTOP,
CALGARY, ALBERTA**

Join us at the **Free Agent Stampede Launch Party** for an unforgettable afternoon featuring a high-profile athlete hot seat, electrifying beats featuring a DJ set by top 40 DJ Vavo, delicious food and drinks, and prime networking with athletes, investors, businesses, and partners - all in support of **KidSport Calgary – So ALL kids can play!**

**Ticket pricing will be tiered, first come first serve.
Limited tickets available for purchase.*



WHAT IS THE CALGARY STAMPEDE?



The Calgary Stampede is a world-renowned, 10-day rodeo, exhibition, and festival held every July in Calgary, Alberta. The city is transformed into a vibrant hub of western heritage and celebration known as “The Greatest Outdoor Show on Earth.”

The Stampede features one of the world’s largest rodeos, a spectacular parade, thrilling midway rides, agricultural exhibitions, concerts, and First Nations events, drawing over a million visitors each year and creating an unforgettable atmosphere of community spirit and excitement.



PURPOSE & MISSION

Free Agent is thrilled to announce its launch party—an unforgettable afternoon bringing together hundreds of athletes, businesses, partners, and friends. In partnership with **KidSport Calgary**, every dollar raised will help remove financial barriers so all kids in Calgary & Area can experience the lifelong benefits of sport.

Join us as we celebrate new beginnings and give back to the community, ensuring every child has the chance to play.

WHAT KIDSPORT CALGARY DOES

KidSport is an amazing organization that offers grants of up to \$500 per child to help cover the costs of registration fees. They also provide no-cost equipment so that all kids aged 18 and under in Calgary & Area can play a season of sport.

The support that KidSport provides to families in Calgary and surrounding areas has inspired all of us at Free Agent. As a team of current and former athletes, this foundation is near and dear to our hearts.

100% of proceeds from the event will go directly to KidSport Calgary.



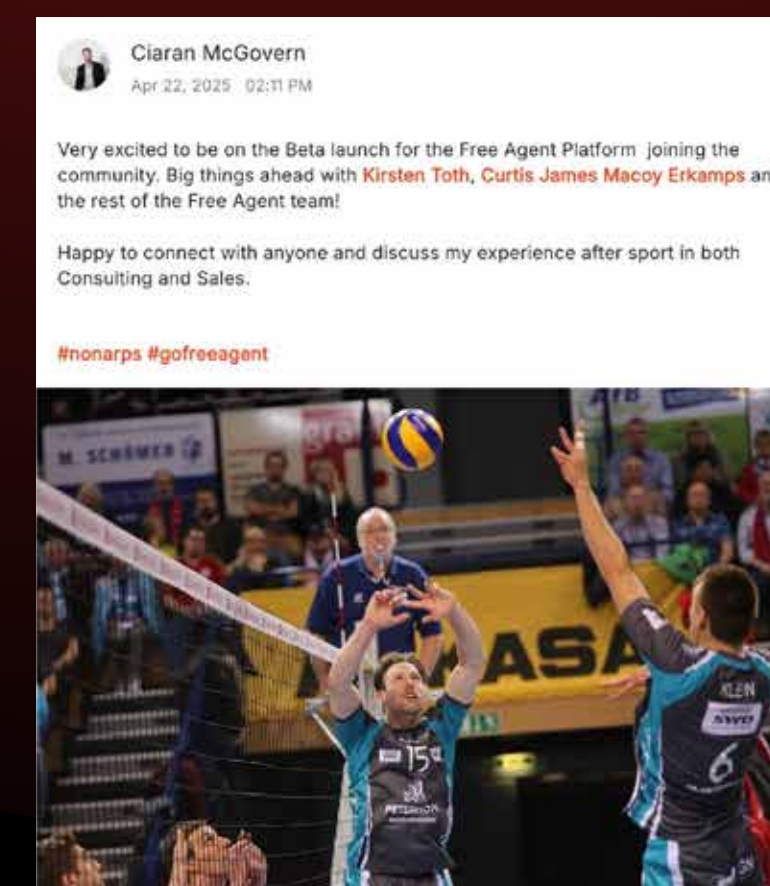
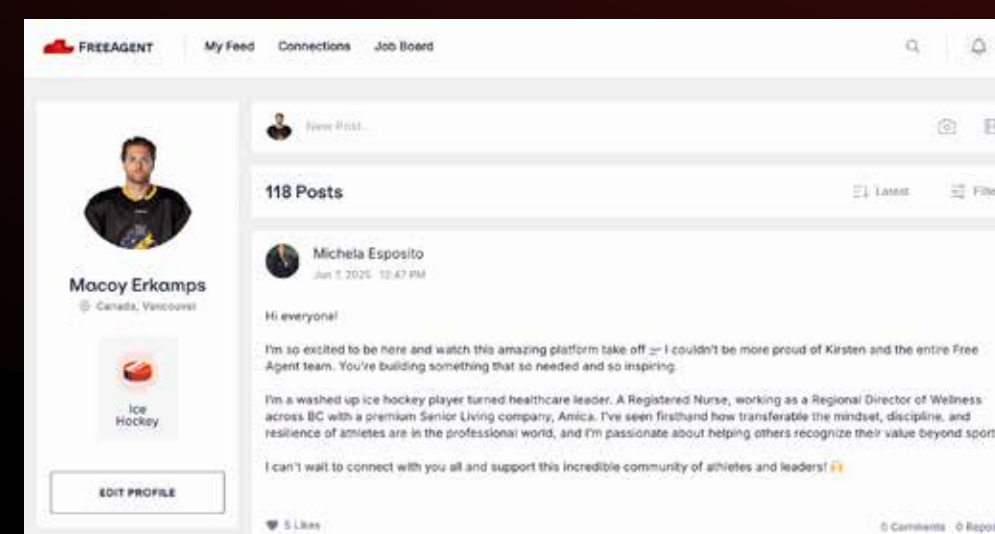
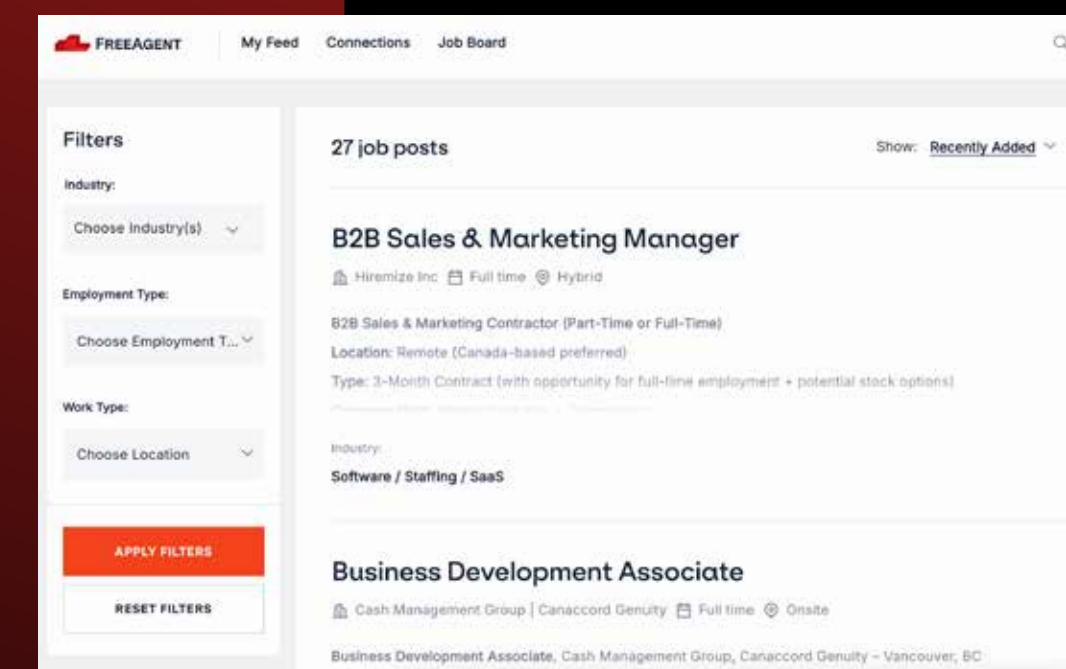
FREEAGENT

The Networking Platform, For Athletes.

Free Agent is a specialized online marketplace **designed exclusively for athletes**, providing tailored career pathways, mentorship, and job connections.

The platform connects high-performing athletes—who bring strong leadership, teamwork, and resilience—with employers seeking these valuable skills.


Free Agent offers a vibrant, verified community for athletes to network, share experiences, and access career-ready resources.



EVENT HIGHLIGHTS ✨

Held at Calgary's premier rooftop venue, **NATIONAL**, this high-energy afternoon features:

- Live DJ set from VAVO
- Athlete Meet & Greet
- Raffle & Networking
- Open Bar & Hors d'oeuvre (included with ticket)
- "The Hot Seat" Panel (4 high-profile athletes share stories and insights)

 Tickets include all event features, drinks, and access to athletes.

TIER 1 — \$100 Each

TIER 2 — \$150 Each

TIER 3 — \$200 Each

ENTERTAINMENT



Canadian-born Jesse Fischer is a chart-topping DJ known for high energy sets and a viral “YEEDM” sound. With 100M+ streams, collabs with country artists like Kane Brown and Thomas Rhett, and a Wynn Las Vegas residency, VAVO will bring the party.



JON CORNISH

CFL legend and former Calgary Stampeders star, Jon Cornish, brings charisma, leadership, and deep ties to the sports world as our MC.

ATHLETE SPEAKERS



Lineup
to be
announced
in the
coming
weeks —

STAY TUNED!

SPONSORSHIP PACKAGES

TITLE SPONSOR \$10,000

- “Presented by...” branding
- Speaking opportunity at the event
- Top-tier logo placement on signage & digital content (signage behind the DJ booth)
- 10 VIP guest tickets
- Premium brand activation space (by request)
- Brand inclusion in media & athlete-driven professional promo content all filmed during the event

GOLD SPONSOR \$5,000

- Logo on signage, social media, Free Agent website, and event collateral
- 5 guest tickets
- Verbal recognition during the event
- Premium brand activation space (by request)
- On-site booth or branded sampling opportunity

SILVER SPONSOR – \$2,500

- Logo on signage & Free Agent website
- 3 guest tickets
- Highlight in pre-event social spotlight

IN-KIND SPONSOR – \$500 (min value)

- Product, service or auction item donation
- Logo placement on signage
- 2 guest tickets

WHY SPONSOR?

Direct Impact

Help underprivileged kids access the benefits of sport

Audience Reach

Engage with 350+ attendees, 200+ athletes and 500K+ digital impressions

Powerful Brand Alignment

Support equity, youth development, and sport

Relationship Building

Connect with athletes, founders, and community leaders

PROMOTION & MEDIA REACH



**Athlete &
Influencer-led
campaigns**



**Free Agent &
KidSport
newsletters**



**Local media &
PR coverage**

KEY DATES ✨

Event Date

SATURDAY
JULY 12 2025

*Sponsorship
Deadline*

JUNE 24
2025

IF YOU HAVE ANY QUESTIONS OR WANT TO LEARN MORE ABOUT THE SPONSORSHIP OPPORTUNITIES AVAILABLE,
FEEL FREE TO REACH OUT. WE'RE HAPPY TO CHAT AND PROVIDE ANY INFORMATION YOU NEED.

MACOY ERKAMPS

Chief of Staff, Free Agent

macoy@gofreeagent.com

778 . 908 . 2995

FREEAGENT