The Simple Streaming Sponsorship Playbook

One Package. Warm Contacts Only. Built for First-Time Sellers.

The condensed companion to the full Curling Stadium Sponsorship Playbook. This version removes everything optional and leaves only the system with the highest odds of a "yes" — even if you've never sold anything in your life.

Why This Version Works

The full playbook gives you five packages, three inventory tiers, and a 90-day plan. This version makes three ruthless simplifications, because each one raises your close rate:

1. **One package, one price.** Novice sellers lose deals when they have to explain menus and negotiate. With one package, there is nothing to negotiate — the only question is yes or no.
2. **Warm contacts only.** You only approach businesses that already have a personal connection to a club member. A business owner saying "no" to a stranger is easy; saying "no" to their employee, their curling buddy, or their regular customer is hard. This is where a 3-in-4 close rate becomes realistic.
3. **Priced to be an easy yes.** The package is priced where a local business can say yes on the spot without a budget meeting — and where "no" would feel almost unfriendly.

An honest note on success rates: No one can guarantee a 75% close rate, and you should never guarantee results to sponsors either. But the pattern below — a modest, fixed-price ask, delivered through a personal connection, for a beloved community organization — is the highest-percentage sale a volunteer can make. Cold calls close in single digits. Warm asks at friendly prices routinely close most of the time. That's the entire strategy: **only take the high-percentage shots.**

The One Package: "Club Streaming Sponsor"

This is the only thing you sell. Every benefit is either automated or done once at setup — so fulfillment can't fall apart mid-season.

Price	**$[500] per year, flat.** (Set yours between $350–$750: high enough to matter, low enough to approve on the spot. Same price for everyone — no exceptions, no discounts.)
Term	One year, renewable
Available	Cap it at **10 sponsors** — scarcity is real and it helps you sell

The sponsor gets: 1. Their **logo on your broadcasts** — in the sponsor graphics/slides shown on every streamed game, all season, live and in the archives 2. Their **name and website link under every video** your club posts 3. Their **logo and link on the club website** sponsors page 4. **Two thank-you posts** on club social media per season (welcome + season-end) 5. A **season-end report** with screenshots showing exactly where they appeared

The club's total workload per sponsor: collect a logo, add it to the slide deck and description template once, update the website once, post twice, screenshot once, send one report. Roughly **two hours per sponsor per year** after initial setup.

What the sponsor actually gets — the countable math. Curling Stadium's in-stream banner rotates every 8 seconds. With the sponsor roster capped at 10, each sponsor's banner appears every 80 seconds — about **90 times per 2-hour stream, roughly 12 minutes of on-screen time per game**. A typical club runs two streams a night, 3–5 nights a week from September to April: **180–300 streamed games and 360–600 broadcast hours a season.** That puts each sponsor's banner on screen **16,000–27,000 times a year — 36 to 60 hours of cumulative screen time — for $[500].** These are placement counts you can state confidently because they come from the schedule and the rotation, not from guessing at audience size. (Viewership still gets reported honestly from platform analytics; this math is about how often the sponsor *appears*, which you control completely.)

Why the cap of 10 matters: the platform itself puts **no limit** on how many sponsors can be in the rotation. That means the only thing protecting each sponsor's share of screen time is the club's own discipline. At 10 sponsors, everyone appears every 80 seconds. Let it creep to 20 and every sponsor's exposure is cut in half — and so is the honest value of what you sold them. The cap isn't a sales gimmick; it's the product.

Before selling anything: confirm with your Curling Stadium contact which on-stream placements your setup actually supports, and test a sponsor slide on a real stream. Never sell a placement you haven't seen working.

Step 1 — Build the Warm List (This Is 80% of the Battle)

Do not brainstorm "businesses in town." Instead, at a league night or board meeting, ask members one question:

> **"Which business owners or managers do you personally know — as their employee, customer, friend, or family?"**

Write down every answer in three columns: **Business / Owner or manager / Which member knows them.**

Keep only businesses where the connection is real (the member could text them today). Rank them:

1. **Businesses owned or managed by club members** — closest thing to a sure yes
2. **Businesses that employ club members**
3. **Businesses members visit constantly** — the post-draw bar, the family insurance agent, the member's realtor, the shop that services everyone's cars

Ten warm names beat a hundred cold ones. If your warm list has 8–12 businesses, you have everything you need.

(Skip for now: banks, hospitals, and chains where no one knows anyone. They're fine prospects for the full playbook later — they're slow, committee-driven "maybes," and this system runs on fast, personal "yeses.")

Step 2 — The Member Makes First Contact (Not You)

The person with the relationship sends the first message. It's a text or a chat over the counter, not a sales call:

> "Hey [NAME] — you know I curl at [CLUB]. All our games are streamed now, and the club is taking on 10 local sponsors for the broadcasts this season. It's $[500] for the year — your logo on every stream, the website, the works. I immediately thought of you. Can I have our sponsorship person give you the one-pager? Zero pressure."

That's it. The member's only job is to get a "sure, have them reach out." The sponsorship chair takes it from there.

Step 3 — One Short Meeting, One Simple Pitch

The chair (or the member, if they're comfortable) gets 15 minutes at the sponsor's business. Bring two things: **a phone and the one-pager.**

The pitch, word for word — under 90 seconds:

> "Thanks for the time — this is quick. [CLUB NAME] streams every game now through a platform called Curling Stadium. League nights, tournaments, championships — our members, their families, people who've moved away, and curling fans around the region watch live and on replay.
>
> *(Show 30–60 seconds of a real stream on your phone.)* That banner right there rotates every few seconds — with our ten sponsors, your logo comes around about every 80 seconds, roughly **90 times every game**. We broadcast [180–300] games a season, September through April, so your logo appears on our streams **tens of thousands of times a year** — live and again on every replay.
>
> We're taking exactly ten local sponsors at $[500] for the year, same price for everyone, and [#] spots are already spoken for. At season's end we send you a report with screenshots and the real viewing numbers — we only ever report what the platform actually shows.
>
> [MEMBER NAME] thought you'd be a great fit, and honestly, so do we. Want one of the spots?"

Rules for the meeting: - **Show the stream.** The demo does the selling. Point at the screen, not at a brochure. - **Never negotiate.** "It's the same flat price for all ten sponsors" ends every haggle kindly. - **Never promise viewer numbers or business results.** "Engaged local audience, real numbers in your report" is the honest line — and it builds more trust than big claims would. - **Ask directly.** "Want one of the spots?" Silence after the ask. Let them answer.

If they hesitate: “Totally fine — can I leave the one-pager and check back Friday?” One follow-up call, one week later. If it’s still not a yes, thank them warmly and move to the next name. Never chase; it burns the relationship the member lent you.

Step 4 — Lock It In the Same Week

While the yes is fresh:

1. **Send the one-page agreement.** Business name, package benefits, $[500], start and end dates, plus this paragraph *(have an attorney review your version)*:

> “Sponsor acknowledges that stream schedules and technical availability may change for reasons beyond the Club’s control. The Club will make reasonable efforts to deliver all listed benefits and will provide a comparable substitute or term extension if any benefit cannot be delivered as described. The Club does not guarantee any specific number of viewers or business results.”

1. **Invoice through the treasurer.**
2. **Collect the logo immediately:** transparent PNG, 1000+ pixels wide; vector file (SVG/EPS/AI) if they have one; website link; and confirm exactly how their name should appear. Chasing logos in January is how programs die — get it before you celebrate.

Step 5 — Launch, Screenshot, Thank

- Add the logo to the sponsor slides, video-description template, and website.
- **The first night it appears on a stream, screenshot it and text/email the sponsor:**

> “You’re live! Here’s [BUSINESS NAME] on tonight’s broadcast — and the link if you want to watch: [LINK]. Thank you for supporting the club. You’ll get a full season report in [MONTH].”

This one message is what gets you renewed — and it’s what makes the sponsor tell other business owners, which sells spots for you. - Post the welcome on club social media, tagging them. - Drop the screenshot into a folder named for the sponsor. Add one or two more during the season. That folder *is* your season-end report.

The Tracker (One Sheet, Seven Columns)

Business	Member connection	Status	Price	Paid?	Logo in?	Renewal date
		Ask → Meeting → Yes/No → Live	$[500]			

Review it for ten minutes at each board meeting. Every open row needs a next step and a name attached to it.

Five Rules That Keep This Easy

1. **One package, one price, ten spots — and hold the cap.** The platform doesn't limit how many sponsors can rotate; only you do. Every sponsor past ten dilutes the exposure you already sold. The moment you customize or over-fill the rotation, you've re-created the complicated program you just escaped.
2. **No political sponsors; no alcohol or gambling on junior streams.** Board can decline any sponsor that doesn't fit club values — no reason required.
3. **Late logo ≠ extended term.** The clock starts on the contract date.
4. **If something can't be delivered, substitute or extend — don't refund.** Put it in the agreement.
5. **Report only real platform numbers.** "We don't track that yet" is a professional answer. This is also a tax/legal-lite program — but still have an attorney glance at your agreement and ask your accountant how sponsorship revenue is treated for your nonprofit.

The 30-Day Version of the Launch Plan

- **Week 1:** Board approves the package and $[price]; confirm and test stream placements with Curling Stadium; make the one-pager (copy Section 9 of the full playbook, list one package).
- **Week 2:** Build the warm list at league night; members send their intro texts.
- **Weeks 3–4:** Hold the 15-minute meetings; sign, invoice, and collect logos the same week as each yes.
- **First stream after launch:** screenshots + thank-you messages. Done.

A realistic outcome: 10 warm asks → 6–8 yeses → **$[3,000–$4,000+]** of nearly effortless annual revenue, a happy sponsor roster, and screenshots that make next year's renewals close themselves. When those ten spots sell out, *that's* your signal to graduate to the full playbook — add sheet sponsorships and event sponsors on top, and raise the base price at renewal.

Renewal (Where the Real 75%+ Lives)

New sales are the hard part; renewals are the high-percentage part — sponsors who were thanked, screenshotted, and reported to renew at very high rates. Sixty days before season's end:

1. Send the report: intro paragraph, the platform's real numbers, 2–3 screenshots, links to two broadcasts, and one sentence about what the money funded.
2. Then one line: **"We'd love to have you back at the same $[500] — can I count you in for next season?"**

Same price, same benefits, zero friction. A renewed sponsor is two hours of work for another year of revenue — and the foundation the full program gets built on.

This club sells, fulfills, and reports its own sponsorships; Curling Stadium provides the streaming platform. Nothing here guarantees viewership, close rates, or sponsor results — the percentages above describe what warm-contact, fixed-price community sponsorship asks typically achieve, not a promise.