



## Whitby Curling Club - Sponsorship and Advertising Package

The Whitby Curling Club is pleased to offer exclusive advertising opportunities called “Ice Cap Partnerships” (In Club Exclusive Curling Advertising Program). This gives both members and non-members with businesses a variety of affordable advertising opportunities for their products or services. The Whitby Curling Club is much more than a curling club. In addition to curling in the winter months, the club is available for rentals by private groups or individuals for weddings, business meetings, luncheons, parties and special events all year. Your company name and advertising message will reach over 500 people of all ages each and every day from October through April – in our curling ice, on our website, POS system displays and outdoor electronic signage!

**We offer 4 levels of all-inclusive advertising packages as well as a la carte options to meet your business needs. Save by becoming a 3-year partner, upgrading from a la carte to a package or by upgrading your package to a higher level. Another way to save is to become a member of the club!**

### **GOLD Ice Cap Partnership: Total Value \$2,340 – Limited Availability! Book Early!**

**Price = \$1,790 for one year or \$4,050 for three years (plus HST)**

As a **GOLD** partner, you will be a sheet sponsor, which includes:

- Your company logo is put into 1 sheet of ice (4 logos: 2 logos at each hogline) for the curling season
- Your company logo is displayed on the scoreboard of 1 sheet of ice
- Advertisement on our exterior electronic sign for 3 weeks during the year
- Advertisement on our POS system display
- A full page ad in each of our club newsletters (3 publications per curling season)
- Your company logo or ad on each page of our website with a link to your website

### **SILVER Ice Cap Partnership: Total Value \$1,545 – Great Value!**

**Price = \$1,260 for one year or \$2,900 for three years (plus HST)**

As a **SILVER** partner, your package includes:

- Your company logo is put into 1 sheet of ice (2 logos at hog line) for the curling season
- Your company logo/sign on the interior sidewall of the ice rink area
- Advertisement on our exterior electronic sign for 2 weeks during the year
- Advertisement on our POS system display
- A half page ad in each of our club newsletters (3 publications per curling season)
- Your company logo or ad on each page of our website with a link to your website

### **BRONZE Ice Cap Partnership: Total Value \$905 – Great advertising exposure!**

**Price = \$630 for one year or \$1,420 for three years (plus HST)**

As a **BRONZE** partner, your package includes:

- Your company logo/sign on the interior sidewall of the ice rink area
- Advertisement on our exterior electronic sign for 1 week during the year
- Advertisement on our POS system display
- A business card ad in each of our club newsletters (3 publications per curling season)
- Your company logo or ad on the home and sponsorship pages of our website with a link to your website



## **In-The-House Logo and Monitor Package**

**Price - \$1260 for a full sheet (\$2900 for three years) or \$630 for half sheet (\$1420 for three years)**

This unique package allows you to advertise both on the ice with a logo in the heart of the action, in the house, **and** in the lounge as that logo is broadcast on the monitor to everyone watching the action live. As the technology allows, your logo will also be shown on the screen of the monitor itself.

Choose between sponsoring one house on the sheet **or** having exclusive rights to both houses on either end of the sheet.

### **General Information for all sponsorships**

**Current advertisers, please note:** If you upgrade to a higher priced package or a la carte option, receive a 10% discount on the upgrade.

**Current Club members receive a 25% discount** on all advertising.

We can assist with the production of signs or in-ice decals through our suppliers. The cost for the manufacture of these will be passed on at cost.

If you don't see a partnership package that meets your needs, simply select a la carte items from the list on the following page. Note the savings for 3 year options, why not lock in for 3 years and save.

The following pages of this document constitute an agreement to advertise with us and provides details of all costs associated with our agreement. Please complete these 3 pages and return them to the club directly.

On behalf of the Whitby Curling Club and our members, we thank you for your consideration. Should you have any questions, please direct them to our Manager, Karen Bemister– [manager@whitbycurlingclub.com](mailto:manager@whitbycurlingclub.com)



## COSTS and DETAILS

I/we would like to advertise with the Whitby Curling Club. We would like the following options and contract duration:

Ice Cap Packages	1 Year Option		3 Year Option	
Gold*	\$1,790.00		\$4,050.00	
Silver*	\$1,260.00		\$2,900.00	
Bronze*	\$630.00		\$1,420.00	

A La Carte Options	1 Year Option		3 Year Option	
Scoreboard Ad*	\$575.00		\$1,315.00	
In-ice logo – Hogline placement (4 logos)*	\$840.00		\$1,900.00	
In-ice logo – Hogline placement (2 logos)*	\$420.00		\$950.00	
Electronic Sign on Brock Street	\$115.00/week		Number of weeks:	

Website Advertisement:				
Home Page, Member's login and Sponsor page	\$175.00		\$390.00	
Member's login and Sponsor pages	\$85.00		\$185.00	
Sponsor page	\$58.00		\$130.00	
League page	\$32.00		\$70.00	
Wall mounted sign in arena*	\$420.00		\$950.00	
Point of Sale (POS) system	\$90.00		\$200.00	
<b>Club Newsletter</b> (published 3 times during the curling season and also posted on our website)	Business Card: \$ 105.00		Business Card: \$235.00	
	Half Page: \$210.00		Half Page: \$475.00	
	Full page: \$315.00		Full page: \$710.00	

In-The-House Logo and Monitor Package				
Full Sheet package*	\$1260.00		\$2900.00	
Half Sheet Package*	\$ 630.00		\$1420.00	

\* based on availability

## COSTS and DETAILS Continued

Total cost of package or a la carte items chosen	
Upgrade discount of 10% (if applicable)	
Membership discount 25% (if applicable)	
Subtotal	
HST (13%)	
Total Payable	

**Payment (choose one option):**

Cheque enclosed   
  Cash/debit – only available in person   
  Visa   
  MasterCard

Complete details below:

Card number: \_\_\_\_\_ Expiry date: \_\_\_\_/\_\_\_\_

Cardholder Name: \_\_\_\_\_ Cardholder Signature: \_\_\_\_\_

*Signature authorizes the Whitby Curling Club to charge credit card for the amount on the total payable line.*

**Advertising Agreement:**

Business Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Business Website: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Contact Number: \_\_\_\_\_ Contact Email: \_\_\_\_\_

**TERMS & CONDITIONS:**

1. The advertiser agrees to cover the costs of the initial development of signage/logos to be used.
2. Electronic media to be posted to the website must meet the following specifications and be provided in the following size/format:
  - Big Box banner: 300px x 250px, both still and flash art forms can be accommodated
  - All still electronic advertisements/logos are preferred in gif format but eps, pdf, jpeg, or ai formats are also acceptable.
3. The advertiser guarantees that their advertisement material and media do not infringe on any copyrights. Any inappropriate content will be removed and any monies paid will not be refunded.
4. The Whitby Curling Club guarantees that all advertisements will run as agreed in this advertising contract.
5. Member discounts are provided to current Whitby Curling Club members only. Membership will be confirmed prior to the discount being applied and the member must renew their membership prior the date of execution of the advertising agreement.

By signing below, I agree to the above terms and conditions.

Signature of Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_

Signature of Whitby Curling Club Manager: \_\_\_\_\_ Date: \_\_\_\_\_



## GOLD, SILVER AND BRONZE SPONSORS

Please indicate the advertising date(s), and the text you would like on the outdoor electronic sign – up to four lines of text and approximately 15-17 characters per line (we will sample your request and advise of any suggested changes).

**Week 1** All Sponsors - Date of posting: \_\_\_\_\_

**Text** – please print:


**Week 2** Gold and Silver Sponsors - Date of posting: \_\_\_\_\_

**Text** – please print:


**Week 3** Gold Sponsors - Date of posting: \_\_\_\_\_

**Text** – please print:
