



12th Annual



Your Corporate Opportunity

*We invite you to join our
team . . . an opportunity
not to be missed!*

October 6-10, 2011
Royal City Curling Club
32 Men's Teams
Prize Money \$80,000

12th Annual Westcoast Curling Classic

The most prestigious annual curling event in the Lower Mainland. Sanctioned by the World Curling Tour (WCT), the Classic is listed as part of the Canadian Team Ranking System (CTRS) and is a qualifying event of the Canada Cup – part of the qualifying process to the Olympic Pre-Trials. The WCT schedule includes events across Canada, Northern US and Europe.

Sport provides a wonderful opportunity to bring people and nations together from all over the world. The Classic consistently attracts the best curlers in the world, including Olympic Gold medalists Kevin Martin, World Champions Kevin Koe, and National teams from Japan, China, Korea, Russia, the United States and Switzerland.

The Classic offers marketing, team building and unique social opportunities. It is organized and run by volunteers who are dedicated to hosting a world-class event for the sponsors, the community, the audiences and the curling teams. But we can't do it without you!

2010 Westcoast Curling Classic Champions



TEAM KEVIN MARTIN

left to right
Skip: Kevin Martin
Third: John Morris
Second: Marc Kennedy
Lead: Ben Hebert

The Opportunity

- your investment showcases your products and services to a vast audience
- your investment provides several corporate recognition opportunities
- your investment provides great curling opportunities for athletes and spectators
- your investment allows us to continue to attract world-class curlers
- association with the elite curlers in the world

TITLE SPONSOR

{Company Name} Westcoast Curling Classic

\$20,000

PRESENTATION

Company representative to present the cheque and trophy to the winning team

TEAM BUILDING

Exclusive use of 6 sheets of ice for 2 hours on an afternoon with instructions on each sheet followed by access to the Lounge for a social

VISIBILITY

- 4'x 8' banner at the curling club for the 2011-2012 curling season
- 2' x 4' event logo in-ice
- 4' x 15' event banner
- logo on draw boards

HOSTING

Eight (8) Complimentary Event Passes with reserved seating and invitations to "Westcoast Curling Classic Sponsors Appreciation Night"

CORPORATE RECOGNITION

Presenter of the "A" Event and the "Championship Finals"

Company logo and name placement on:

- all promotional materials
- news releases
- draw board
- event program
- event tickets
- World Curling Tour website
- event website (with link)
- event T-shirts
- event posters

PLUS a full page ad in the event program, display booth at the event, and a Welcome Letter in the program from the Company.

The Opportunity

- your investment showcases your products and services to a vast audience
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PRESENTING SPONSOR

\$5,000

TITLING

Event presenting sponsor

VISIBILITY

- 4' x 8' banner at the curling club for the 2011-2012 curling season
- 2' x 4' event logo in-ice
- event logo on draw boards

HOSTING

six (6) Complimentary Event Passes and Invitations to "Westcoast Curling Classic Sponsors Appreciation Night"

CORPORATE RECOGNITION

Company logo and name placement on:

- all promotional materials
- news releases
- logo on the "B" draw board
- event program
- event tickets
- World Curling Tour website
- event website (with link)
- event T-shirts
- event posters

PLUS a full page ad in the event program, display booth at the event, and a Welcome Letter in the program from the Company.

The Opportunity

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PLATINUM SPONSOR

\$2,000

TITLING

- "C" Event Hosting
 - maximum four sponsors

SIGNAGE

- 6" x 18" Logo in-ice
- on the draw boards
- 4' x 8' banner at the curling club for the 2011-2012 curling season

HOSTING

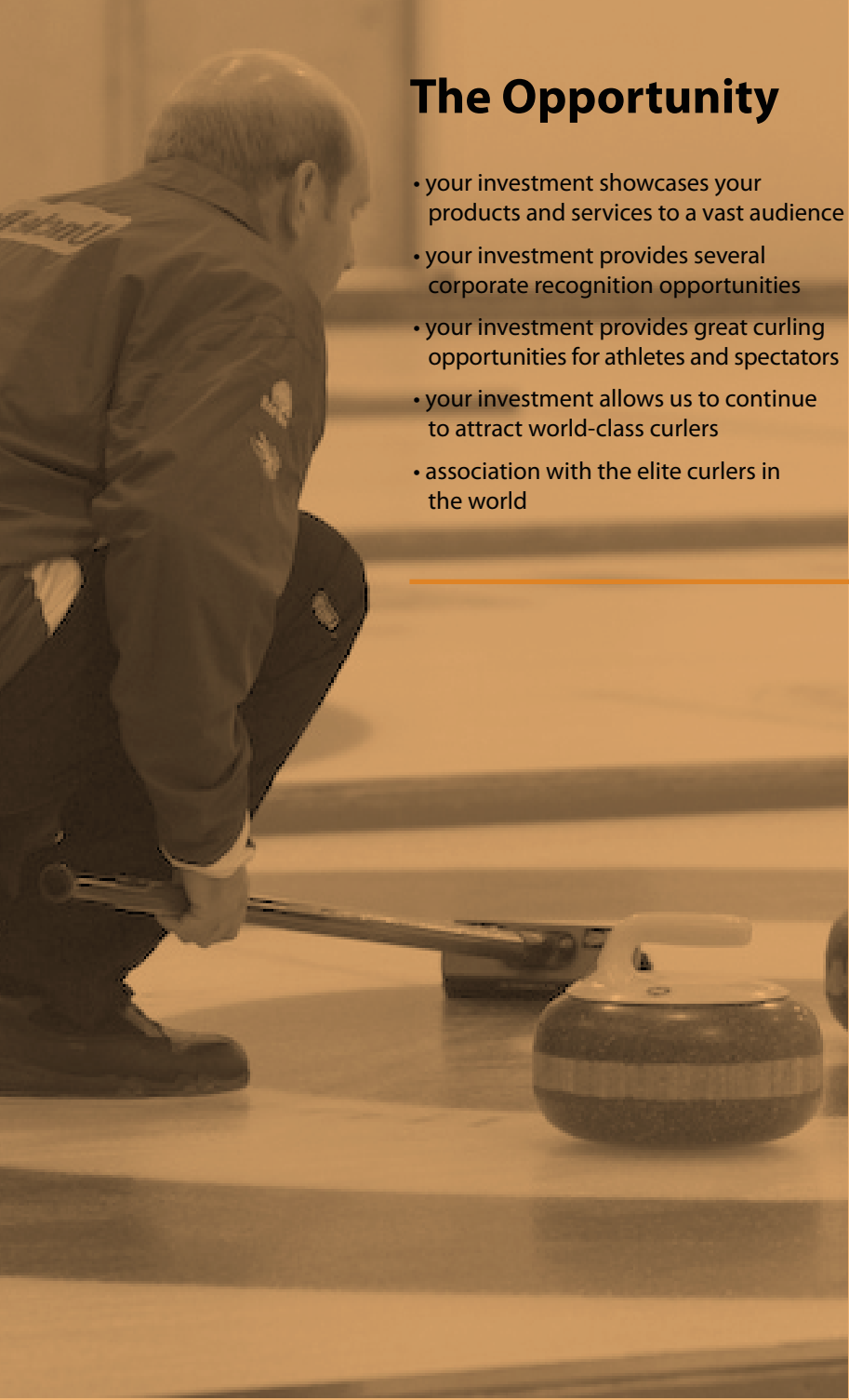
Four (4) Complimentary Event Passes and Invitations to "Westcoast Curling Classic Sponsors Appreciation Night"

CORPORATE RECOGNITION

Company logo and name placement on:

- all promotional materials
- logo on the "C" draw board
- news releases
- event tickets
- World Curling Tour website
- event website (with link)
- event T-shirts
- event posters

PLUS half page ad in the event program and display booth at the event



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GOLD SPONSOR

\$800

SIGNAGE

- 6" x 18" Logo in-ice
- on the draw boards
- opportunity to place a 4'x 8' banner at the curling club for the 2011-2012 curling season

HOSTING

Four (4) Complimentary Event Passes and Invitations to "Westcoast Curling Classic Sponsors Appreciation Night"

CORPORATE RECOGNITION

Company logo and name placement on:

- all promotional materials
- news releases
- event program
- World Curling Tour website
- event website (with link)
- event T-shirts
- event posters

PLUS half page ad in the event program.

The Opportunity

- your investment showcases your products and services to a vast audience
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- your investment provides great curling opportunities for athletes and spectators
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TEAM SPONSOR

\$400

CORPORATE RECOGNITION

- business card ad in Event Program
- listed the Event Draw (with team name)
- opportunity to place a 4' x 4' banner at the curling club for the 2011-2012 curling season

HOSTING

- two (2) Complimentary Event Passes
- invitations to "Westcoast Curling Classic Sponsors Appreciation Night"



Event Background

For 11 years we have put on a professional, highly respected, international curling bonspiel that attracts the best curling teams in the world and reflects Vancouver's excellent reputation as a world renowned sporting centre.

EVENT GOALS

- To successfully host the largest cash curling spiel on the West Coast
- To provide junior curlers an opportunity to receive coaching and tips from elite curlers
- To draw international, national and local media attention to curling and its community
- To raise the profile of curling in the local community

KEY RELATIONSHIPS

- Curlers – We attract the best curling teams throughout North America and the world
- Viewers – We will continue to develop local and national interest through attendance and media including local, and regional papers, radio, web and television.
- Sponsors – We provide a venue and competition that sponsors want to be associated with.

OPERATIONS

We work with the Royal City Curling Club, an established facility, with a pro-shop, cafe, lounge, and professional staff. There is a volunteer base of 50 who enjoy their work and take responsibility for what they do.

SUSTAINABILITY

We are a non-profit organization that runs a financially viable and ongoing annual event. Sources of funding include local government, tourism boards, local businesses, registrations, ticket sales and fund raisers. All additional proceeds each are rolled into the next year.



12th Annual Westcoast Curling Classic Sponsorship Response

Company Name: _____

Contact Name: _____

Contact Phone Number: _____

Contact Email: _____

Would you prefer to be contact via email or telephone? _____

Best time of week/day to contact you? _____

Yes, we would like to sponsor your event, and will contribute the following amount:

_____ \$ 20,000 Title Sponsor

_____ \$ 5,000 Diamond Sponsor

_____ \$ 2,000 Platinum Sponsor

_____ \$ 800 Gold Sponsor

_____ \$ 400 Team Sponsor

The Westcoast Classic Committee would like to thank our sponsors from 2010. Your support was vital to the success of last year's event.

Westcoast Curling Classic
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