

TIPS TO INCREASE ADVERTISING AND SPONSORSHIP REVENUE AT YOUR CURLING CLUB

Remember: Businesses and individuals who advertise or are sponsors at your club expect to receive results and good value for the money they spend.

1. Identify ALL areas in your club where advertising could take place.

Some of these include:

- Walls in the curling rink
- Curling Ice
- Curling Rock Handles
- Bumper Pads
- Scoreboards
- Scorecards
- Bulletin Board
- Website
- Newsletter
- Roster Book
- Bonspiel Flyers
- Placemats
- Tent Cards
- Outdoor Signs

2. Identify ALL potential 'activities' at your club that could be sponsored.

Some of these include:

- Curling Bonspiels
- Curling Leagues
- Curling Teams
- Instruction Clinics
- Brochures
- Equipment
- Club Social Events

3. Determine a rate(s) for every area, and combinations of areas, and for every 'activity'.

Note - This is best done by consulting with club members who already advertise or sponsor. Find out the rates charged in other local recreation facilities and by other sports associations.

4. Ensure that every advertiser and sponsor is charged the same rate for similar benefits.

Example - it can be a problem if one sponsor pays \$100 to sponsor a bonspiel and receives the same benefits as another sponsor who pays \$300 to sponsor a similar bonspiel.

5. Calculate the number of people who have the opportunity to see advertising by identifying the number of people who visit your club each week, month and season.

Don't forget - Everyone who participates in bonspiels, competitions and special events, all the people who rent ice and/or the lounge and all your club members and their guests.

6. Identify the benefits (including recognition) to businesses and individuals who advertise or are sponsors at your club.

Note - Benefits may vary according to the amount of money paid.

Some of these include:

- 'Thank You' letter
- Recognition in club newsletter(s)
- Recognition on the club website
- Sign on the bulletin board
- Invitation to advertisers/sponsors social
- Opportunity to display products/services in the club
- Opportunity for free ice rental (predetermine the maximum number of people, time slot etc. The club can provide instruction, equipment, hosts etc.)
- Sponsors may get an invitation to the bonspiel or league closing dinner/luncheon

7. Develop a brochure or rate sheet that identifies:

- your curling club
- ways to contact your club
- sponsorship and advertising rates (from #3 above)
- benefits of sponsoring/advertising at your club (from #6 above)
- information regarding your club and its activities

8. Develop a list of potential advertisers and sponsors.

Note - Be sure to list suppliers of products & services to your club, and involve as many club members as possible in the process.

9. Develop a plan to contact each potential advertiser/sponsor.

Note - Assign a member to follow-up with each potential advertiser/sponsor, and make the contact as personal as possible.

10. Ensure that representatives of your club do not approach potential advertisers/sponsors repeatedly over the course of the season.

Note - Nothing is worse than a potential sponsor being approached over and over again by representatives of different bonspiels and leagues from the same club.

11. Encourage your club members to support businesses that advertise or sponsor at your club.

Note - Businesses need to know that spending money in your club works for them, so ask club members to mention the curling club when they use these businesses.

12. Designate revenue obtained from advertising for a specific purpose e.g. Capital budget. This will help educate and motivate members as to why advertising at your club is necessary, beneficial and why they need to 'get involved'.

13. Ask for feedback from businesses that advertise or sponsor at your club – DO NOT take their support for granted.

14. Your club's objective should be to give advertisers and sponsors more value for their money than they would receive anywhere else.