



THE "ART OF HAT MAKING"

TOUR or BUILD

&

NEW EVENT ROOM

INFORMATION PACK



***FOR YOUR CORPORATE TEAM BUILDER,
EXECUTIVE EVENT, CLIENT APPRECIATION, YEAR END PARTY
COLLEAGUE, MANAGEMENT OR STAFF OUTING***



Experience the New Smithbilt Hat Co...

Nestled in the heart of the city's historic & vibrant neighbourhood of Inglewood, is one of Alberta's icons. A short walk from the river's edge and only minutes from the bustle of the city center, **SMITHBILT HATS INC** has been a Calgary institution since it opened its doors in 1919. Our quality handcrafted hats have become an integral part of life for many folks, in work & play throughout the world, as well as utilized in a number of international feature films & locally shot mini-series.

Smithbilt Hats is the designer & manufacturer of the famous White Cowboy Hat, quite often custom built & presented to visiting dignitaries, royalty & celebrities from abroad. Our White Hat is renowned worldwide as the symbol of Western Canadian hospitality and of course, the Calgary Stampede. As we have evolved over the years we've developed a diversity of hat styles we take great pride in, notably our beautiful handcrafted "Catalina" Women's Collection and our Fedora Collection. At Smithbilt Hats we are proud of the long standing tradition and the craftsmanship dedicated to our full hat line, as well as the skilled craftsmen and craftswomen who design and construct them!

Another notable aspect of our recent evolution that we're immensely excited to share ... is our future relocation into the recently restored "**Fletcher Elevator Ltd**" building, located mere steps away from our existing site. In its day a feed mill & 25,000 bushel grain elevator, the heritage Fletcher Elevator was originally constructed over the period of 1914 -1964, due to several additions along the way. It sits adjacent to the original CPR Railway mainline and boasts a rich history of its own. As once quoted ... "It recalls the significance of the grain & livestock industries to Calgary's history"

While our new exterior architecturally reflects the distinct character of the original industrial metal clad siding, our interior has been redesigned to merge a welcoming blend of rustic warmth, eclectic western & urban chic. Housed within this piece of Canadian history will be our new Retail Space, Production Facility and Corporate Event Space.

All of our hats will continue to be constructed using the time honoured processes on century old equipment. Within this new distinctive & creative space we will continue to offer our Hat Tours and Hat Building Events to various companies and organizations looking to offer their colleagues, clients & employees an authentic Alberta experience.

Often utilized by prior clients as a unique Executive Event, Corporate Team Builder, Client Appreciation or Staff Party, participants in a Hat Tour will learn & observe the ART of Hat Making as demonstrated by our skilled team. When participating in one of our Hat Building Events guests can also experience the rare & fun opportunity of assisting hands-on to build their own custom constructed cowboy hat.

Our new Event Room offers a casual business setting amid boundless natural light and is available for clients also looking to book it out for small – medium corporate functions, entrepreneurial presentations and professional networking events.

For additional information regarding our Hat Tours, Hat Builds & Event Room Bookings please refer to our format options & pricing below or contact our Event / Tour Coordinating Team at events@smithbilthats.com

1015 block, 11 St SE, Calgary, Alberta, Canada / 403.244.9131

Smithbilt Hat Build & Tour Events ...

Often utilized by our prior clients as a unique Executive Event, Corporate Team Builder, Client Appreciation or Staff Outing, we offer several interesting options & enhancers to customize your HAT TOUR **or** HAT BUILD Experience.
Hat Tours & Hat Builds typically commence between **4:30 – 6:30** / Monday – Friday (subject to availability & with exceptions)

THE ART OF HAT MAKING TOUR & DEMO ... \$ 50 / guest

- Your guests will be guided through an extensive tour of our workshop to observe the ART of Hat Making as demonstrated by our team. Participants will observe first hand the authentic hat making process from blocking to shaping to the finished product. We require a minimum of **8** guests per tour, up to a maximum of **40** please.
- Following the demonstration participants will then be fitted with a complimentary Canvas Cattleman Cowboy Hat to take home with them. The Canvas Cattleman can be upgraded to a Straw or Felt Hat if participants wish. Please refer to the list of our High Grade Natural Felt Hats below & their applicable costs.
PLEASE NOTE: ONE grade of hat must be pre-determined for your entire group at time of booking.
- In the case that a felt upgrade hat body is pre-selected for your group, individuals will choose their preferred color of hat while on the tour. (hat colors are subject to availability)

YOUR HAT BUILD EXPERIENCE ... our enhanced tour & instructed hands-on build demo - \$80 /guest + the cost of the hat

- An authentic Albertan experience exclusive to Smithbilt Hats Inc, our Hat Build utilizes only high grade natural fiber felt hat bodies. Not only do our guests enjoy an extensive tour of our workshop while observing the time honoured process of the ART of Hat Making on century old equipment, but they also receive the skilled instruction to assist with the hands-on custom build of their own felt cowboy hat.
- Once a participants head is sized and they have chosen their felt color, they'll be given the proper crown block and shown how to block their own felt hat body. In the following days the hats will be finished off by our team and the participants will be invited back for a final shape
- Your team's grade of natural felt body will be determined at time of booking and the same grade will be used for your entire group. Please choose from the list of our High Grade Natural Felt Hat Bodies below & their applicable costs.
- Clients must commit please to a minimum of **6** guests per build up to a maximum of **20** at the time of event booking.
- **PLEASE NOTE** ...If you require your hats to be ready for pickup **by Stampede Week - July 7 2017**, then we require that your Hat Build Event be booked, completed & paid out by **June 7th**.

CHOOSE YOUR GRADE OF NATURAL FELT HAT BODY ...

- | | |
|--|----------------|
| ▪ 3x WOOL FELT ... | \$ 120 |
| ▪ 6x RABBIT FUR FELT ... | \$ 230 |
| ▪ 20x BEAVER FUR BLEND FELT ... | \$ 460 |
| ▪ 100x PURE BEAVER FUR FELT ... | \$ 1100 |

- Please allow a minimum 7 business days for pickup of BUILT hats.
- GST & any delivery charges will be applied to all final billing.

To further enhance your Hat Tour or Hat Build experience with a **"Wine, Beer + Edibles"**, upon which your guests will enjoy in our Private Event Room following your tour or build ... please refer to our **EVENT ENHANCERS** page outlining our Food & Beverage options, pricing & upgrades available. (our Event Room Rental will be WAIVED)



HAT BUYING EVENTS without a tour but with the option of our EVENT ENHANCERS, are also welcome. Please enquire.

Shawna Cockx
Event Director / Tour Coordinator

events@smithbilthats.com

1015 block, 11 St SE, Calgary, Alberta, Canada / 403.244.9131



Corporate Functions & Event Room Rental ...

Our semi-private Event Room can accommodate numerous small – medium sized event formats ... executive functions, corporate presentations & business networking events, stand up cocktail parties or seated dinners.

In the heart of the city and a mere 5-10 minute drive from both downtown & Deerfoot Trail/ QE2 Highway, we offer ample parking, in our complimentary lot as well as affordable street parking.

Our Event Room equipped with its own private entrance, is furnished with portable boardroom tables, custom designed & Alberta built using reclaimed barn wood, and engineered to move into several different formations. For our cocktail party format we have high top tables to allow ample space for guests to mingle while they enjoy a glass of wine or local beer and an enticing array of handcrafted appetizers.

Our function room is equipped with a small private kitchen, 72" Flat Screen TV, secure wifi & powerpoint capabilities.

We are currently in the process of developing & exploring various cocktail menu & food idea options for our 2017 season. By working closely with passionate local chefs & caterers, all active in Calgary's vibrant food scene, it will allow us to create a diversity of interesting, wholesome and innovative menus. In addition giving us the opportunity to tailor each menu to our clients individual requirements.

Please refer to our following 'Event Information, Room Rental Prices & Booking Policies'.

Should you desire to book a Hat Build, Tour or Private Event with us or require further information, please do not hesitate to contact our Event & Tour Coordinator below.

We highly recommend that all our clients pre-arrange services to help ensure their guests arrive home safely ... Keys Please, Taxi Chit, Designated Drivers, etc.

Shawna Cockx

Event Director / Tour Coordinator

events@smithbilthats.com

Event & Tour Information, Room Rental & Booking Policies ...

- **Tour & Build Times** - Smithbilt Hat Tours & Hat Build Events are available Monday – Friday, with guest arrival commencing between 4:30 – 6:30 pm, as determined at time of booking. (subject to availability)
Sorry, NO Hat Tours, Demos or Builds available during Stampede Week / July 7 – 15th, 2017
CLOSED ... Saturday, Sunday & Holiday Mondays, as well as July 22 – Aug 4th, 2017.
- **Room Rental Waived** - Any client wishing to add an Event Enhancer to their hat tour or build, will have our standard Event Room rental charge waived.
- **Room Rental Charge** - For all other standard NON Hat related bookings, our Event Room is available to book out at a minimum of 4 hours, Monday – Friday. (subject to availability)
A room rental charge will apply to reserving & the use of our event space as follows ...
 - Half day rental during shop hours; 4 – 6 hours up to 4:00 pm \$ 400
 - Full day rental 6.5 hours or more \$ 700
 - Evening rental – from 4:00 pm onward, for a minimum 4 hrs \$ 500
 - Does not include any food, beverages, misc rentals or kitchen/ service staff that may be required.
- **Semi Private Room** – Due to the nature of our interior layout our Event Room provides a semi private setting. Though private from our retail space by means of glass doors, our semi-private kitchen dedicated solely to functions is situated within the perimeters of the Event Room, and hence will need to be accessed, partially or fully by kitchen &/or service staff during your meeting, presentation or function. Therefore we cannot guarantee absolute quiet void of background noise. In the event of a full cocktail party or seated meal, the function kitchen will be in full service during the duration of your event. Please consult w/ our Event Coordinator prior to booking w/ any concerns.
- **Event Room Capacity:** Cocktail Party / Standing – max 40 guests (subject to change)
Seated – is dependent on what format client requires – up to approx 36 guests.
- **Deposit & Contract** – Once details for your booking &/or Enhancers are established we will require a contract be signed, credit card number on file and a 20% deposit based on the estimated amount determined by the Event Coordinator based on room rental &/or food & beverages and labour in order to secure the date & space.
Bookings for our Event Room or Tours / Builds with Enhancers are considered tentative until a deposit is arranged.
- **Cancellation Fee** - Deposits will be fully refunded if we are notified of the cancellation of your Event or Enhanced Tour within a minimum of 3 weeks/21 days from your event date. Otherwise an applicable cancellation fee will be applied.
- **All Menus & Beverages** must be selected and confirmed a minimum of 2 weeks prior to your event please.
Smithbilt Hats reserves the right as the sole coordinator &/or provider of all food & beverages, including alcohol.
NO food or beverages shall be brought onto the premise without pre-approval from Smithbilt Hats Management.
- **A Confirmed Guest Count** is required for : Cheese & Charcuterie Format – 4 days prior to the date of your event
Cocktail Party or Buffet Format – 10 business days prior your event
- **Food Allergies** - Please notify us of any serious food allergy, intolerance or dietary concerns ideally at the time of menu planning for your event or at minimum 4 days prior to your event.
- **Service Gratuity** - Whenever Bar, Service or Kitchen Staff are required for an Event of any type, an 18% Event Service Gratuity will be applied to all FOOD, ALCOHOL & BEVERAGES on the Final bill.
Function Labour – our Event Room Rental does NOT include the cost of function staff & labour required. That cost is in addition and it will be determined at time of booking how many staff are required to adequately service your event with applicable hourly rates applied. All professional Bar staff onsite have their Pro Serve certification.
- **Your Final Bill** will reflect the number of guests confirmed as stated above. All additional rentals or misc items required & 5% GST will be added to the final bill. Final Payment is due at the completion of your event please and may be paid with ... Visa, Master Card or American Express.
- **Wheel Chair Accessible** – we are wheelchair accessible w/ WC washrooms onsite.
- SMITHBILT HATS Inc is a completely **NON-SMOKING** property. All smoking off premise only please.