



# Olympic Season Marketing and Communication Tips for Curling Clubs

Get Ahead of the Games

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Leverage the Olympic spotlight to grow your club, attract new members, and build community support with these smart media strategies.

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# Messaging & Media Relations

## Prioritize Human Interest Stories

Media loves *people*, not just events. Pitch stories that highlight unique members (youth champions, family curlers, late-in-life athletes) over just bonspiel dates or open house times. You can even poll the membership to find good stories.

## Choose the Right Spokesperson

The person you put in front of a camera or microphone *represents your club*. Want to attract younger curlers? Consider having a younger, enthusiastic member lead interviews or take over your social channels.

## Train for Interviews

Prep your media rep to speak in simple, engaging terms—especially to audiences unfamiliar with curling. Practice soundbites, stories, and how to handle common questions.

# Timing & Content

## Pre-Olympic Promotion (November – January)

Start building buzz early. Promote your club “*Tell all your friends you’ve tried that sport on the Olympics and it’s harder than it looks.*” or better yet, bring them!

## Capitalize on the Olympic Window (January – March)

This is *prime time*—curling is on TV, curiosity is high. Run learn-to-curl events, open houses, or club tours while the public is already interested.

## Post-Olympic Retention (March – May)

Keep the momentum going with short leagues or beginner programs to turn new visitors into members. Capture the attendees of your learn-to-curl with USA Curling’s “One Day Membership”

## Social Media & Online Presence

### Show the Experience, Not Just the Ice

Post behind-the-scenes shots, member stories, laughter, community. Make curling look as fun and social as it really is.

### Use Video!

Reels, TikToks, and YouTube Shorts are gold. Short clips of sweeping, dramatic shots, or a quick “Curling 101” tip can go far.

### Feature Diversity & Energy

Make sure your content reflects the full range of your club’s age, gender, and cultural diversity—this helps new people see themselves in your space.

## Community & Partnerships

### Partner with Local Media & Influencers

Invite TV, radio, and local influencers to your club—give them a mini lesson and film it! Make them part of the story.

### Engage Schools & Youth Programs

Connect with schools, scouts, or youth centers—offer Olympic-themed field trips or intro sessions.

**Remember:** During the Olympics, the spotlight is already shining. Make sure your club is ready to be seen!