

Circle City Curling Club

Bonspiel & Special Events Committee

Purpose:

The purpose of the Bonspiel & Special Events Committee is to plan, schedule and market bonspiels and special events, both external and internal. The committee must coordinate closely with the Hospitality and Marketing Committees as well as the Bar Manager and Head Ice Maker. It is expected that the committee will meet on a monthly basis to develop plans for scheduled events during the season, and more frequently in the weeks leading up to events. Prior to the start of each season the committee should submit a list of recommended bonspiels and special events to the Board of Directors for approval. The committee should submit a monthly report to the Board of Directors detailing plans for upcoming events and results of recently completed events.

Deliverables:

- Identification of popular or underserved bonspiel niches in the curling community (dates and types).
- Identification of potential Indianapolis/Indiana themes that could help differentiate our offerings.
- Coordination with the GLCA to minimize regional overlaps.
- Recommendations for number/type/theme bonspiels for each season.
- Recommendations for number/type/theme special events for each season
- Preparation of a marketing plan for external bonspiels
- Preparation of budgets for each bonspiel and special event.
- Establishment of format and draw schedule for each event.
- Creation of awards and prizes for each event.

Membership:

The committee should be comprised of a minimum of 6 members, including a committee chair. The most important criteria for membership are the ability and willingness to devote the required time to these events. Helpful experience includes:

- Event planning
- Bonspiel participation experience
- Marketing