



## Advertising and Sponsorship Package 2020/2021

Welcome to the 2020/2021 season at the Rose City Curling Club! The RCCC has been a part of Camrose for over 100 years, establishing curling as an important and highly valued sport within the community. At the Rose City Curling Club we welcome people of all ages and all skill levels to come out and enjoy the game.

In the 2019/2020 season, we worked hard to establish new programs and events to allow us to invite a greater variety of people to experience the sport. Such events included monthly Curl Jams, the club's first ever Swing and Sweep, and a Curling 101 program aimed at bringing young kids into the rink. All of these new events were extremely successful and brought in many new people. Besides new programs, we worked to revitalize our established events, enhancing the experience of all curlers.

We plan to increase our programming further to include an Adult Learn to Curl program, more interaction with the local schools to add curling to their physical education curriculum, and a greater number of Curling 101 programs. Along with these, we plan to add a competitive men's event to our schedule, which will see teams from across Alberta travel to the Camrose community for a weekend in December.

Much like the rest of the world, the Rose City Curling Club has felt the negative impact of the COVID-19 pandemic. Our season was cut short and we were unable to finish our last week of league play or run our last two events. The financial impact of this loss was very noticeable to our club and will need to work hard in future seasons to ensure the viability of Rose City Curling Club. Fortunately, curling is one of very few sports that can be modified to allow for proper physical distancing. This means that we will be able to adapt to the necessary guidelines and continue in the current environment in a relatively safe way.

In order for us to open and have a successful season, we need help! In the past we have had a great deal of support from businesses within the community and we need that support now, more than ever. We truly believe that we are offering something valuable to the community and it is our goal to prove it.

This package includes a variety of advertising options as well as other unique ways that you can get involved in the curling community! We appreciate your consideration and look forward to speaking with you. Please do not hesitate to get in touch if you have any questions about the package or about curling!

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## **Advertising and Sponsorship Package 2020/2021**

### **Wall Advertising**

Wall advertisements at the Rose City Curling Club hang in the ice area of the rink. They are eye level and are easy to read from both the ice surface and the upstairs lounge. There is a limited number of spots for wall signs, so if this is of interest, please inform us to confirm that a spot is available.

Wall advertisements come in two sizes.

The most popular size is an 8' x 4' sign. This size allows plenty of room to be as detailed as you would like. The cost for an 8 x 4 wall advertisement is \$268.00/year for a 1 year contract or \$723.00/year for a 3 year contract.

The other available size is a 2' x 6' sign. Most of the spaces for this size are in the arena below the lounge viewing windows. This means that these signs would only be visible to those on the ice surface. The cost for a 2' x 6' wall advertisement is \$189.00/year for a 1 year contract or \$510.00/year for a 3 year contract.

These advertisements will be left on the walls of the arena year round.

### **In-Ice Advertising**

In ice logos are embedded into the playing surface of the ice during the installation at the beginning of the season. Logos will be placed in the ice between the house and the hog line at the near end of the ice. These advertisements draw the attention of both spectators and players as it is impossible to watch or play a game without seeing or sliding over them.

In ice decals come in two sizes.

The small size is approximately 2' x 2'. The cost of a small in-ice decal is \$268.00/year for a 1 year contract or \$723.00/year for a 3 year contract.

The large size is approximately 2' x 4'. The cost of a large in-ice decal is \$525.00/year for a 1 year contract or \$1417.50/year for a 3 year contract.

These advertisements will be embedded in the ice for approximately 6 month of the year.

### **Scoreboard Advertising**

The scoreboards at the Rose City Curling Club are some of the largest and most visible advertisements available. They are highly visible to the players on the ice surface, the spectators in the main floor viewing area and the spectators in the upstairs lounge. Due to their size and heavy use, scoreboards are some of the most valuable advertising space we offer.

The cost for a scoreboard advertisement is \$378.00/year for a 1 year contract or \$1020.50/year for a 3 year contract.

The advertisements on the scoreboards will be left on the walls year round.



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### **Button Advertising**

The button sponsor has the unique opportunity to showcase their business on all 9 sheets at once. 18 buttons\* would be created and installed - two to each sheet. This is an excellent place to have a logo, as it is every curler's ultimate goal to make the button shot!

\*The number of buttons put in the ice is subject to the number of Full House Advertisements installed. Buttons would not be installed on those sheets with Full House Advertisements. The cost of the advertising would be pro-rated to include these omissions if necessary.

The cost for button advertising is \$1753.50/year for a 1 year contract or \$4734.50 for a 3 year contract.

### **Full House In-Ice Advertisement (NEW)**

Full house in ice advertisements are something new for the Rose City Curling Club. Many clubs in Edmonton and other larger cities have offered this as an option to potential sponsors and received an enthusiastic response. Instead of a small advertisement between the hog line and the house, your advertisement would be the entire house. Besides being large, eye catching and heavily used, they can be specifically designed to promote your business and look sharp doing it. A house is 12' in diameter, giving you lots of space to ensure curlers and spectators know all about you and your business.

The cost for a full house in-ice decal is \$1000.00/year for a 1 year contract or \$2700.00/year for a 3 year contract.

These advertisements will be embedded in the ice for approximately 6 months of the year.

### **Full Sheet Advertising (NEW)**

Many clubs have started to offer sponsors the chance to sponsor an entire sheet of ice, rather than simply having a decal embedded in the ice. Because the Rose City Curling Club has overhead cameras, sponsors would be able to have full house decals created for both ends of their sponsored sheet. Besides the house decals, the sponsor could choose to have other decals created for their sheet, and could make use of the near hog line for a phone number and/or an email address. If you are looking to ensure that everyone who comes to the club knows you and your business, this would be an excellent way to go about it.

The cost to sponsor an entire sheet of ice is \$2000.00/year for a 1 year contract or \$5400.00 for a 3 year contract.

These advertisements will be embedded in the ice for approximately 6 months of the year.

For an example of what this advertising could look like, please see the final page of the package

### **League Double Board Sponsorship (NEW)**



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If you want to advertise in a way that people will be immediately grateful for, consider becoming a league double board sponsor.

The double board is a curling tradition. If a player manages to remove two enemy stones from play, they fetch the double board - decorated with a sponsor logo - and place it behind their sheet. If their team is the last one to have it when the draw ends, their team is treated to a complementary round of drinks in the lounge upstairs. Due to the nature of the prize, double board sponsors are often curler favourites.

The cost of a double board sponsorship for the Tuesday, Wednesday, and Thursday Night leagues is \$400.00/year for a 1 year contract.

The cost of a double board sponsorship for the Monday competitive league is \$240.00/year for a 1 year contract.

### **School Group Sponsorship (NEW)**

Are you passionate about youth sporting opportunities? So are we. In the past we have partnered exclusively with local middle schools and high schools to provide curling lessons as a part of their physical education program. This season, we are looking to expand our programming to include elementary school students. Due to education budgetary concerns, it is far more likely that we will be able to welcome young students into the rink if they are sponsored to be there.

School group sponsorship would include the cost of each student for the lesson, the instruction fee, the costs of the bus ride to and from the rink (if necessary), and the cost of cookies and hot chocolate on the day of their final session.

All school group sponsors would have their company logo put on a shared sign that would hang in a highly visible area of the curling rink. The schools, teachers, and students would all be made aware of the local businesses that made their curling experience possible.

School group sponsorship is subject to the opening of schools in the fall, as well as the relaxation of certain physical distancing measures.

The cost to sponsor one school group to come to the curling rink twice is currently TBD. We will be in discussions with the schools to see what is required. If this is something you are passionate about, please make note of it on the agreement page and we will be in touch when we know more!

### **Curl Jam Sponsorship (NEW)**

Curl Jams were one of our biggest successes in the 2019/2020 season. Once a month - typically on the third Friday of the month - we host a Curl Jam. This is an evening of curling, snacks, live entertainment, and fun for anyone and everyone who wants to attend. There is no age requirement - we have had juniors as well as seniors attend. There is no skill requirement - we had both beginner curlers with little to no experience and experienced competitive level curlers attend. Some show up with pre-determined teams, and some came alone or in a pair and were matched up at the beginning of the evening. The response that we received from



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those in attendance was overwhelmingly positive, and we intend to continue these monthly events for many seasons to come, hopefully turning them into well recognized community events.

Curl Jam sponsors will help cover the costs of the snacks as well as the live entertainment for the evening. Sponsors can choose to sponsor a solitary event, or many. Sponsors will be recognized with signage in the lounge, as well as in the announcements to the participants throughout the evening.

The cost to sponsor a solitary Curl Jam is requested at anywhere from \$100.00 - \$300.00. These events are flexible, and any support that can be provided is appreciated.

### **Bonspiel Double Board or Double/Double Board Sponsor (NEW)**

Bonspiels can be a great place to get your business' name out as they are often attended by out of town participants. The double board sponsor is always one of the most recognized due to the nature of the prize. A business could choose to sponsor a regular double board - the team with the board at the end of the draw is awarded a complimentary round of drinks, or they could choose to sponsor a double-double board - both teams on the winning sheet of ice are awarded a round of drinks. No matter what is chosen, rest assured the business will be celebrated.

The Rose City Curling Club hosts four events throughout the season. The different events double boards or double-double boards will differ due to the size of the event and the number of draws. We only require one sponsor per event, so interested sponsors will be given priority in the order they declare interest.

The cost to sponsor a regular double board for the Open Bonspiel in November is \$100.00. A double-double board for this event will cost \$200.00.

The cost to sponsor a regular double board for the Swing and Sweep in January is \$100.00. A double-double board for this event will cost \$200.00.

The cost to sponsor a regular double board for the Mixed Bonspiel in March is \$100.00. A double-double board for this event will cost \$200.00.

The cost to sponsor a regular double board for this Men's and Ladies Bonspiel is \$180.00. A double-double board for this event will cost \$360.00.

### **Equipment Sponsorship**

At the Rose City Curling Club, we have lots of ideas about how to improve the popularity of our sport and by reaching out to more people. However, in order to safely have inexperienced curlers in our facility, we need new equipment. Much of our equipment is old and in need of immediate replacement, and what we do have is in short supply. Examples of necessary equipment are; grippers, brooms, stabilizers, and sliders. This past season, we noticed a large increase in the number of people at our facility requiring equipment - especially kids in their



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school physical education classes - and want to ensure that in the future, we have enough good quality equipment for anyone who requires it.

Unlike some of our other sponsorship options, the cost to this sponsorship is entirely dependant on you! We would be grateful for any and all help that we could receive towards new equipment. All equipment sponsors would have their logo publicly displayed with the equipment that they helped us to acquire.

### **Goods in Kind Sponsorship**

We are always in the market for bonspiel prizes, raffle items, and other event necessities throughout the season. If you would like to lend your support to the Curling Club without a price tag, we would be grateful and happy to acknowledge your donations. Examples of things that could be useful to us while promoting you are: gift cards, water bottles, clothing items, totes, etc.

This sponsorship is extremely flexible and will be unique to each business. Please let us know if this is of interest to you!

## Important Information for you to be Aware of

1. Any questions about the Curling Rink or the sponsorship options can be directed to Sarah Brown at [rccc@cable-lynx.net](mailto:rccc@cable-lynx.net) or at the phone number 780-672-4152.
2. If you would like to see examples of what specific advertising might look like, please contact the curling club at the above email address.
3. If possible, please return all packages to the Curling Rink by no later than September 15th.
4. If possible, all sponsorship agreements should be scanned and emailed to the Rose City Curling Club at [rccc@cable-lynx.net](mailto:rccc@cable-lynx.net). If this is not an option, please contact the Curling Club and arrange for the agreement to be picked up.
5. Some of the one time sponsorship options are available to one sponsor per season or to a limited number of sponsors. In the case that multiple sponsors are interested in the same option, preference will be given to the first to contact the Curling Club. The Rose City Curling Club will make all efforts to accommodate the others with a similar option.
6. **Sponsors are responsible for the costs associated with any new artwork required for individual signs and decals.** Please contact CJ Sign Shop with any questions about sign or decal design and cost if needed.
7. Both CJ Sign Shop and Jet Ice Curling are available to create full ring advertisements. If you would like more information about either, please contact CJ Sign Shop or The Rose City Curling Club.
8. All in-ice decals are time sensitive and must be available to the Curling Club at the time the ice is being installed. For that reason, all sponsors interested in advertising using in-ice decals **must** have their sponsorship package returned to the Curling Club and their design intentions submitted to CJ Sign Shop or to another appropriate supplier by September 15th at the latest - earlier if at all possible.
9. Invoices will be issued on or before October 31st. No invoices will be issued until after the start of the Curling Season. Advertisers are responsible for making the full payment to the Rose City Curling Club within 30 days of receiving the invoice. Payments can be made by cheque or e-transfer.

Advertiser Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_ Signature \_\_\_\_\_



## Advertising and Sponsorship Package 2020/2021

### Full Year Advertising/Sponsorship Agreement

Item	Description	1 Year Term		3 Year Term		Total
		Qty	2020/2021 Price	Qty	2020/2021 Price	
1	Wall Ad - 8'x 4'		\$268.00		\$723.00	
2	Wall Ad - 2'x 6'		\$189.00		\$510.00	
3	In-Ice Decal - Small (2'x 2')		\$268.00		\$723.00	
4	In-Ice Decal - Large (2'x 4')		\$525.00		\$1417.50	
5	Scoreboard Ad		\$378.00		\$1020.00	
6	Button Ads (18 1'x 1' Ads)		\$1753.50		\$4734.50	
7	Full House Ad - 12'x 12'		\$1000.00		\$2700.00	
8	Full Sheet Sponsorship		\$2000.00		\$5400.00	
9	League Double Board (Tuesday, Wednesday, and Thursday Night)		\$400.00		N/A	
10	Monday Night Double Board		\$240.00		N/A	
Comments:					Subtotal	
					5% GST	
					Total	

Advertiser Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_ Signature \_\_\_\_\_



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### One Time Advertising/Sponsorship Agreement

Item	Description	Qty	2020/2021 Price	Total
1	School Group Sponsorship (Cost is for 1 class x 2 sessions)		TBD	
2	Curl Jam Sponsorship (Cost is for 1 event)		\$100.00 - \$300.00	
3	Open Bonspiel Double Board or Double-Double Board		\$100.00 or \$200.00	
4	Swing and Sweep Double Board or Double-Double Board		\$100.00 or \$200.00	
5	Mixed Bonspiel Double Board or Double-Double Board		\$100.00 or \$200.00	
6	Men's and Ladies' Bonspiel Double Board or Double-Double Board		\$180.00 or \$360.00	
7	Equipment Sponsorship		Open	
8	Goods In Kind Sponsorship		Open	
If providing Goods In Kind Sponsorship, please describe:			Subtotal	
			5% GST	
			Total	

I have read and understand all of the above terms.

Advertiser Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_ Signature \_\_\_\_\_

Advertise Here  
7' x 2'

hog line

Advertise Here  
3' x 2'

Advertise Here  
3' x 2'

Advertise Here  
7' x 2'

Advertise Here  
7' x 2'

