



July 18, 2018

Dear Neighbor,

As a local nonprofit organization, we at the Chicago Curling Club have been active in Northbrook for over 70 years. Last year the Curling Club had over 2,000 visitors in club and online, and gained 76 new members (44 men, 32 women) to close out the season with a total of 337 members. Our members are from all over the Chicagoland area and visitors come from across the country and beyond to participate in tournaments. We also welcomed a junior curling program which brought more than 40 kids and their families to the club.

And we are expecting another busy year this season! With the recent Gold Medal finish for the US Olympic Men's team in February, interest in the sport is at an all-time high. We're also hosting the US Women's Curling Association National Championship this February 2019 which will bring fans and athletes from all over the nation.

We're looking for neighbors like you to help us make the 2018-19 season our best yet! The Chicago Curling Club is offering a variety of new sponsorship packages this year to make sure your company name is proudly displayed in our facility and exposed to more eyes than ever before. Packages include: Corporate Scoreboard, Company Learn 2 Curl Experience, Wall Banner, Website Promotion and In-Ice Advertising.

With a variety of advertising options available, your business will have maximum exposure to all members, visiting athletes and guests. You won't want to miss this great opportunity!

We look forward to working with you this upcoming season. Please review the enclosed marketing options and feel free to contact us with any questions and interests. Logos are requested by 09/07/2018 as we are creating ice the following week.

Best Regards and Good Curling,
Kailey Meyer, Lorna Cagann, and Anna Tobkin
Chicago Curling Club Sponsorship Committee
IceSponsor@ChicagoCurlingClub.com

Chicago Curling Club

555 Dundee Rd., Northbrook IL 60062
icesponsor@chicagocurlingclub.com



Sponsorship Options for the 2018-2019 Curling Season

Support of your local nonprofit allows for a tasteful integration of your brand into the Chicago Curling Club. This highly visible marketing option will bring your business to the forefront of our visitors and sports community. We thank you for supporting our curling programs along with equipment and building upgrades.

Base Level:
\$500

In-Ice Advertising: 24" x 18" Advertisement placed under ice, on curling sheet. Visible to everyone in Ice House.

Bronze Level:
\$750

Base Level + Website Promotion: Corporate logo (300x150) on the Chicago Curling Club website along with a hyperlink to your Company's Home Page.

Silver Level:
\$1,000

Bronze Level + Wall Banner: 5' x 3' Banner hung on a wall in Ice House. Visible to persons in Ice House and Warm Room of the Curling Club.

Gold Level:
\$3,000

Silver Level + House Advertising: Identified at the end of each curling sheet; this LARGE corporate logo will be located within the concentric circles with a circumference of 16 feet. These ads are seen from all locations of Ice House and Warm Room and are also visible on the streamed televisions during all play.

+ Bonspiel Acknowledgement: Your Company Name will be listed, in color, as a sponsor of the Chicago Curling Club on all Bonspiel (tournament) Media. These events bring in visitors from all over the world.

Platinum Level:
\$5,000

Gold Level + Scoreboard Sponsorship: Scoreboard sponsorship provides exposure to a captive audience and is the most visible way to showcase your business name. Catch everyone's eye by showcasing your Company Logo on a 7' x 4' scoreboard.

+ Corporate Learn 2 Curl: (3) hour experience for up to 16 guests led by one of our USCA Certified Curling Instructors. This organized, safe & fun work event is a great way to show appreciation to your employees. Participants will learn how to: slide on a slider across ice, push out of the hack, deliver a 42lb curling stone across the sheet and sweep the ice with a curling broom. The experience will also include a (2) end game and (1) alcoholic beverage per adult. (*Learn 2 Curl available without Platinum Advertisement)

Please Note: Design support is available for a one-time setup fee of \$50.00.

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Emerald Level:
\$10,000

Platinum Level + Corporate Learn 2 Curls for 2 years: 2 Corporate Learn 2 Curl events each year for 2 years for up to 32 guests each, led by one of our USCA Certified Curling Instructors.

Diamond Level:
\$20,000

Platinum Level + Corporate Learn 2 Curls for 3 years: 4 Corporate Learn 2 Curl events each year for 3 years for up to 32 guests each, led by one of our USCA Certified Curling Instructors.

Name Our Club:
\$1,000,000

Platinum Level + Corporate Learn 2 Curls for 5 years: 4 Corporate Learn 2 Curl events each year for 5 years for up to 32 guests each, led by one of our USCA Certified Curling Instructors.

+ Name Our Club: Privilege to add Your Company Name to the Chicago Curling Club for 10 years.

Full House Ad:

Your logo, choice of two colors, and slogan featured in the 12' diameter house



Basic Ice Ad:

Your 24"x18" ad displayed behind the house

Please Note: Design support is available for a one-time setup fee of \$50.00.

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Ice Sponsorship Contract October 2018 – April 2019

Name of Company _____

Address _____ City _____ State ____ Zip _____

Phone # _____ Email _____

Contact _____

Signature _____ Date _____

Sponsorship Levels [Please check the box for option]

☐ Name-Our-Club Package: \$ _____

☐ Diamond Package: \$ _____

Four Corporate Learn 2 Curls for Three years; Scoreboard Sponsorship; House Ad; Bonspiel Acknowledgement; Wall Banner; Website Promotion; In-Ice Ad

☐ Emerald Package: \$ _____

Two Corporate Learn 2 Curls for Two years; Scoreboard Sponsorship; House Ad; Bonspiel Acknowledgement; Wall Banner; Website Promotion; In-Ice Ad

☐ Platinum Package: \$ _____

Scoreboard Sponsorship; Corporate Learn2Curl; House Ad; Bonspiel Acknowledgement; Wall Banner; Website Promotion; In-Ice Ad

☐ Gold Package: \$ _____

House Ad; Bonspiel Acknowledgement; Wall Banner; Website Promotion; In-Ice Ad

☐ Silver Package: \$ _____

Wall Banner; Website Promotion; In-Ice Ad

☐ Bronze Package: \$ _____

Website Promotion; In-Ice Ad

☐ Base Package: \$ _____

In-Ice Ad

Payment, Contract & Design (Due: 09/07/2018):

Check payable to the "Chicago Curling Club" & return a copy of contract with your payment

Please send all corporate logo content to icesponsor@chicagocurlingclub.com

Mail to:

Chicago Curling Club, Ice Sponsorships, PO Box 246, Northbrook, IL 60062



In-Ice Ad Specifications

What is the house?

The 12' house is the main field of play in Curling. Teams compete to get their stones closest to the center or "button" of the house. Teams play close attention to the 12-foot (blue), 8-foot (white) and 4-foot (red) rings to help determine whose 42-lb stone is closest.

Basic Ice ads are displayed directly behind the black backline. All stones must remain in front of the backline to stay in play. Often times, skips (team captains) will stand behind the backline strategizing while their opponents take their turn.

Both full houses and basic ads can be seen not only by the players but also spectators who watch the game on monitors in the viewing area.

Full House Ad:

Your logo, choice of two colors, and slogan featured in the 12' diameter house



Basic Ice Ad:

Your 24"x18" ad displayed behind the house

Please send a copy of your signed contract and corporate logo / advertisement (where applicable) to icesponsor@chicagocurlingclub.com by September 7th, 2018. If your organization requires help creating your advertisement or sending a PDF or EPS file of your logo / advertisement, we are happy to help!

Please make your check payable to the "Chicago Curling Club" and mail to:
Chicago Curling Club
RE: Ice Sponsorships
PO Box 246
Northbrook, IL 60062