



2022-23 Sponsorship Opportunities



GET TO KNOW US

Circle City Curling Club is a 501(c)3 non-profit organization founded in 2007 dedicated to the education and promotion of the sport of curling in central Indiana. We are entirely member-run and funded.

Since 2007, we have been renting ice in various arenas around Indianapolis. In early 2022, we signed a lease on a property in Anderson and will be curling in our own space, on dedicated curling ice, in the fall of 2022.



Grow with us

CCCC's ability to grow has been limited by once-a-week access to ice-time in arenas in the Indianapolis area. Having our own facility with access to ice-time seven days a week will allow us to expand our leagues and programs and attract new members.

Interest in the sport of curling is at an all-time high. Since last fall, we have sold out all of our weekly Learn-to-Curl events months in advance. We believe we are barely scratching the surface of demand for experiencing the sport of curling in central Indiana.

We expect to be able to grow our membership very quickly from our current 75 members to 200-300 members.



Reach our audience

Once we are in our new location, we expect to welcome between 100-200 league players per week during curling season (October through April).

Hundreds of local residents attend our Learn-to-Curl clinics every year.

We plan to host 3-4 bonspiels (curling tournaments) per year that will draw dozens of curlers from out-of-town that we will be able to refer to local hotels, restaurants, and businesses.

Promotional Opportunities

IN-ICE ADVERTISING

The first thing anyone looks at when they walk into the club is the ice. In-ice graphics, which are embedded directly into the ice surface, are eye-catching and will also be visible on the video screens in our lounge where members can watch the action via close-circuit cameras.

WALL SIGNAGE

Wall signs will be visible to all players and anyone entering the club

WEBSITE RECOGNITION

All sponsors will have their business name/logo listed on our website with links to their homepage



Sponsorship Levels

Custom House Graphics* - ~~\$5,000~~ Introductory Rate \$3,000 for 3 years

The goal of curling is to land rocks on the target, which is called the house. Your company's logo or product will be used to customize the 12 foot diameter rings that make the house. For 2 hours a game, curlers will be aiming for, sliding over, and looking at your customized design. Includes one Learn-to-Curl clinic for your organization (up to 24 people). Only 6 available!

Custom Hogline Graphics* - ~~\$5,000~~ Introductory Rate \$3,000 for 3 years

The hoglines are lines across the sheet at each end which delineate the playable area of the ice in front of the house. Players must release the rock before this line at the throwing and and rocks must completely clear this line to remain in play at the other end. This is a unique opportunity to sponsor all 6 hoglines on our three sheets of ice. Includes one Learn-to-Curl clinic for your organization (up to 24 people).

In-Ice Logo* - ~~\$1,500~~ Introductory Rate \$1,000 for 3 years

24" x 48" in-ice logo located near the house

Wall Sign* - ~~\$2,000~~ Introductory Rate \$1,500 for 3 years

3x5 wall sign located on the walls adjacent to the ice surface

*all sponsorships include recognition on the Sponsors page on www.circlecitycurling.com



ADVERTISING/SPONSORSHIP AGREEMENT

Company: _____
 Address: _____
 City: _____
 Zip Code: _____
 Contact Name: _____
 Contact Phone: _____
 Contact Email: _____
 Website: _____



Mailing Address:
 PO Box 865
 Westfield IN 46074

Physical Address:
 1735 W 53rd St Unit #3
 Anderson IN 46013

Email: secretary@circlecycling.com
Ph: Sharon Martin (317)625-6469 or
 Keith Hammer (317)903-9602

X	Item Description	Cost	Quantity	Total
	Custom House (1): 3 years*	\$5,000 \$3,000		
	Custom Hoglines (6 total) : 3 years*	\$5,000 \$3,000		
	In-Ice Logo (1): 3 years*	\$1,500 \$1,000		
	Wall Sign (1): 3 years*	\$2,000 \$1,500		
*all items include Company's logo on www.circlecycling.com				Total:

The Company listed above agrees to the following terms and conditions:

- The Company agrees to pay Circle City Curling Club for options selected in this agreement.
- Payment of total cost of three years is due within thirty (30) days of invoicing.
- All in-ice advertising options are for the duration of the curling season which runs from October to April.
- Circle City Curling Club will have final approval on all artwork.
- The Company agrees to provide a vector file of logo or artwork at Company's sole cost.
- All in-ice artwork must be finalized by June 1st, 2022 to allow for production time and installation.

 Authorized By (Name)

 Signature

 Date

 CCCC Admin (Name)

 Signature

 Date