



Dear future sponsor:

The North Hill Curling Club (NHCC) is excited to release its Sponsorship and Advertising Package for the 2023-2024 season.

Since our humble beginnings in 1925, the NHCC has been a deep-rooted community space that promotes inclusivity and diversity in the sport of curling by encouraging participation regardless of age, gender, sexual orientation, cultural or religious background. Our rich history and diverse membership make NHCC one of Calgary's premiere curling clubs.

We have no doubt that our history and reputation played a major role in us securing the bid to be the host curling club for the **Special Olympics Canada Winter Games** from February 27 to March 2, 2024 – an event that will see more than 4,000 visitors, athletes, coaches and spectators descend upon Calgary and our club.

This season, you have the opportunity to partner with NHCC to help us preserve our club as a pillar of Calgary's curling community, and to show your commitment and support for the inclusion of those individuals with intellectual disabilities.

Included in this season's Sponsorship and Advertising Package is an expanded list of opportunities for you or your organization to take advantage of. With sponsorships and advertising ranging in price from \$400 to \$2,000, there is an option to fit anyone's budget.

This year more than ever, we are asking you to show your support for the NHCC and the Special Olympics Canada Winter Games. In return you will receive valuable recognition and exposure during this special event and throughout the entire 2023-2024 season.

Specific details on our sponsorship and advertising options are enclosed for your consideration.

If you are interested in supporting the NHCC or if you would like more information about our Sponsorship and Advertising Package, please contact us at 403-277-3158 or email [curl@nhcc.ca](mailto:curl@nhcc.ca).

We look forward to welcoming you as a future sponsor and partner in our shared goal of promoting diversity and inclusion in the sport of curling!

### North Hill Curling Club

Kevin Minshull  
President

Glenn Ector  
Past President

Todd Bolianatz  
General Manager

Darcy Reynolds  
Assistant Manager



# SPONSORSHIP & ADVERTISING PACKAGE

## OUR HISTORY

### Proud Community Member since 1925

The North Hill Curling Club (NHCC or Club) has a long history of promoting the sport of curling in Calgary since its humble beginnings in 1925.

NHCC is home to over 1,250 members from all areas of the city and provides opportunities to curlers of all ages, gender, ability, cultural or religious background or sexual orientation to participate in competitive or recreational leagues.

NHCC is a proud supporter of junior curling and has been a long-time supporter of inclusivity and diversity in the sport.



## WHY INVEST

### The Benefits of Supporting NHCC in Your Community

NHCC is looking to partner with individuals or companies who are interested in contributing to our long history of promoting the sport of curling in our community. In return you will receive:



#### Brand Recognition

NHCC is home to over 1,250 members who will see your company prominently displayed week after week throughout the curling season.



#### Valuable Exposure

Your company will be exposed to potential new customers given the NHCC's large membership base and curling spectators.



#### Community Connection

Your support will help eliminate barriers and promote diversity and inclusivity in the sport of curling. Partnering with NHCC will allow our club and the members of the community to thrive.

## BECOME A SPONSOR TODAY!

### Get in touch with our staff

If you are interested in sponsorship or advertising opportunities with NHCC, or if you have questions regarding our sponsorship options, please contact us.

Todd Bolianatz or Darcy Reynolds

Email: [curl@nhcc.ca](mailto:curl@nhcc.ca)

Tel: (403) 277-3158

Web: [www.northhillcurlingclub.ca](http://www.northhillcurlingclub.ca)

# SPONSORSHIP & ADVERTISING OPTIONS

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## Home-End House Sponsorship

### Benefit Overview

- In-ice company logo covering the entire ring area of the home end house
- Company logo displayed on NHCC's website
- Quarterly recognition on NHCC's social media sites
- Sponsorship recognition in all editions of NHCC's "Throwing Stones" monthly newsletter

### Investment Overview

#### Price

- \$2,000 per location
- Price is for one-year commitment
- \$1,500 for renewal (max. two renewals)

#### Availability

- 6 locations available
- 

## In-Ice Hog Line Sponsorship

### Benefit Overview

- in-ice company logo inside the hog line or outside the hog line
- Size - 5' x 2'
- Company logo displayed on NHCC's website
- Sponsorship recognition in one edition of NHCC's "Throwing Stones" monthly newsletter

### Investment Overview

#### Price

- \$400 per location
- Price is for one-year commitment

#### Availability

- 48 locations available
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## In-Ice Centre Sheet Sponsorship

### Benefit Overview

- In-ice company logo located in the sheet centre
- Size - 7.5' x 4.5'
- Company logo displayed on NHCC's website
- Sponsorship recognition in two editions of NHCC's "Throwing Stones" monthly newsletter

### Investment Overview

#### Price

- \$1,200 per location
- Price is for one-year commitment

#### Availability

- 4 locations available
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## Wall Banner Sponsorship

### Benefit Overview

- Company supplied banner displayed on the Club's on-ice wall
- Maximum Size – 6.5' x 10'
- Company logo displayed on NHCC's website
- Sponsorship recognition in two editions of NHCC's "Throwing Stones" monthly newsletter

### Investment Overview

#### Price

- \$1,000 per banner location
- Price is for one-year commitment

#### Availability

- 6 locations available
- 

## Scoreboard Sponsorship

### Benefit Overview

- Company logo displayed on sheet scoreboard
- Company supplied banner displayed above scoreboard (two sizes available):
  - 3' x 5'
  - 3.5' x 6'
- Company logo displayed on NHCC's website
- Sponsorship recognition in one edition of NHCC's "Throwing Stones" monthly newsletter (scoreboard)
- Sponsorship recognition in two editions of NHCC's "Throwing Stones" monthly newsletter (scoreboard banner)

### Investment Overview

#### Price (Scoreboard)

- \$500 per scoreboard
- Price is for one-year commitment

#### Price (3' x 5' Banner)

- \$1,000 per banner location
- Price is for one-year commitment
- \$750 for renewal (max. two renewals)

#### Price (3.5' x 6' Banner)

- \$1,500 per banner location
- Price is for one-year commitment
- \$1,200 for renewal (max. two renewals)

#### Availability

- 6 locations available (scoreboard)
  - 2 locations available (scoreboard banner)
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## In-Ice Hack Sponsorship

### Benefit Overview

- Company logo displayed behind the hack or at the sheet bumper
- Size – 7' x 1.5'
- Company logo displayed on NHCC's website
- Sponsorship recognition in one edition of NHCC's "Throwing Stones" monthly newsletter

### Investment Overview

#### Price

- \$400 per location
- Price is for one-year commitment

#### Availability

- 12 locations available
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## League and Program Sponsorship

### Benefit Overview

- Company logo prominently displayed on club-posted league draws sheets
- Company logo displayed on NHCC's website
- Sponsorship recognition in one edition of NHCC's "Throwing Stones" monthly newsletter

### Investment Overview

#### Price

- \$500 per evening league
- Price is for one-year commitment

#### Availability

- 8 evening leagues available
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*Note: Prices shown are inclusive of all costs associated with production of the in-ice logos.*

# SPONSORSHIP LOCATIONS

## Location Legend

- A. Home-end House Sponsorship
- B. In-Ice Hog Line Sponsorship
- C. In-Ice Centre Sheet Sponsorship
- D. Wall Banner Sponsorship
- E. Scoreboard Sponsorship
- F. In-Ice Hack Sponsorship

