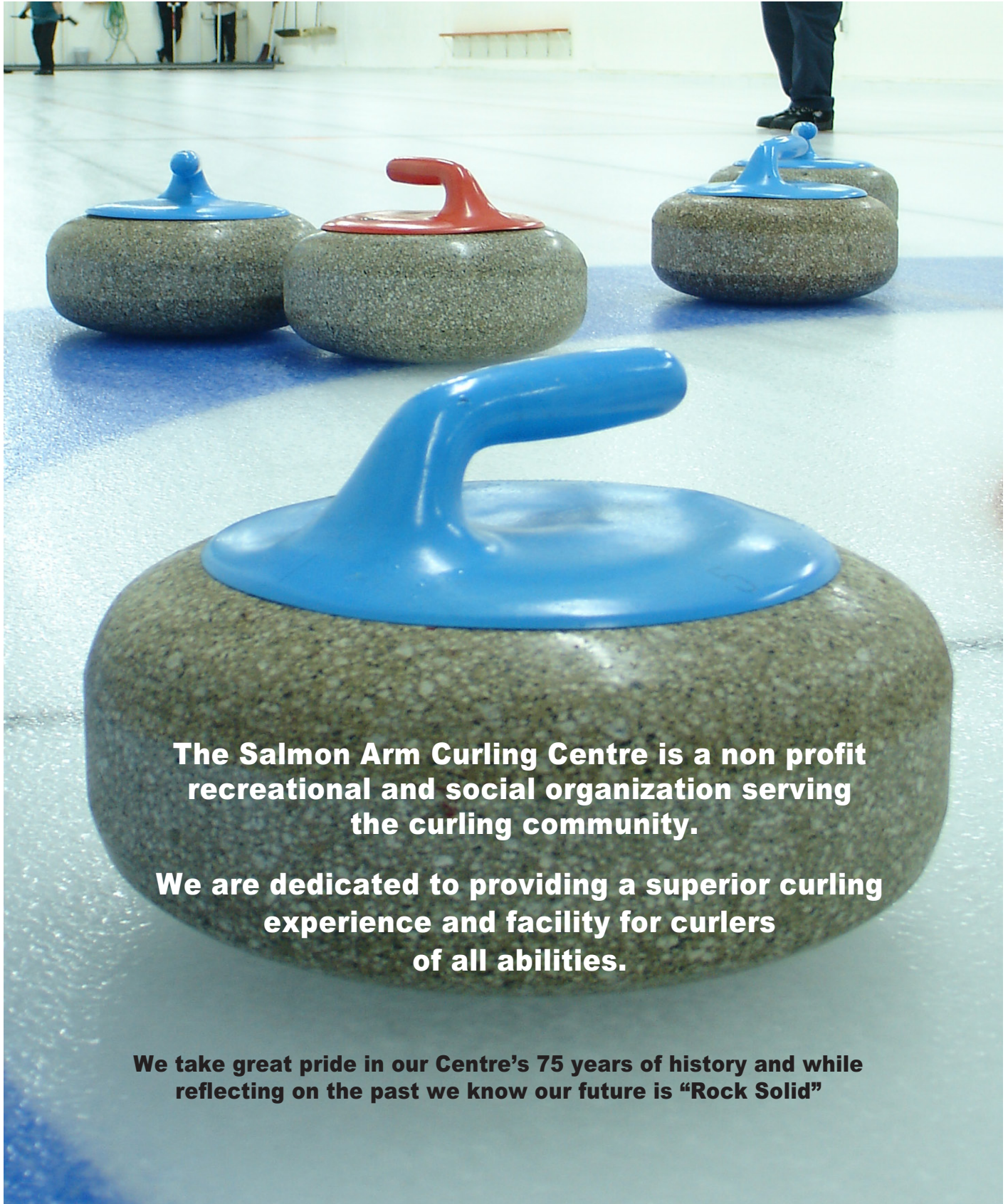


ADVERTISING and SPONSORSHIP

Salmon Arm CURLING CENTRE

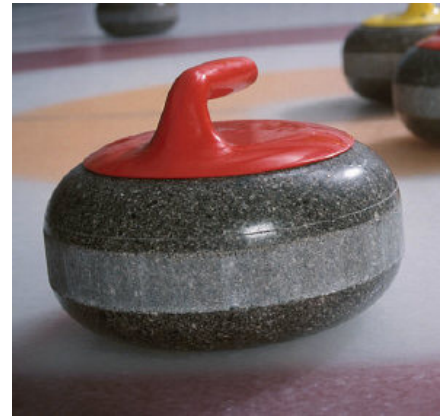
691 - 28th St NE, Salmon Arm, BC, V1E2S7



ADVERTISING and SPONSORSHIP

The Salmon Arm Curling Centre

In 1940, the Salmon Arm Curling Centre became a not for profit society. After the original rink burned down in 1976. A new building was constructed in 1979 at its current location.



We have gone through several upgrades since then and are going in the right direction to do more. In 2013 we installed a brand new ice plant for a cost of \$220,000. This shows our degree of commitment to the community of Salmon Arm and to our curlers, allowing us to prepare high caliber ice conditions. It will also allow us to bid on televised provincial events with the confidence that our state of the art ice plant can handle the strict parameters set out by such events.

Curling is considered by some to be “Canada’s Other Winter Sport”, with over one million active curlers and growing. It involves skill, dedication, perseverance and strategy. Over 15 million adult Canadians watch curling on television every season, and we have more than 1000 curlers coming through our doors on a weekly basis. a Many of the sport’s rules are etiquette rulings where appropriate behavior is suggested, but penalties for infractions are curiously absent. Curlers shake hands before and after each game and it is rare when smiles do not grace the faces of both winners and losers. Our membership ranges from age 5 to over 95 within 16 leagues and growing. It is known as the most “social” sport.

While we look to local businesses to partner with us, we also believe we give back to the community of Salmon Arm in many ways. Some of the most significant ways is by attracting curlers to participate in our bonspiels, hosting provincial, national and hopefully world curling events, which draw thousands of people into our Centre, city and our sponsors businesses. Support from the community has always played an important role in keeping the Salmon Arm curling Centre a successful, break-even sporting facility. In return, our club wants to give back to local business by providing opportunities for you to promote your brand or business. Our grassroots advertising is an inexpensive method to reach your target audience, especially given the fact that many of the people you want to reach spend a lot of their spare time at the Salmon Arm Curling Centre.

» Corporate Sponsorship

The Salmon Arm Curling Centre is a Non-Profit Amateur sporting organization which strives to provide a fun environment in which to curl while at the same time providing athletes with the necessary elite programs necessary to achieve excellence.

There are five unique options of sponsorship in the Salmon Arm Curling Centre.

» **Diamond** \$4,500 + GST

» **Platinum** \$3,500 + GST

» **Gold** \$2,500 + GST

» **Silver** \$1,500 + GST

» **Bronze** \$1000 + GST

**includes production costs for signage. 3yr discount available*

DIAMOND SPONSOR

The benefits of your sponsorship at the Diamond level are:

- Your business name and logo used in our campaign while promoting bonspiels
- Your Business Signage - End Wall - **4' by 12'**
- Your business logo and information listed on our website, social media, news letter, team roster and a direct link to your website!
- Your business name and logo listed our bonspiel programs & posters
- Opportunity to have 4 sheets of ice (32 people) for 2 hours with qualified curling instructors if needed and equipment supplied. The use of our upper lounge for the evening. Can be used for staff appreciation, Christmas party or whatever you would like.
- Opportunity to distribute Promotional items in our Bonspiel Welcome Packages
- Opportunity to set up a Corporate Table or promotion during Bonspiels
- Free admission into a Learn to Curl Clinic for your staff up to 12- value \$20/person
- Entry for one team into our Friday Night Social League full season, or two teams half season. (value \$600)

**includes production costs for signage. 3yr discount available*

PLATINUM SPONSOR

The benefits of your sponsorship at the Platinum level are:

- Your business name and logo used in our Campaign while promoting bonspiels
- Your Business Signage – South or North Wall - **4' by 8'**
- Your business logo and information listed on our website, social media, news letter, team roster and a direct link to your website!
- Your business name and logo listed in the Bonspiel program and posters
- Opportunity to distribute Promotional items in the Bonspiel Welcome Package
- Opportunity to have 3 sheets of ice (24 people) for 2 hours. Can be used for staff appreciation, Christmas party or whatever you would like. Equipment supplied. Use of our upper lounge during session.*(based on availability)*
- Free admission into a Learn to Curl Clinic for your staff up to 8 - value \$20/person
- Entry for one team into our Friday Night Social League first half season.

(11 games -value \$300)

**includes production costs for signage. 3yr discount available*

GOLD SPONSOR

The benefits of your sponsorship at the Gold level are:

- Your business name and logo used in our campaign while promoting bonspiels.
- Your Business Signage – South or North Wall - **4' by 6'**
- Your business logo and information listed on our new website, social media, news letter, team roster as well as a direct link to your website!
- Your business name and logo listed in the Bonspiel programs and posters
- Opportunity to distribute Promotional items in the Bonspiel Welcome Package
- Opportunity to have 2 sheets of ice (16 people) for 2 hours. Can be used for staff appreciation, Christmas party or whatever you would like. Equipment supplied.

(based on availability)

- Free admission into a Learn to Curl Clinic for your staff for four- value \$20/person
- Entry for one team into our Friday Night Social League first half season.

(11 games -value \$300)

**includes production costs for signage with 3yr agreement*

SILVER SPONSOR

The benefits of your sponsorship at the Silver level are:

- Your business logo and information listed on our new website, social media, news letter as well as a direct link to your website!
- Your Business Signage – South or North Wall - **4' by 4'**
- Free admission into a Learn to Curl Clinic for your staff for four - value \$20/person
- Opportunity to have 1 sheet of ice (8 people) for 2 hours. Can be used for staff appreciation, Christmas party or whatever you would like. Equipment supplied.

**includes production costs for signage with 3yr agreement*

BRONZE SPONSOR

The benefits of your sponsorship at the Bronze level are:

- Your business logo and information listed on our new website, social media, news letter as well as a direct link to your website!
- Signage – North / South Wall - 2' by 4'
- Free admission into a Learn to Curl Clinic for your staff for four people - value \$20/person

**includes production costs for signage with 3yr agreement*



PERSONAL SPONSORSHIP/ DONATION

If you would rather just make a donation in the amounts above to the SACC, we will put your name up on our wall plaque within the appropriate sponsor levels.



VIEW FROM OUR ICE CAMERAS

Advertising Opportunities «

The SACC will pay the cost towards any signage manufacturing required for new sponsors signing a three year agreement.

SCOREBOARD ADVERTISING

At the away end of each of our 6 sheets of ice, we can highlight your business on our scoreboards. 2ft x 8 ft **Plus sign production costs. 3yr discount available*

Cost Scoreboard: \$650 per season - \$575 with 3year discount

Adopt a Rock

The SACC is proud to offer a new way for members, friends, family, organizations, businesses etc....to support the centre financially by helping offset the cost of the new curling rock handles and other programs and upgrades that the centre is developing.

A custom engraved inscription on the handle of a rock! What a great idea. For only \$250 for one, \$420 for twins, or \$1600 for 8 (octuplets) you will be helping the SACC in achieving its goals and remain a vital part of the recreational community in Salmon Arm. You may want to recognize someone special to you, a coach, a family member who has passed or just yourself. If you have a business, it's a very cost effective way to keep your name in the forefront. The possibilities are as big as your imagination!

BUTTON ADVERTISING



The Button is defined as the 18" diameter circle in the center of the rings known as the house. This season we are offering this highly visible area as a location to place your corporate logo. Your logo will be embedded in the ice at the beginning of the season providing your business center stage visibility for the duration of the season.

Home & Away Ends (1 Sheet of ice) \$450 per sheet - \$400 with three year commitment

Home & Away Ends (2 or More Sheets)\$400 per sheet \$350 with three year commitment

**Plus decal production cost. 3yr discount available*



IN ICE DECAL ADVERTISING

The NHL has lead the way for in Ice Decal Advertising but now the cost of production for these decals from Jet Ice has come down to a reasonable amount which has allowed us at the

Centre to start selling and producing In Ice Decals for advertisers. They are amazing and really catch the public's eye when they look at the ice area!

The future has arrived for in Ice Decals in curling ice so don't miss this great opportunity as limited amount of decal advertising will be available for sale.

All of our six sheets have over the "house" cameras which show your advertising on all our 40in TVs which are positioned at the end of each sheet in our upper and lower lounge areas.

IN ICE DECAL OPTIONS:

- There are two "houses" on a curling sheet, one at the home end and one at the away end. The house is a 12 foot circle or target that the curlers throw the rocks to. Jet Ice can produce the house with advertising designs on it as seen in the above example. This is the prime area to advertise as spectators are always looking at the action in the houses. The houses can also be seen on our 40in flat screen TV's located above each sheet in the Salmon Arm Curling Centre lounge and lower level. The cost for a sheet (2 houses) is \$ 2950 per year plus production costs for the houses. *(see options on price sheet)*
- **Centre Ice decal** is an option which gives the advertiser up to a 12 foot wide in ice decal just past the home hog line These decals are also very eye catching as the curling action passes right over top of these decals. The cost for one sheet centre ice decal is \$700 per season.
- **Centre ice decal two sheet versions.** Everything is the same as the single sheet centre ice decal but the two sheet option is a decal that covers two full sheets just

past the home hog line. Approx. size would be 20 feet wide. The cost for the centre ice decal two sheet version is \$1300. per season. *(3yr discount available)*

- **Free guard zone decals** are located in between the house and the hog line. The decals can be up to 2 feet in width and are in the game play area which results in very good exposure to the spectators and curlers. We can place up to 8 free guard zone decals per sheet, 4 at each end. The cost for the free guard zone decals are \$200ea per season.
- **Behind the Hack zone** decals are located directly behind where the player throws their rocks. There are two hacks per sheet. The cost for this decal is \$200ea. Or \$350 per sheet. *(3yr discount available)*

OWN A SHEET ADVERTISING

Introduced in the 2015 - 16 season will be the “own a sheet advertising” option. The Salmon Arm Curling Centre is offering businesses the opportunity to have logo and business information on the rings in the house at both ends of the sheet! With our new on ice camera system not only can people see your advertising by looking at the sheet, they can also see the houses at both ends with your advertising on the 40in TV’s behind each sheet in our lounge and lower level!

OWN A SHEET PACKAGE INCLUDES:

- Full house advertising at both home and away ends
- Centre ice decal on sheet up to 12’ wide
- Hog Line decal advertising
- Naming rights for sheet displayed on upper and lower lounge area wall (1’ by 2’ sign) corresponding to sheet
- Cost \$3800 per year plus production costs for decals *(3yr discount available)*
- Only 4 sheets still available for 2016 - 17 season (at time of printing)



ROSTER ADVERTISING

Each season, a new roster (*Member telephone listing & schedule of everything that happens for the season at the Centre*) is printed and distributed to the members of the Salmon Arm Curling Centre. Included in the roster are the names and phone numbers

of all Centre members, a bonspiel calendar with a special section listing all of the Bonspiel and Events. Roster books will be emailed to all members as well as physical roster books are available to all members. The Roster book will be placed on our website for our members to access. Advertising space is available at the following prices.

- Outside Back Cover \$250/Season
- Full Page Ad \$150/Season
- Half Page Ad \$100/Season

LEAGUE SPONSORSHIP

The Salmon Arm Curling Centre hosts a number of leagues and each league has a designated area in the Centre where statistics and schedules are maintained.

Choosing this sponsorship option will provide you with the following:

- Your 6 x18 in sign displayed above the notice board for one of our leagues
- Listing on our Website with corresponding league
- Signage on the applicable league notice boards
- Costs for each individual league is \$100.



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WASHROOM ADVERTISING

Strategically placed 11x17 inch framed posters will be placed in all our washrooms. Three per washroom are available. These advertising boards allow your business to change your advertising when needed to promote sales or events.

- Costs for each display is \$125.

SALMON ARM OBSERVER AD SPONSOR

Every week during the Salmon Arm Curling Centre Season results and a recap and event info are prepared and sent to the Salmon Arm Observer. Each week the Salmon Arm Observer prints these results with an ad box at the bottom for advertising of the Salmon Arm Observer Sponsor business. The league runs 27 weeks so you're ad would be in the Salmon Arm Observer for 26 weeks.

- Cost for the Salmon Arm Observer Ad Sponsor is \$1200 or \$600 per half season.





S.O.S. & Win Support Our Sponsors «

ALL SPONSORS/ ADVERTISORS OF THE SALMON ARM CURLING CENTRE ARE INCLUDED IN OUR S.O.S. PROGRAM (Support Our Sponsors)

For curlers at the Salmon Arm Curling Centre to be a winner, all they need to do is shop at your business. Once they have made their purchase, they just bring in a copy of their receipt to our office and place it in the draw barrel. Winners are drawn every month of the curling season and announced in our newsletter and website.

Our members are rewarded for supporting your business, and you see the real benefit from your sponsorship dollars.

The members of the Salmon Arm Curling Centre realize and understand the importance of sponsors to keep our Centre running. So you are likely to see new customers in your business and our hope is that this new customer will continue to support your business.



Please find below a current schedule of our advertising packages

1. Sidewalls 16" x 32"	150.00	3 yrs - 135.
2. Tops of Sidewall Signage Both sides	650.00	3 yrs - 600.
3. Tops of Sidewalls One side only (if available)	375.00	3 yrs- 350.
4. Scoreboards -upper and lower 2' x 8'	650.00	3 yrs- 575.
5. 4' x 12' End wall signage	1400.00	3 yrs- 1275.
6 4' x 12' Side wall signage	1000.00	3 yrs- 925.
7 4' x 8' Side wall signage	750.00	3 yrs- 660.
8 4' x 4' Side wall signage	500.00	3 yrs- 450.
6. Ice Logos up to 12'	700.00	3 yrs- 650.
Ice Logo two sheet coverage- up to 20 ft	1300.00	3 yrs- 1200
Ice Logos small – 2 sq ft	200.00	3 yrs- 175.
Behind the hack logo	200.00	3 yrs- 175.
7. Full home ice house advertising ring	1650.00	3 yrs- 1555.
8. Full sheet – both houses	2950.00	3 yrs- 2680.
9. Full sheet – both houses and hog lines	3350.00	3 yrs- 2850.
10. Button Logo on ice.	450.00	3 yrs- 400.
11. Washroom signage- 11 x 17- changeable	150.00	3 yrs- 135.

The SACC will pay the cost towards any signage manufacturing required for new sponsors signing a three year agreement.

Thank you so much for the opportunity in showing you how you can help support the Salmon Arm Curling Centre

Bob Genoway

General Manager

SACC

250-832-8700

salmonarmcc@shaw.ca



FACILITIES RENTAL at The Salmon Arm Curling Centre

Do you need space for that wedding reception? Somewhere to hold your staff function, or just want to have a small gathering for an anniversary or surprise birthday party. We can do it here for you. Our upper lounge seats 150 people comfortably with a dance floor. We have a sound system for playing your favourite tunes as well as the largest TV screen in Salmon Arm. View the big game or play that presentation or photo montage from your computer. We also have a full service bar with some of the cheapest prices in town. Need your event catered?, we can do that too. Just give us a call for pricing and your plans.

In the summer months (April – Sept) we also offer rental of our ice area for those big events requiring lots of space. With over 14,000 square feet of indoor display area we can accommodate most trade shows or car shows. Just give us a call or email and we can give you all the specs. Book soon because we fill up quickly.

salmonarmcc@shaw.ca or ph:250-832-8700