

TIPS TO INCREASE ADVERTISING REVENUE AT YOUR CURLING CLUB

Remember: Businesses who advertise 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. Determine a rate(s) for every area, and combinations of areas.

Note - This is best done by consulting with club members who already advertise, and finding out the rates charged in other local recreation facilities.

3. Identify the number of people who visit your club each week, month and season. Include everyone who has the opportunity to see the advertising.

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.

4. Identify the benefits (including recognition) to "businesses" that advertise at your club.

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

Some of these include:

- 'Thank You' letter
- Recognition in club newsletter(s)
- Recognition on the club website
- Sign on the bulletin board
- Invitation to an Advertisers Social
- Opportunity to display products/services in the club at some time during the season
- Opportunity for free ice rental (predetermine the maximum number of people, time slot etc. The club can provide instruction, equipment, hosts etc.)

5. Develop a list of potential advertisers.
Note - Don't forget to list suppliers of products & services to your club, and involve as many club members as possible in the process.

6. Develop a plan to contact potential advertisers.
Note - Assign a member to follow-up with each potential advertiser and make the contact as personal as possible.

7. Develop a brochure or rate sheet that identifies:
 - your curling club
 - ways to contact your club
 - advertising rates (from #2 above)
 - benefits of advertising at your club (from #4 above)
 - information regarding the people who visit your club (from # 3 above)

8. Encourage your club members to support businesses who advertise at your club.
Note - Ask club members to mention the curling club when they use these businesses. They need to see that advertising at your club works for them.

9. Ask for feedback from businesses who advertise at your club – DO NOT take their support for granted.

10. Designate revenue obtained from advertising for a specific purpose eg. 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'.

11. Your club's objective should be to give advertisers at your club more value for their money than they would receive anywhere else.