



SPONSORSHIP OPPORTUNITIES

Prepared by deFrias Management Group

ABOUT CURL BC



Curl BC is the provincial sport governing body responsible for the development, promotion and organization of curling in British Columbia.

Curl BC is also responsible for the championship system that declares provincial representation at national events.

In cooperation with its membership of 24,000, Curl BC provides service to both competitive and recreational curlers, including a variety of adaptive groups.

Our mission: Striving to support clubs throughout BC, Curl BC continuously advances participation, competition and performance excellence in curling as an active, fun and social sport for life.



CURLING PROFILE

ACTIVE & ENGAGED

Curlers are much more active and attend more community events than the average Canadian.

BUSINESS SEGMENT

Curlers are significantly more likely to own their own business, with curling venues providing opportunities for business-to-business interactions.

CANADIAN EXCELLENCE

People identify with the sport of curling believing it to be a highly recognized sport in Canada which requires "brain power".

LOYALTY

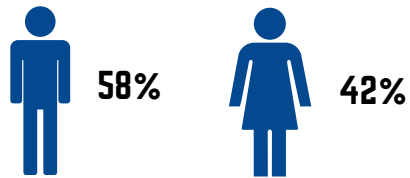
Curlers/curling fans are highly loyal and have a strong history of supporting companies that support back their sport.

OUR CHAMPIONSHIPS



CURLING FANS

WHO ARE THE VIEWERS?



of viewers are between 25 and 54 years old



of viewers are over 35 years old

WHO ARE THE CURLERS?

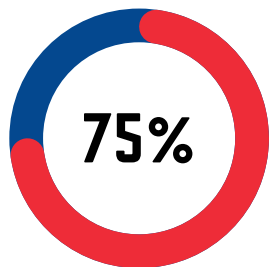


of curlers are under 35 years old



of curlers are between 25 and 54 years old

EDUCATION



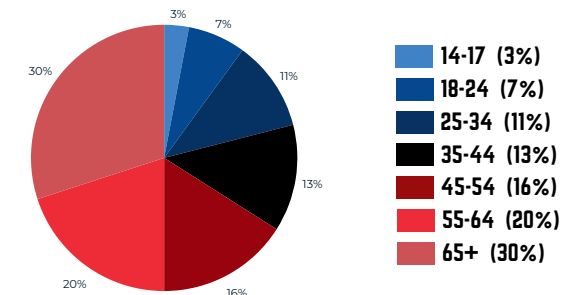
More than 75% have some form of post-secondary schooling

HOUSEHOLD INCOME

\$150K+

over-index ahead of national average (109%)

AGE BREAKS (VIEWERS)



CURL BC DIGITAL STATS

SOCIAL MEDIA



4.5k+



2.1k+



2.1k+



3.7k+



150+



5.5k+

WEBSITE

Daily Views - **1.1k+**

Monthly Views - **30k+**

Annual Unique Views - **90k+**

BROADCAST

Livestream - **3k+**

Television - **158k+**



ABOUT THE 2025 BC MEN'S & WOMEN'S CURLING CHAMPIONSHIPS

Building upon the success of the 2024 BC Men's and Women's Curling Championships in Victoria, BC, the 2025 Championships in Langley will aim to forge a legacy of its own.

With a week long of curling action culminating with the semi-finals and finals over the weekend, our vision is to make the 2025 BC Men's and Women's Curling Championships a destination event for fans, families and participants from across BC.



PURPOSE

To declare a BC Championship team in Men's & Women's curling. The winning teams go on to represent BC at the Brier and Scotties Championships respectively.

DESCRIPTION

Men's and Women's teams compete in 7 qualifying events held throughout BC in the Fall to qualify as one of the top 20 teams (12 Men's teams & 8 Women's teams) at the Championships. Ultimately, this event will crown both a men's and a women's provincial champion.

EVENT SCHEDULE



PRELIMINARIES

PLAYOFFS

FINALS

JAN
21

JAN
22

JAN
23

JAN
24

JAN
25

JAN
26



PLATINUM PARTNER

\$7,500

- Naming of the 2025 BC Championships Most Sportsmanlike Awards
- One (1) full-page digital program advertising
- One (1) A-Frame sign at the venue
- Recognition on Sponsor Signage at the venue
- Activation space at Arena concourse (if desired)
- Recognition in Event Advertising (posters both digital and traditional, Event website, etc.)
- Advertisement inclusion on Arena Jumbotron (multiple times, 15 second per)
- Logo inclusion on sponsor advertisement on Arena Jumbotron
- One (1) 12-person Corporate Suite for the duration of the event
- One (1) \$600 Food & Beverage Gift Card (Horse & Ryder/Lodge)



GOLD PARTNER

\$5,000

- One (1) full-page digital program advertising
- One (1) A-Frame sign at the venue
- Recognition on Sponsor Signage at the venue
- Activation space at Arena concourse (if desired)
- Recognition in Event Advertising (posters both digital and traditional, Event website, etc.)
- Logo inclusion on sponsor advertisement on Arena Jumbotron
- One (1) 6-person Corporate Suite or 10-person VIP Table for the duration of the event, subject to availability
- One (1) \$300 Food & Beverage Gift Card (Horse & Ryder/Lodge) for the 6-person Corporate Suites only



MORE OPPORTUNITIES

SILVER PARTNER \$2,500

- One (1) half-page digital program advertising, signage at the club and host hotel
- Recognition on Sponsor Signage at Venue
- One (1) 6-person VIP Table for duration of event



BRONZE PARTNER \$1,250

- One (1) 1/4 page digital program advertising, signage at the club and host hotel
- One (1) 4-person VIP Table for duration of event

SUPPORTER PARTNER \$500

- Digital program and club advertising recognition
- Two (2) weekday passes (Tuesday to Friday) & Two (2) weekend passes (Saturday to Sunday)



CORPORATE SUITE

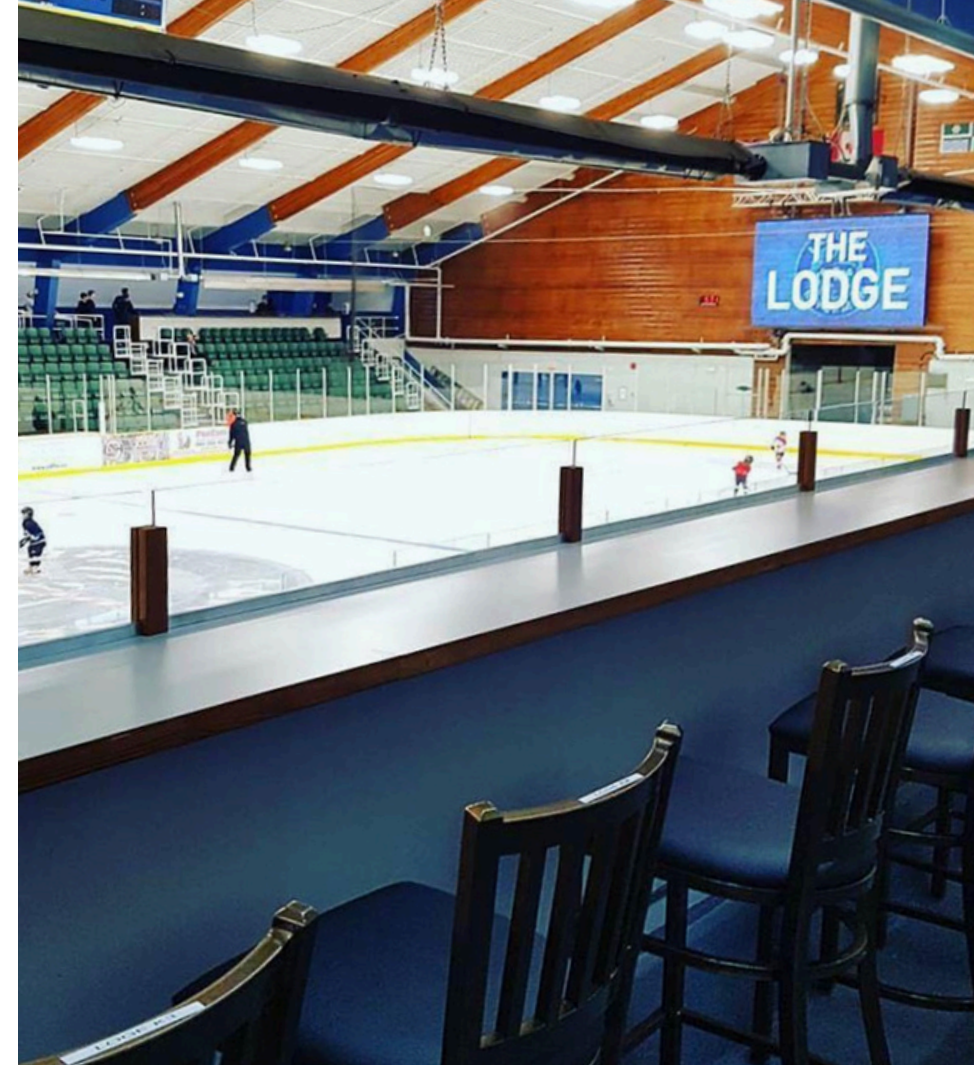
Sweep Up the Best Seats at the 2025 BC Men's & Women's Curling Championships

Get ready to rock the house at the 2025 BC Men's & Women's Curling Championships with our premium corporate suites. These exclusive suites, seating 6-12 guests, provide the perfect setting to enjoy all the ends in style while hosting clients or colleagues.

Experience the excitement of every draw and takeout from the comfort of your suite, ensuring you don't miss a single hammer shot.

Don't let this opportunity slide by – reserve your suite today!

PRICE = \$2,000 - \$3,000 depending on size of suite



SUITE 1	SUITE 2	SUITE 3	SUITE 4	SUITE 5	SUITE 6	SUITE 7	SUITE 8	SUITE 9
6	6	12	12	SOLD	6	6	12	SOLD
PERSON	PERSON	PERSON	PERSON		PERSON	PERSON	PERSON	

VIP TABLES

Take Your Shot from the VIP Patio at the 2025 BC Men's & Women's Curling Championships

Step up your game with our exclusive VIP Patio seating at the 2025 BC Men's & Women's Curling Championships. Overlooking the main ice, this bar-like patio section offers a unique and vibrant atmosphere to enjoy all the curling action.

Gather your team and enjoy prime viewing from our tables, available for groups of 4, 6, or 10.

Book your VIP Patio table today and make every moment count!

PRICE = \$750 - \$2,000 depending on size of table



DECK 1

1 - 4 pers	6 - 6 pers
2 - 4 pers	7 - 4 pers
3 - 4 pers	8 - 4 pers
4 - 6 pers	
5 - 4 pers	

DECK 2

1 - 10 pers	6 - 2 pers
2 - 6 pers	7 - 2 pers
3 - 4 pers	8 - 2 pers
4 - 4 pers	9 - 2 pers
5 - 2 pers	10 - 2 pers

DECK 3

1 - 4 pers	6 - 4 pers
2 - 4 pers	7 - 6 pers
3 - 4 pers	8 - 4 pers
4 - 4 pers	
5 - 10 pers	

DECK 4

1 - 2 pers	6 - 2 pers
2 - 2 pers	7 - 10 pers
3 - 2 pers	8 - 6 pers
4 - 2 pers	9 - 10 pers
5 - 2 pers	

THANK / YOU

**GET
CONNECTED
WITH US**



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