



How to Plan a Curling Watch Party

Get Ahead of the Games

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The Winter Olympics only come around every four years and put our most favorite sport in the spotlight with primetime viewing! It's the perfect opportunity to bring our club members together and welcome curious newcomers into the fold. Hosting a curling watch party can build community, spark conversation, and be the entry point for someone's first-ever Learn-to-Curl.

Venue Selection

The watch party venue can make or break the experience. Here's what to prioritize:

- Streaming access to Peacock or NBC
Since Olympic curling coverage in the US will be primarily through Peacock, make sure the venue has a streaming setup (smart TVs, reliable Wi-Fi, and access to the right app).
- Designated area for the group
Look for spaces that allow for some curling-themed decorations, signage, or reserved seating so the attendees feel like they're part of something special. And make sure it's in a public part of the venue! Don't let them keep the curlers in a back room! Curlers belong up front!
- Visibility
Screens should be visible from all angles but it's up to the crowd if they want the audio!
- Willingness to promote
Venues that are open to sharing the event on their socials or co-branding the party can help drive attendance beyond just club members.

Attendance Planning

Requiring an RSVP or event registration can help, but it's not always necessary.

Pros: It helps estimate attendance for the venue or staff and it allows reminders/updates to be sent out.

Cons: It could deter casual attendees or walk-ins.

Pro tip: If registration is not required, be sure to set up a Facebook or Instagram event page so people can mark themselves as “interested” or “going” to help spread the word.

Common Hiccups

Even the most fun watch parties can go off the rails if a few key details are missed.

- Wi-Fi trouble
Streaming seems easy... until it's not. Test the connection in advance. Have a backup (like a laptop and HDMI cable) ready to go.
- Poor seating
If the venue fills with regulars who didn't come for curling, the group might end up stuck in the back. Reserve your section if possible.
- Too much background noise
Loud music or other sporting events on nearby TVs can drown out the experience. Make sure curling can be the focus.
- Unclear branding
People walking in should know it's a curling event. Bring signs, banners, giveaways, or wear club gear proudly. It's part watch party, part outreach.
- Lack of follow-up
Don't let the night end without promoting your next Learn-to-Curl or league signup. Bring flyers, QR codes, or signup sheets to keep the momentum going.

Bonus Tips for a Great Night

Bring the club's logo on table signs and have stickers to hand out.

Encourage members to wear their club jerseys or jackets.

Print out curling bingo or “What to watch for” cards for new fans.

Take photos and tag the venue to strengthen the relationship (and build the club's content for future events!)

Use hashtags like #WinterOlympics and #CurlingWatchParty to make the event discoverable online.

An Olympic watch party is more than just a night out. It's a chance to grow the sport, build club pride, and remind people that curling is exciting, inclusive, and deeply community-driven. Whether the club goes big with banners and giveaways or keeps it simple with a few tables at the local sports bar, the key is to create a welcoming, enthusiastic environment.

Because once someone sees curling and hears a few sweeping calls in real time... they're usually hooked.