



Sponsorship Opportunities



2009-2010 Season

A Word from Our President....

You may not know this, but the popular winter sport of curling has a home right here in Schenectady County! With over 200 members who live in the Capital District and more than a thousand visiting curlers each year, our club is an important source of potential patrons for our local businesses.

History of Curling in Schenectady

Curling started in Schenectady in 1907. By 1954 our current curling facility on Balltown Road had opened its doors. Our facility has four sheets of ice and an inviting "warm room" with an excellent kitchen for our members and visitors.



Become a Sponsor!

We are proud of our club, our members, and the wonderful community we are part of. By working together, we know that we can create a powerful partnership that is beneficial to us all. So, please take a look at our sponsorship information and we hope that you will share in the excitement of curling by becoming a valued sponsor!

-Paula Lancaster President of the Schenectady Curling Club

Why Sponsor?

Because You'll Have a Captive Audience

No matter what kind of sponsorship you choose you will have a built-in (and recurring) audience that will regularly see your ad.

- ◆ Each club member receives a membership directory that would contain your ad!
- ◆ Over 1500 visitors come to the club each season to curl during competitions or to watch others compete. They come from Maryland to Montreal and points in-between!
- ◆ This year we will also have the increased exposure of the Winter Olympics (with special open houses during that time) and the United States Women's Curling Association National Championships which will bring 128+ curlers to the area in February from across the nation!

Because We Have Wide Ranging Membership

- ◆ Our members range in age from 5 to 90. Curling is one of the only sports that can be played at almost any age.

Because of our Media Coverage

- ◆ Our club receives regular local newspaper and television coverage which ensures attendance at our events and more exposure for our Sponsors.

Sponsorship Levels

Gold Sponsorship: \$1500

- Official Bontspiel (Curling Competition) Sponsor
- Logo and link to web page from our curling club web site for entire year. (includes an ad banner.)
- In Ice Logo AND sign above scoreboard area for entire season
- Open house for employees and families
- Opportunity to place company information in our event materials
- Full page ad in member directory and USWCA Nationals Booklet



Silver Sponsorship: \$500

- Logo and link to web page from our curling club web site for entire year. (includes an ad banner.)
- In Ice Logo OR sign above scoreboard area for entire season
- Opportunity to place company information and coupons in our event materials
- Half page ad in member directory and USWCA Nationals Booklet

Supporting Sponsorship: \$250

- Link to web page from our curling club web site for entire year
- In Ice Logo OR sign above scoreboard area for entire season
- Quarter page ad in member directory and USWCA Nationals Booklet

Note: The value on any donated items (such as food and services) may be applied against each sponsorship level in lieu of cash.

Directory Sponsorships

Full Page: \$100 7.25 in x 10.25 in **Quarter Page:** \$25 3.38 in x 5 in

Half Page: \$50 7 in x 5 in **Eighth Page (Business Card):** \$15 3.38 in x 2.38 in

- **Note:** All directory ads will also be included in February's USWCA Nationals booklet which will go to over 100 curlers from across the nation who will be in the area for a three day tournament !

What is Curling?

- Curling is a team sport with similarities to bowling and shuffle board, played by two teams of four players each on a rectangular sheet of carefully prepared ice.
- Teams take turns sliding polished granite stones down the ice towards a target (called “the house”).
- Two sweepers with brooms accompany each rock. They use their best judgment along with help from their teammates to control the speed and direction of the rock.
- Some refer to curling as “chess on ice” due to the complex nature of stone placement and shot selection.



Schenectady Curling Club at a Glance

- The SCC was organized in 1907 and celebrated its Centennial year during the 2007-08 season.

Demographics

- ◆ **Currently 253 Members**
- ◆ **Gender**
 - 61% Male
 - 39% Female
- ◆ **Age**
 - 9% Under 18
 - 8% 18 to 25
 - 42% 26 to 50
 - 41% Over 50
- ◆ **Our website averages over 1,600 unique visitors and over 28,000 page visits each month.**

- The SCC is a 501(c)(3) not for profit Sports Education Foundation.
- The current club was constructed in 1954 and is located on Balltown Road in Niskayuna.
- The curling season runs from early October to the end of March.
- Curling has been an official Olympic sport since 1998. Curling will be part of the upcoming **2010 Olympics**. This will generate increased interest in our club in 2010 and more exposure for our sponsors!



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