



2020 Sponsorship Opportunities





14100 West 7th Avenue, Golden, Colorado 80401

CO CurlCup@DenverCurlingClub.com | 612-424-2828

Dear potential sponsor,

The Denver Curling Club is a 501(c)(3) non-profit organization committed to teaching, developing, promoting and encouraging the spirit and sport of curling. As the only dedicated curling facility within 700 miles, the Denver Curling Club is the premier venue for curling in this region of the United States. Reuters named curling “the world’s fastest-growing winter sport” with curling associations sprouting up across the globe from Australia to Qatar.

In this package, we are seeking corporate partners to support the *Colorado Curling Cup*. The event has two exciting aspects:

- 1) The top US team will earn 1 of the 12 spots at the *2021 USA Mixed Doubles Olympic Trials* to compete for the title of Team USA.
- 2) This is the only event in Colorado or the surrounding states on the World Curling Tour (www.worldcurl.com) — a circuit of events similar to golf’s PGA tour. The World Curling Tour is the largest stage outside the Olympics for curlers to compete with events hosted in North America, Europe, and Asia.

We believe this annual event will enhance awareness of Colorado as a destination for curling in addition to the outdoor life, arts, and culture that already draw people to the state. The event will partner with local beer, wine, and spirits companies, food trucks, and musicians to give curlers and curling fans a truly unique Colorado experience.

Sponsoring the *Colorado Curling Cup* is an opportunity to engage with a growing sport and community of people. We offer four levels of sponsorship. Details of each level are provided in the following.

Thank you, and good curling!

Clare Moores & Lance Wheeler
Colorado Curling Cup Organizing Team
CO CurlCup@DenverCurlingClub.com



Sponsorship Level

	BRONZE	SILVER	GOLD	TITLE
Cost	\$2,500	\$3,500	\$5,500	\$10,000
Value	\$2,750	\$5,500	\$8,500	\$18,855
Impressions	69,749	102,928	278,378	1,651,672
Benefits				
2-hour Learn-to-curl teambuilding				
Website Promotion				
Event Signage				
Live Webstream Promotion				
In-ice logos				
In-ice logos on feature sheet				
Merchandise Promotion				
Billboard Advertisement				
Event Naming Rights				

BRONZE SPONSOR

Cost: \$2,500

Value: \$2,750

Estimated people reached: 69,749 impressions

Benefit breakdown:

Corporate learn-to-curl teambuilding event

Value: \$2000, Impressions: 8

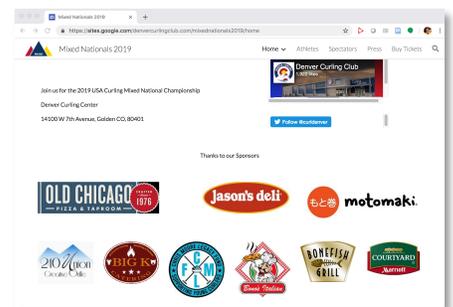
Come to Denver Curling Center with 2 hours of curling! A learn-to-curl is a great way to foster team communication and trust while having a blast.



Website Promotion

Value: \$500, Impressions: 68,760

Your company logo will be displayed on the tournament website during, and the months leading up to, the event.



Event Signage

Value: \$250, Impressions: 981

Your company logo will be displayed prominently in the viewing area during the tournament



SILVER SPONSOR

Cost: \$3,500

Value: \$5,000

Estimated people reached: 102,928 impressions

Benefit breakdown:

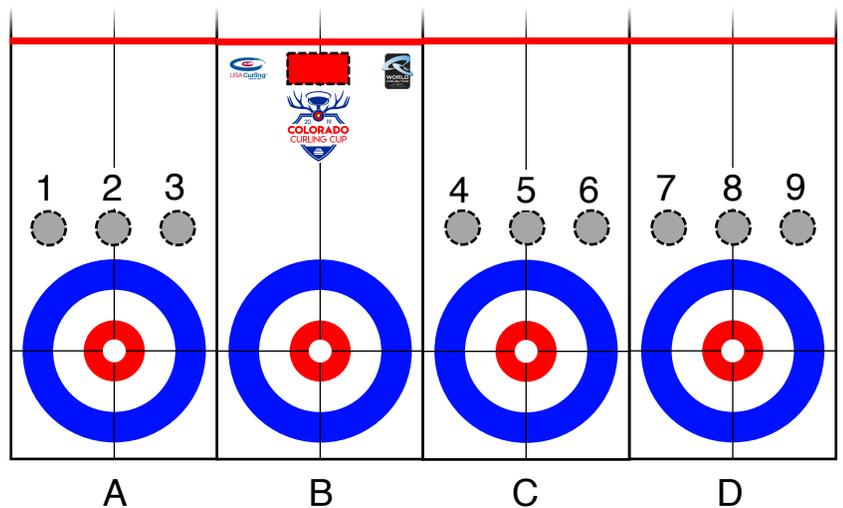
Same benefits as Bronze Sponsor

Value: \$2,750, Impressions: 69,749

In-ice Logos

Value: \$2,000, Impressions: 26,696

Your company logo will be melted into the ice and remain there for the entire season (September to May)! You have a choice of location (1-9) on sheets A, B, and C. The logo will be at both ends of the sheet.



Live Webstream Promotion

Value: \$500, Impressions: 5,502

Your company logo will be displayed, and commentators will mention your company during live games to promote your business.



You Tube

WCT TV

GOLD SPONSOR

Cost: \$5,500

Value: \$9,000 (Category Exclusivity)

Estimated people reached: 278,378 impressions

Benefit breakdown:

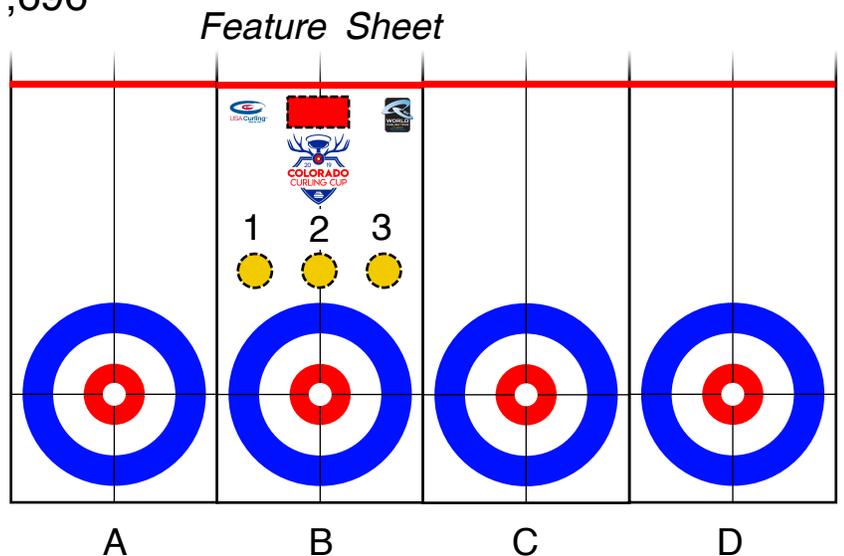
Same benefits as Silver Sponsor

Value: \$5,000, Impressions: 102,928

In-ice Logos on "Feature Sheet"

Value: \$3,000, Impressions: 141,696

Your company logo will be melted into the ice and remain there for the entire season (September to May)! You have a choice of location on the DCC "feature sheet" (1-3). The feature sheet is livestreamed and catalogued on the DCC Youtube channel on a nightly basis.



Merchandise Promotion

Value: \$1000, Impressions: 60,000

Get your company logo on our tournament merchandise. Who doesn't love a new shirt and water bottle?



TITLE SPONSOR

Cost: \$10,000

Value: \$15,300 (Category Exclusivity)

Estimated people reached: 1,651,672 impressions

Benefit breakdown:

Same benefits as Gold Sponsor

Value: \$9,000, Impressions: 278,378

Event Naming Rights

Collaborate with us to choose the name of the tournament! Your company name will be associated with the name of the event and be featured in all promotion of the tournament (TV, coverage, etc.). Your company will have the first right of refusal for title sponsorship in subsequent years

[Title Sponsor logo]



Billboard Promotion

Value: \$6,300, Impressions: 1,209,203

Prominently displayed right outside the curling club on Hwy 6 west, your company will have a 14-by-48-foot billboard advertised to daily commuters and those sitting in ski traffic. Advertise your business or your tournament sponsorship for 1 month.





For more information contact:

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