



SPONSORSHIP PACKAGE





WHAT IS CURLING?

Curling is one of Canada's most popular sports and is the most televised women's sport in Canada. One million Canadians participate in the sport of curling every year. Another 15 million watch it on TV. Unlike many other sports, curling can be played as early as age six, and until your well into your nineties.

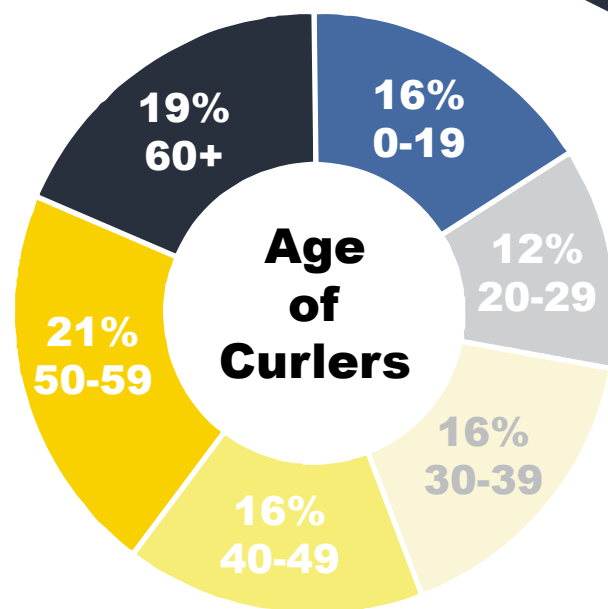
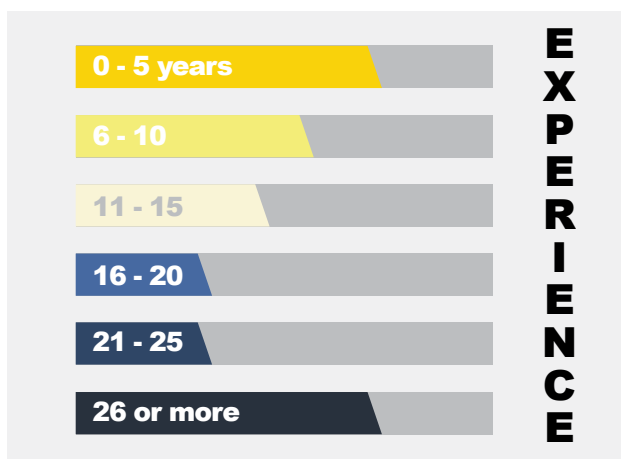
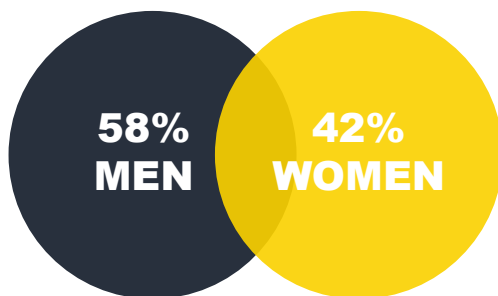
Curling is truly a sport that brings people together. Each game starts by wishing the opposing players "good game" or good luck, and each game ends with both teams sharing a drink (or two). Quintessentially Canadian, etiquette is often considered more important than the rules themselves. Curlers are proud to be part of a community and at the heart of that community, you will find a curling club.

WHO ARE WE?

The Rideau Curling Club has been a pillar in the Ottawa curling community since 1888. With over 130 years of history, it has played a central role in the development of curling on a local, provincial and national scale.

We are over 500 members strong, one of the largest memberships in the Ottawa area. Our members range from beginners to experienced curlers who compete in elite events. We also offer programs for both youth and adults wanting to learn the game.

As a not-for-profit, the Rideau is primarily funded through membership fees, rental opportunities and sponsorship. We employ a minimal staff, including our Club Manager and Ice Maker, with other operations covered by volunteers and committees.



WHY ADVERTISE WITH US?

The Rideau Curling Club (RCC) is a not-for-profit community curling club. We strive to provide a fun environment for members of all ages to learn and compete. Support from the community has always played an important role in allowing us to do so - whether it be through advertising opportunities, providing equipment for youth curlers or providing necessary services in kind.

We operate year-round and we have between 600 and 700 visitors every week during the curling season. We host events such as business meetings, Holiday parties, weddings, bonspiels (tournaments) and in the summer, roller-skating leagues. Our low-cost advertising and sponsorship opportunities are a great way to reach your target market!

While we look for businesses to partner with, our members look to support those that do! Research shows that 62% of consumers are willing to pay more for goods and services from companies who give back to their community. In a community-centric organization like curling, that number is higher.

**ATTRACT
NEW
CUSTOMERS**

**INCREASE
BRAND
AWARENESS**

**EXPAND
YOUR
TERRITORY**

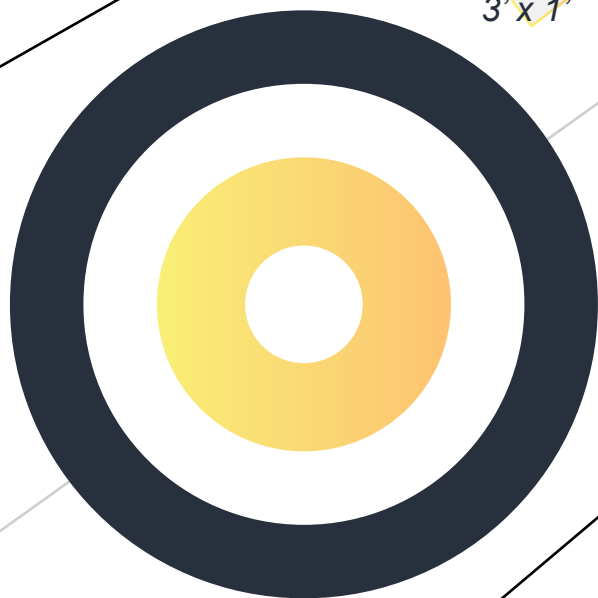
In-Ice Advertising	Page 5
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** All advertisers and sponsorship options are for a period of one-year and include recognition on the Rideau's website, Facebook, Twitter, the lounge TV display and in Newsletters.



IN-ICE ADVERTISING

The first thing anyone looks at when they walk into a curling club is the ice. In-ice logos are embedded directly into the ice surface and really catch your eye. Curlers often use the logos as targets for strategic placement of their rocks! Spectators can view the logos from our main floor lounge or our upstairs banquet hall!



C1
5 Available
3' x 1'

C2
5 Available
3' x 1'

B1
2 Available
4' x 2'

B2
5 Available
4' x 2'

A1
5 Available
10' x 6'

COSTS

A: \$600 ea/year
B: \$200 ea/year
C: \$100 ea/year



CUSTOM HOUSE ADVERTISING

Curling is centered around a target, or a bullseye, which is called the house! Full house advertising uses your company's logo or product to customize the rings that make up the house. Big, bold and colourful, they have become incredibly popular among advertisers. For 2 hours a game, curlers will be aiming for, sliding over and looking at your customized design! Being twelve feet across, spectators and visitors to the club can't help but be drawn to them. **Only 4 available!**

Graphic design is included with this option. Logos, images or ideas are provided by the sponsor. Since the graphic can be re-used, multi-year discounts apply to this option.



COSTS

1st Year: \$1700

Additional Years: \$1000

LOUNGE ADVERTISING

If a curling club is the heart of our community, the lounge is the heart of the curling club! It is customary in curling to sit down after your game to share a drink, food and conversation. You'll find players spending time in the lounge for hours after their game, and sometimes even until close. Lounge Advertisers can place a banner stand in the lounge. It has visibility from all visitors to the club, no matter the season. Advertisers have the option to supply their own banner stands or to have one created by the club. **Only 4 available!**

COSTS

Banner Provided by Sponsor: \$700

Banner Produced by Club: \$1000

EVENT SPONSORSHIP

The Rideau Curling Club hosts many events throughout the curling season. These events bring visitors of all ages to the Rideau. Event sponsorship is a title sponsor opportunity. The way in which each business sponsors the event may vary. It can be in the form of a monetary sponsorship, product donations or any other option. We work with the event coordinator and the sponsor to find something that fits the event.

EVENTS

Men's Classic Bonspiel — 128 Participants — January

Mixed Bonspiel — 160 Participants — March/April

Youth Bonspiel

YOUTH PROGRAM

The Rideau Curling Club is proud to run a Youth program for kids aged seven to seventeen. Our emphasis is on developing proper technique, game knowledge, strategy and of course, having fun! We're lucky to have our program led by competitive players who are passionate about developing life-long curlers! Our goal with our Youth Program is to offset the costs and decrease the barrier to participate for many families. Much like our Event Sponsorship option, sponsorship can be through the purchase of much needed equipment, a monetary contribution or snack donations. We're open to any option and truly appreciate the support!

OTHER OPTIONS

ROCK MARKERS

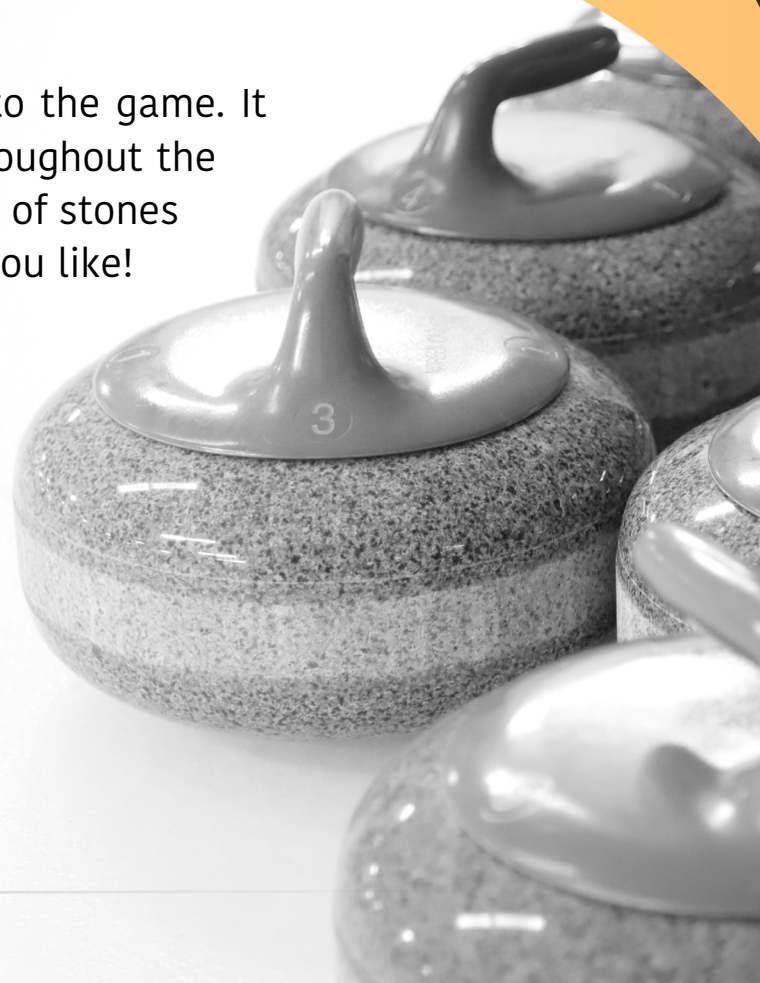
Our 44-pound curling stone is integral to the game. It is touched and seen by every player throughout the game. Put your logo on one or more sets of stones (eight rocks) across as many sheets as you like!

COST: \$100/set

SCOREBOARD ADVERTISING

While everyone is out there to have fun, let's be honest, the scoreboard is pretty important! Put your logo, tagline, website or product information beneath a score board. Ads are 8 feet long by 2 feet high!

COST: \$800/scoreboard



ADVERTISING/SPONSORSHIP AGREEMENT

[Submit Form](#)

Company: _____ **Contact Name:** _____
Address: _____ **Contact Phone:** _____
City: _____ **Contact Email:** _____
Postal Code: _____ **Facebook:** _____
Website: _____ **Twitter:** _____

X	Item Description	Cost	Qty	No. of Years	Total
	In-Ice Ad: A Position	\$600			
	In-Ice Ad: B Position	\$200			
	In-Ice Ad: C Position	\$100			
	Custom House: 1st Year	\$1700			
	Custom House: Subsequent Years	\$1000			
	Lounge Ad: Banner Provided	\$500			
	Lounge Ad: Banner Production Incl.	\$800			
	Event Sponsorship	** Contact for more information			
	Youth Program Sponsorship	** Contact for more information			
	Rock Markers (per set)	\$100			
	Scoreboard Ad	\$800			

The above party agrees to the following terms and conditions:

- The Company agrees to pay the Rideau Curling Club for options selected in this agreement.
- All invoices are due thirty (30) days from the date of invoice.
- All in-ice advertising options are for the duration of the curling season, which runs from the end of September until mid-April.
- All artwork produced by the Rideau Curling Club includes first-iterations of designs, any subsequent reworks will be billable and paid by the Company.
- The Rideau Curling Club will have final approval on all artwork.
- The Company agrees to provide a vector file of their logo.
- All in-ice artwork must be finalized by July 15th to allow for production time and installation. Any artwork approvals provided after July 15th, will not be guaranteed. Refunds will not be provided, if the Rideau Curling Club has made a reasonable attempt to obtain approval.

Subtotal:

HST (13%):

Total:

Authorized By (Name)

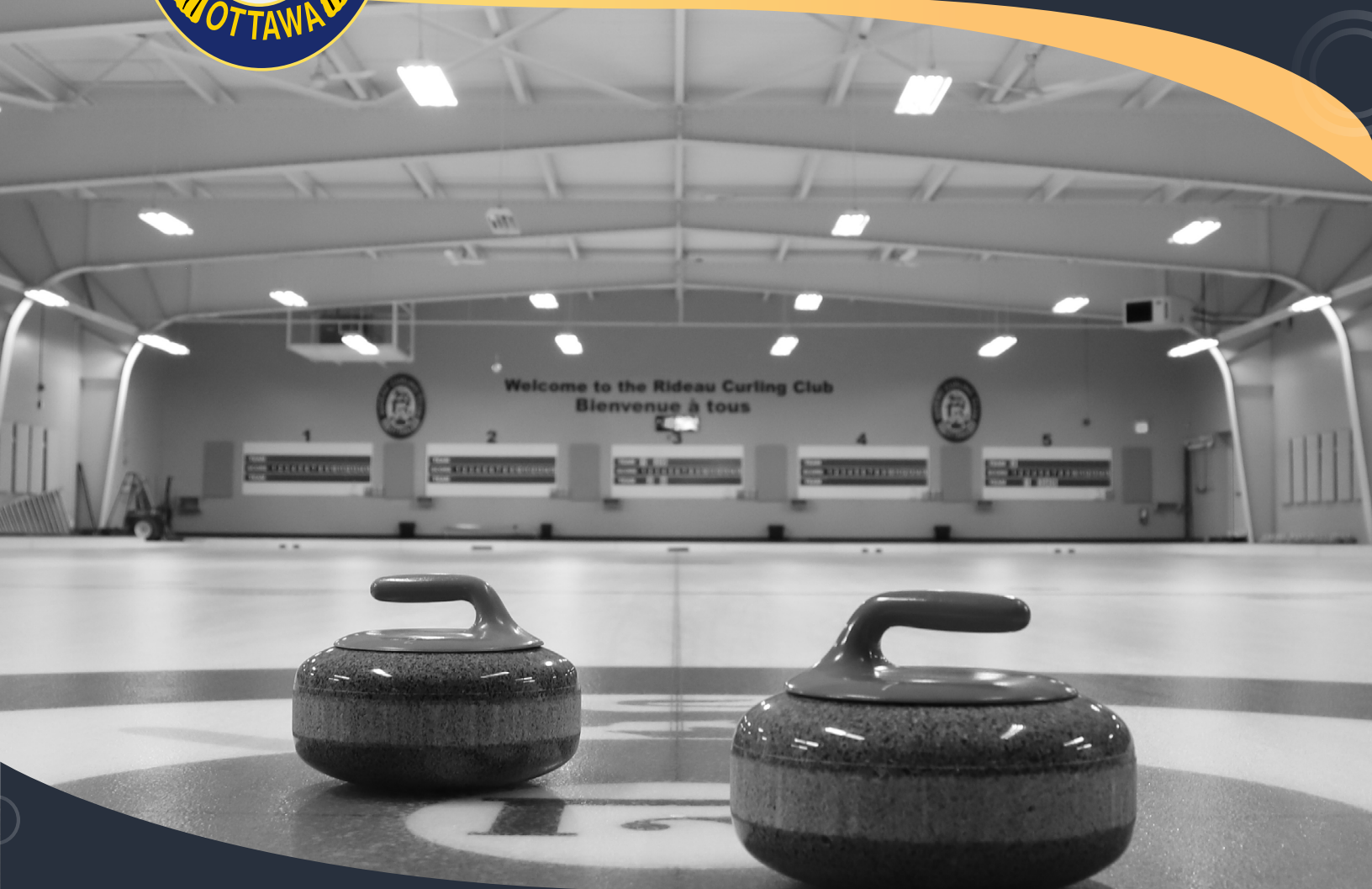
Signature

Date

RCC Admin (Name)

Signature

Date



Rideau Curling Club

www.rideaucurlingclub.com

manager@rideaucurlingclub.com

613-232-9665