

2025-26



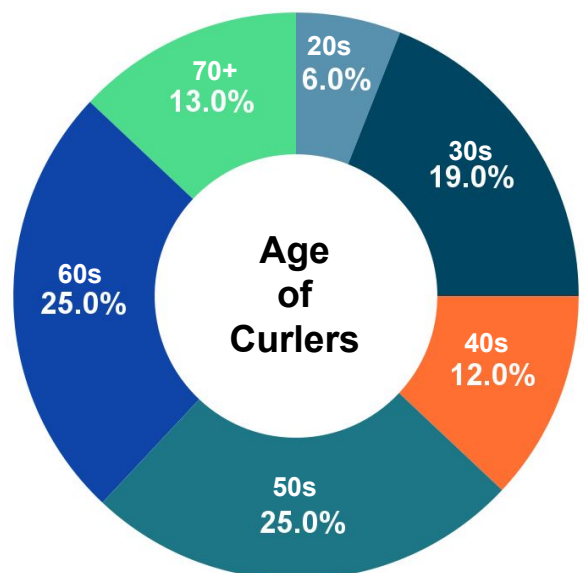
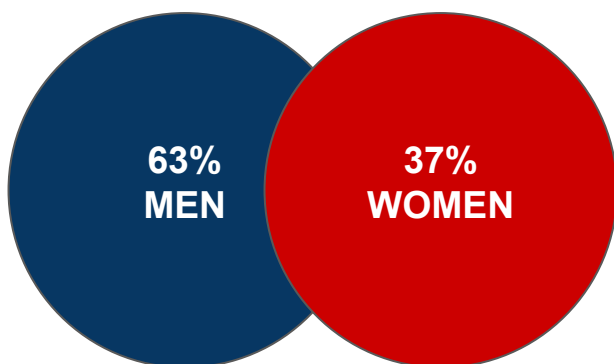
SPONSORSHIP OPPORTUNITIES

WHO ARE WE?

The Garrison Curling Club is a six-sheet community curling facility located in the south west Calgary neighbourhood of Garrison Woods. Originally founded at Currie Barracks as part of the local military base in 1960, the Garrison has been in its current building since 2004 and is host to ~1,300 curlers playing in men's, women's, senior, open, mixed, stick, doubles, wheelchair and novice leagues.

Our members range from beginners to experienced curlers who compete in elite events. We also partner with local schools as part of their physical education programs and offer programs for adults wanting to learn the game.

As a not-for-profit, the Garrison is funded primarily through membership fees, third party rentals, food and beverage sales and sponsorships. We employ a minimal full-time staff which is seasonally supplemented.



WHY ADVERTISE WITH US?

The Garrison provides a fun environment for curlers of all abilities. Support from the community has always played an important role in allowing us to do so - whether it be through advertising opportunities or providing necessary goods and services in-kind.

We operate year-round and have ~25,000 individual visits annually. In addition to league play during the curling season, we host events such as corporate outings, holiday parties and bonspiels (tournaments); and youth day camps and pickleball during the summer. Our low-cost advertising and sponsorship opportunities are a great way to reach your market.

Our members look to support our advertising and sponsorship partners. Research consistently shows that consumers are willing to pay more for goods and services from companies who give back to their community.

**ATTRACT NEW
CUSTOMERS**

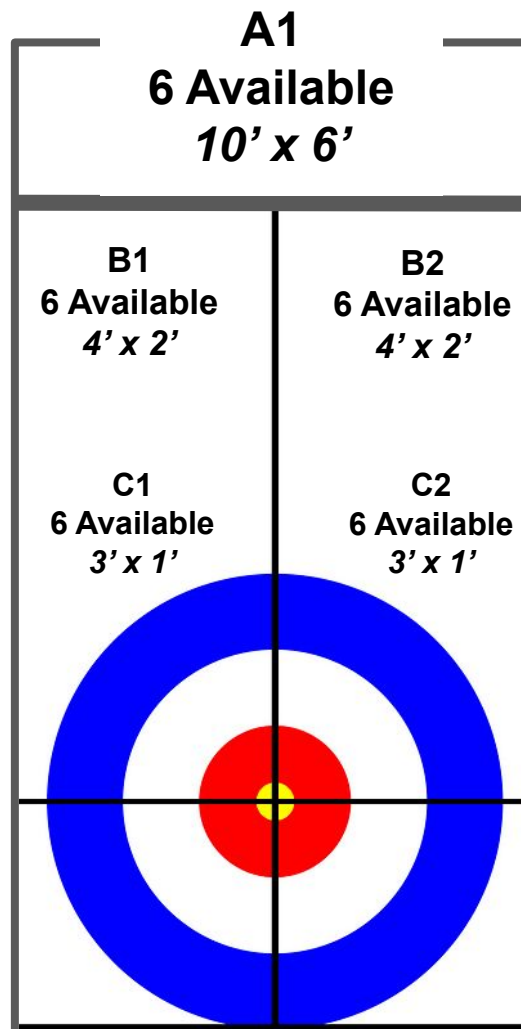
**INCREASE
BRAND
AWARENESS**

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IN-ICE ADVERTISING

The first thing anyone looks at in a curling arena 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 lobby and our upstairs lounge



COSTS

A: \$500 ea/year
B: \$200 ea/year
C: \$100 ea/year

CUSTOM HOUSE ADVERTISING

Curling is centered around a target: the “button”. The rings around the button are called the “house”. Full house advertising uses your company’s logo or product to customize the rings that make the house. Big, bold and colourful, they have become incredibly popular among advertisers. For two hours a game, curlers will be aiming for, sliding over and looking at your customized design! Being twelve feet across, curlers and spectators can’t help but be drawn to them. **Only 6 available!**



COST

1st Year: \$1,000

Additional Years: \$750

OTHER ARENA ADVERTISING

In addition to in-ice logos, we offer advertising opportunities on our scoreboards. 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 above a scoreboard (6' x 2'). We can also place larger components on our side walls (6' x 4').



COST

\$300/scoreboard
\$400/side wall

EVENT SPONSORSHIP

The Garrison hosts a number of events throughout the curling season. These events bring curlers and visitors of all ages to the Club. 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 many other options. We work with the sponsor to find something that fits the event.

EVENT CALENDAR

Ray Tull Senior Open Bonspiel (Dec 26-27)
Curling AB Club Champ Qualifier (Jan 3-4)
Skins Open Cashspiel (Feb 14-15)
GCC Club Championships (Mar 14-15)
Rock & Roller Bonspiel (Mar 28-29)

We may also schedule large third party events (multi-day corporate bonspiels).

*** Contact us for details ***

IN-KIND AND MEMBER DISCOUNTS

While many sponsors simply pay cash for an advertising campaign, others may wish to provide goods or services in-kind, whether these provide value to the club as a whole; or benefits to members. The Garrison is very happy to work with sponsors on an in-kind program that works for both parties.

CURRENT OPPORTUNITIES

- Purchase 56 “house” brooms for corporate rentals and group lessons. Sponsor recognition on each broom. Broom lifespan ~10 years (\$5,000).
- Discounted pricing on retail goods and services for Garrison members. Sponsor recognition on arena side wall on a 6' x 4' sign (minimum discount to Garrison members: 15%).
- Beer, liquor and wine sponsorships.



PRODUCTION COSTS

Sponsors are responsible for paying for the costs to produce the collateral*. Set out below are *estimated* production costs for all our advertising elements:

| Item Description | Production Cost |
|-----------------------------------|-----------------|
| In-ice Ad: A Position (10 ' x 6') | \$600 |
| In-ice Ad: B Position (4' x 2') | \$80 |
| In-ice Ad: C Position (3' x 1') | \$60 |
| In-ice Custom House (12') | \$1000 |
| Scoreboard Ad (6' x 2') | \$175 |
| Side wall Ad (6' x 4') | \$250 |

* To maintain a standardized appearance, all in-ice logos and scoreboard signs must be purchased from a GCC-approved vendor. Contact us for details. In-ice logos should be ordered by August 1 to ensure delivery prior to GCC ice being installed.

FOR MORE INFORMATION PLEASE CONTACT

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