

Curling Stadium Streaming Sponsorship Playbook

A Complete Advertising & Sponsorship System for [CLUB NAME]

Prepared for volunteer-run and member-operated curling facilities that stream with Curling Stadium. Fill in the bracketed placeholders with your club's information before distributing.

Club Information Worksheet

Complete this before setting final prices. Anything marked **unknown** should be collected from your streaming platform analytics, membership records, or event history during your first season.

Item	Your Club's Answer
Club name	[CLUB NAME]
Location	[CITY, STATE/PROVINCE]
Number of sheets	[NUMBER]
Approximate membership	[NUMBER]
Operating season	[DATES OR MONTHS]
League draws per week	[NUMBER]
Annual bonspiels/events	[NUMBER]
Streaming channel	[CHANNEL]
Subscribers/followers	[NUMBER]
Typical live viewers	[NUMBER OR UNKNOWN]
Typical archived views	[NUMBER OR UNKNOWN]
Annual streaming hours	[NUMBER OR UNKNOWN]
Current sponsors	[LIST]
Existing sponsorship prices	[LIST OR UNKNOWN]
Revenue goal	[\$ AMOUNT]
Primary funding purpose	[STREAMING / JUNIORS / FACILITY / GENERAL]
Sales capacity	[DESCRIPTION]
Important annual events	[LIST]

Item	Your Club's Answer
Committed/restricted sponsor categories	[LIST]

Before you set final prices, collect at minimum: your annual streaming hours, your typical live and archived view counts over a 30-day sample, your subscriber count, and a list of every sponsor benefit you already sell (signs, website, newsletter). Prices in this playbook are starting guidance only — your local market sets the real number.

Typical Curling Stadium volume (use until you have your own numbers): streams run about 2 hours each, and most clubs run two streams a night on 3–5 nights per week across a September–April season. That works out to roughly **180–300 streamed games and 360–600 broadcast hours per year**. In-stream sponsor banners rotate every 8 seconds, and the platform places **no limit** on how many sponsors share the rotation — so the club's own sponsor cap is what determines each sponsor's share of screen time. With 10 sponsors in rotation, each appears about every 80 seconds: **~90 appearances and ~12 minutes of screen time per game, or 16,000–27,000 appearances (36–60 on-screen hours) per sponsor per season**. These placement counts come from the schedule and rotation math, so they can be quoted to sponsors confidently — unlike viewership, which should only ever be reported from verified platform analytics.

1. Executive Overview: Why Streaming Creates Sponsorship Value

Every curling club already sells visibility: signs on the walls, logos in the ice, ads in the bonspiel program. Those assets only work when someone is standing inside your building.

Streaming changes that. When [CLUB NAME] streams games through Curling Stadium, a sponsor's message travels with the broadcast to:

- **Club members** watching teammates and friends from home
- **Players' families and friends** — parents, spouses, grandparents who can't attend in person
- **Former members** who moved away but still follow the club
- **Local curling supporters** who watch even when they don't play
- **Event participants** — visiting teams reviewing their own games
- **Viewers outside your area** — especially during bonspiels, playdowns, and championship events
- **Archive viewers** — people who watch games days, weeks, or months after they were played

That last point matters. A wall sign is seen only during the moment someone walks past it. A sponsored stream keeps working every time an archived game is replayed.

Streaming doesn't replace your existing sponsorship assets — it multiplies them. In-ice logos, wall signs, and scoreboard signs now appear *on camera* in every broadcast. Website ads, newsletter placements, social media mentions, event sponsorships, program ads, and naming rights all become stronger when a club can add "...and your logo appears on every stream" to the package.

Honest framing matters. This program never promises a sponsor a specific number of viewers, impressions, or sales results. What you can honestly promise is *repeated visibility to a highly relevant local audience* — the

exact people a community business wants to reach — plus documentation showing that every promised benefit was delivered.

Who does what: Curling Stadium provides the streaming platform and technical foundation. [CLUB NAME] identifies sponsors, sells the packages, collects logos and assets, delivers the benefits, and maintains the relationships. This playbook covers the club's side of that work.

2. Sponsorship Inventory

This is your “shelf of products.” Each item below is something you can sell, alone or in a package. The **Fulfillment effort** rating tells you how much volunteer work each one creates — protect your volunteers by favoring low-effort items.

Tier A — Automated Assets (set once, runs all season)

Asset	What the sponsor receives	Where it appears	Frequency	Effort	Best sold	Limits / risks
Logo in stream graphics	Logo placed in the on-screen graphics package	On the broadcast itself	Every streamed game	Low (one-time setup)	Annual or seasonal	Limited screen space; cap the number of sponsors so logos stay readable
Pre-game sponsor slide	Full-screen slide before games begin	Start of each stream	Every streamed game	Low	Annual or seasonal	Viewers may join after it plays
Rotating sponsor banners/slides	Banner in the in-stream rotation (8-second intervals)	On the broadcast throughout games	~90 appearances per 2-hour stream with 10 sponsors in rotation	Low	Annual or seasonal	Platform imposes no sponsor limit — the club must cap the rotation itself, since every added sponsor reduces everyone's share of screen time
Break-time sponsor identification	Slide or graphic during between-end breaks	Mid-broadcast	Several times per game	Low–Medium (depends on stream setup)	Annual or seasonal	Confirm with Curling Stadium what your setup supports before selling
Logo/link in video descriptions	Name and clickable link under every video	Streaming platform description field	Every video, live and archived	Low (template it once)	Annual	Links can break — check them each season
Archived-video acknowledgment	Sponsor credit that	Archived games	Permanent, when practical	Low	Annual	Only promise this where your platform

Asset	What the sponsor receives	Where it appears	Frequency	Effort	Best sold	Limits / risks
	stays on replays					and workflow make it practical
Club website sponsor recognition	Logo and link on a sponsors page	Club website	Continuous	Low	Annual	Keep the page current — an outdated sponsor page damages trust

Tier B — Event-Specific Assets (occasional updates)

Asset	What the sponsor receives	Where it appears	Frequency	Effort	Best sold	Limits / risks
Individual sheet sponsorship	“Sheet [X] presented by...” branding on that sheet’s streams	Every stream from that sheet	All season	Medium (setup per sheet)	Annual	Inventory limited to your number of sheets — this is a scarcity asset
League-night sponsorship	“Tuesday Night League presented by...”	All streams from that league night	Weekly during season	Medium	Seasonal	Requires updating graphics/ descriptions per league night
Bonspiel sponsorship	Named sponsor of a bonspiel’s streams	All event streams, event promotion	Per event	Medium	Per event	Event dates can change; use the schedule-change contract language in Section 13
Draw/session sponsorship	Sponsor of a specific draw or time slot	That draw’s streams	Per draw	Medium	Per event or monthly	Lower value than full-event sponsorship — price accordingly
Featured-game sponsorship	Sponsor of a highlighted matchup (finals, rivalry games)	That game’s stream and promotion	Per game	Medium	Per stream	Only sell where you actually promote featured games
Junior-program streaming sponsor	Named supporter of junior streams	Junior game streams and related promotion	Per season	Medium	Annual	Apply the youth-sponsorship policy in Section 13 (no alcohol/gambling)
Club championship sponsorship	Named sponsor of championship streams	Championship week	Annual	Medium	Annual	One per year — a natural premium item
Social media mentions		Club social accounts	Per agreed schedule	Medium (someone	Seasonal	

Asset	What the sponsor receives	Where it appears	Frequency	Effort	Best sold	Limits / risks
	Tagged mentions in stream announcements			must actually post)		Don't promise a posting frequency you can't sustain
Email newsletter inclusion	Logo/mention in club emails	Member newsletter	Per issue	Low–Medium	Seasonal	Value depends on your list size — state it honestly

Tier C — Premium Assets (active production required)

Asset	What the sponsor receives	Where it appears	Frequency	Effort	Best sold	Limits / risks
“Stream presented by” placement	Top-line naming of the entire streaming program	Every stream, all promotion	All season	Medium–High	Annual, exclusive	Sell only one; this is your flagship asset
Live commentary mentions	Verbal sponsor reads during commentated games	Commentated broadcasts only	Per broadcast	High (requires commentators)	Per event	Only sell for events where you know commentary will happen
Replay/ highlight sponsorship	Branding on highlight clips or replay packages	Social clips, highlight videos	Per package	High (someone must edit clips)	Per event	Do not sell unless you have a volunteer who edits video
Produced-broadcast sponsorship	Sponsor of an enhanced, commentated production	Premium event broadcasts	Per event	High	Per event	Reserve for your biggest events; price reflects the production work

Rule of thumb: Build your core packages almost entirely from Tier A, add Tier B for event sponsors, and treat Tier C as premium upsells for your one or two biggest events per year. If a benefit requires a specific volunteer to remember to do something every week, think hard before selling it.

3. Recommended Sponsorship Packages

Keep the menu short. Four or five levels, each with a clear purpose, so volunteers can explain the whole program in two minutes. Rename the tiers to fit your community — curling-flavored names like “House,” “Button,” “Skip,” and “Hammer” work well.

Package Structure

Level 1 — Community Supporter (“The House”)

- **Purpose:** An easy entry point for any local business; builds your sponsor base wide.
- **Includes:** Logo in the rotating sponsor slide deck; name and link in video descriptions; logo on the club website sponsors page; one thank-you social post per season.
- **Available:** 10–20 sponsors (cap it so slides stay meaningful).
- **Contract length:** Annual.
- **Suggested price:** \$250–\$750/year (smaller clubs at the low end).
- **Fulfillment workload:** Very low — one-time setup.
- **Best fit:** Member-owned businesses, small shops, professional offices.
- **Upgrades:** Add a wall sign or newsletter mention.
- **Exclusivity:** None at this level.

Level 2 — Streaming Sponsor (“The Button”)

- **Purpose:** The workhorse package; the one most volunteers should lead with.
- **Includes:** Everything in Level 1, plus logo in the on-broadcast graphics package; pre-game sponsor slide; two social posts per season; newsletter mention.
- **Available:** 6–10 sponsors.
- **Contract length:** Annual.
- **Suggested price:** \$750–\$2,000/year.
- **Fulfillment workload:** Low.
- **Best fit:** Banks/credit unions, insurance, real estate, restaurants, healthcare.
- **Upgrades:** Break-time slide; bundled physical signage.
- **Exclusivity:** Optional category exclusivity for a premium (e.g., +25–50%).

Level 3 — Sheet Sponsor (“The Skip”)

- **Purpose:** Scarce, tangible, easy to understand — “your name on Sheet 2 all season, in the building and on every stream from that sheet.”
- **Includes:** Everything in Level 2, plus sheet naming on streams from that sheet; physical sheet signage where the club offers it; priority slide rotation.
- **Available:** One per sheet ([NUMBER] total).
- **Contract length:** Annual; offer multi-year with a modest discount.
- **Suggested price:** \$1,500–\$4,000/year per sheet.
- **Fulfillment workload:** Medium (setup per sheet, signage coordination).
- **Best fit:** Auto dealers, contractors/trades, manufacturers, larger regional businesses.
- **Upgrades:** Featured-game sponsorships on their sheet.
- **Exclusivity:** Exclusive to that sheet; consider limiting to one sponsor per business category across all sheets.

Level 4 — Event Sponsor (“The Hammer”)

- **Purpose:** Attach a sponsor to your bonspiels, championships, and junior events — your highest-visibility streaming moments.
- **Includes:** Event naming on all event streams; event-specific slides; social and newsletter promotion around the event; commentary mentions when the event is commented; logo on event materials.
- **Available:** One primary sponsor per event; [NUMBER] events per year.
- **Contract length:** Per event; offer a discount for sponsoring the same event annually.
- **Suggested price:** **\$500–\$2,500 per event** depending on event size and reach.
- **Fulfillment workload:** Medium — concentrated around the event dates.
- **Best fit:** Hotels, restaurants/bars, beverage distributors, tourism organizations.
- **Upgrades:** Highlight-clip sponsorship; on-site presence at the event.
- **Exclusivity:** Exclusive naming for that event; other sponsors may still appear in standard rotation.

Level 5 — Presenting Sponsor (“The Hammer Shot” / “[CLUB NAME] Streaming, presented by...”)

- **Purpose:** One flagship partner whose name travels with your entire streaming program.
- **Includes:** “Presented by” placement on every stream and all streaming promotion; premium logo position in graphics; first right of refusal on your biggest event; full digital bundle (website, newsletter, social); season-end report meeting.
- **Available:** One.
- **Contract length:** Annual minimum; two- or three-year preferred.
- **Suggested price:** **\$3,000–\$10,000/year** depending on club size and event calendar.
- **Fulfillment workload:** Medium–High — this sponsor deserves genuine attention.
- **Best fit:** A bank, credit union, healthcare system, dealership, or major local employer with a community-visibility mandate.
- **Upgrades:** Naming rights conversations, corporate curling events for their staff.
- **Exclusivity:** Full category exclusivity; no competitor at any level.

How to Adjust Pricing for Your Club

Start from the ranges above, then move up or down based on:

- **Membership size** — more members means more guaranteed core audience.
- **Number of sheets** — more sheets means more streams and more scarce sheet inventory.
- **Annual streaming hours** — a five-night club streaming ~600 hours/year offers meaningfully more exposure than a three-night club streaming ~360.
- **Live and archived viewership** — once you have real platform data, let it justify (or cap) your prices.
- **Event quality** — hosting playdowns, regionals, or nationals raises event-sponsor value substantially.
- **Regional reach** — championship streams that draw out-of-area viewers are worth more.
- **Exclusivity** — a category-exclusive deal should cost 25–50% more than a non-exclusive one.
- **Competing sponsor count** — fewer logos on screen means each one is worth more.

- **Physical signage included** — bundled in-building signage adds real value; price it in.
- **Digital exposure included** — website, email, and social add-ons increase the package value.
- **Commentary or produced broadcasts** — verbal sponsor reads and produced shows command premium pricing.
- **High-profile events** — a provincial/state playdown sponsor should pay more than a Tuesday league sponsor.

Example Package Tables

Smaller club (3–4 sheets, ~150 members, ~2 bonspiels/year):

Package	Available	Term	Suggested Price
Community Supporter	12	Annual	\$250–\$400
Streaming Sponsor	6	Annual	\$600–\$1,000
Sheet Sponsor	3–4	Annual	\$1,200–\$2,000
Event Sponsor	2/year	Per event	\$500–\$1,000
Presenting Sponsor	1	Annual	\$2,500–\$4,000

Realistic first-year target: \$8,000–\$15,000 if most inventory sells.

Larger club (6–8 sheets, ~400 members, 5+ events/year, some produced broadcasts):

Package	Available	Term	Suggested Price
Community Supporter	20	Annual	\$400–\$750
Streaming Sponsor	10	Annual	\$1,000–\$2,000
Sheet Sponsor	6–8	Annual	\$2,000–\$4,000
Event Sponsor	5/year	Per event	\$1,000–\$2,500
Presenting Sponsor	1	Annual	\$5,000–\$10,000

Realistic mature-program target: \$30,000–\$60,000/year.

These are starting points, not guarantees. Your first season teaches you what your market will pay. It is better to sell out at modest prices and raise them at renewal than to price high and sell nothing.

4. Bundling Strategy: Sell the Whole Club, Not Just the Stream

Streaming advertising is easiest to sell when it is **part of a complete visibility package** rather than a standalone product. A business owner may not immediately understand “logo in stream graphics,” but everyone understands “your business is visible everywhere our club and our broadcasts go.”

Why bundles sell better

1. **One conversation, one invoice.** The sponsor buys a relationship with the club, not a line item.
2. **Physical + digital reinforce each other.** The wall sign appears on camera; the stream logo points people to the building.
3. **It raises the total price naturally.** A \$500 sign and a \$500 stream package become a \$1,200 partnership without feeling like two separate asks.
4. **It protects volunteers.** One renewal date, one asset collection, one report — instead of many small transactions.

Example bundles

Bundle	Contents	Who it's for
Visibility Bundle	Streaming Sponsor package + wall sign + website logo + newsletter mention	Any established local business
Sheet & Sign Bundle	Sheet sponsorship (stream + in-building sheet signage) + social posts	Trades, dealerships, manufacturers
Event Weekend Bundle	Bonspiel stream sponsorship + event program ad + on-site banner + social promotion	Hotels, restaurants, beverage distributors
Junior Champion Bundle	Junior-program streaming sponsorship + junior jersey/equipment support + newsletter feature	Family-oriented businesses, healthcare, credit unions
Learn-to-Curl Bundle	Learn-to-curl session sponsorship + streaming slide + social posts welcoming new curlers	Businesses targeting new residents and families
Corporate Partner Bundle	Presenting or Sheet sponsorship + one private corporate curling event for the sponsor's staff	Larger employers — the corporate event is often the deciding factor
Naming-Plus Bundle	Existing naming rights (lounge, sheet, facility) extended onto every stream	Your current top sponsor — the easiest upgrade conversation you'll have

The upgrade conversation for existing sponsors

Your current sign and program sponsors are your warmest prospects. The pitch is one sentence: *“Everything you already sponsor now appears on camera in every broadcast — for [\$X] more per year, we'll add your logo directly to the stream graphics and every video description.”* This adds revenue without adding a single new relationship to manage.

5. Ideal Sponsor Prospects

Prioritize businesses with an existing connection to your members, curling, local sports, community organizations, tourism, corporate entertainment, or youth activities. A warm introduction from a member outperforms any cold call.

Priority 1 — Member-connected and community-anchored:

Category	Why it fits	Best package	Their objective	Who to contact
Businesses owned/ managed by members	Existing loyalty; easiest yes	Community Supporter or Streaming Sponsor	Support the club, visibility among peers	The member directly
Banks & credit unions	Community-visibility mandates and marketing budgets	Presenting or Streaming Sponsor	Local brand trust, household reach	Branch manager or marketing officer
Insurance agencies	Relationship businesses seeking repeated local exposure	Streaming Sponsor	Name recognition when policies renew	Agency owner/ principal agent
Real-estate agents/ brokerages	Want their name in front of local households constantly	Streaming Sponsor or Sheet Sponsor	Top-of-mind awareness	Individual agent or broker/owner
Restaurants & bars	Curlers eat and drink after every draw	Streaming Sponsor or Event Sponsor	Direct post-game traffic	Owner or general manager

Priority 2 — Natural audience fit:

Category	Why it fits	Best package	Their objective	Who to contact
Healthcare providers	Multigenerational, active audience	Streaming Sponsor or Presenting	Community goodwill, patient acquisition	Marketing/ community relations manager
Physical therapy & sports medicine	Directly relevant to an athletic audience	Streaming or Junior Sponsor	Patient acquisition from athletes	Clinic owner or practice manager
Auto dealers & repair shops	Big local advertisers seeking differentiated placements	Sheet Sponsor	Broad household visibility	GM or marketing manager
HVAC, plumbing, electrical contractors	Every member is a homeowner prospect	Sheet Sponsor or Streaming Sponsor	Lead generation from households	Owner
Grocery stores	Community staples with sponsorship budgets	Streaming Sponsor	Neighborhood goodwill	Store manager or regional community coordinator
Beverage distributors	Long tradition of curling sponsorship	Event Sponsor (adults-only events; see Section 13)	Brand presence at social events	Regional sales/ marketing rep
Hotels	Bonspiels fill their rooms	Event Sponsor	Direct bookings from visiting teams	GM or sales manager
Tourism organizations / CVBs	Events bring visitors to town	Event Sponsor (championships)	Demonstrating visitor-economy impact	Executive director

Priority 3 — Broader local market:

Category	Why it fits	Best package	Their objective	Who to contact
Local manufacturers	Employer branding, community presence	Sheet or Presenting Sponsor	Recruiting visibility, community standing	HR or community-relations lead
Technology companies	Streaming/tech association is on-brand	Streaming Sponsor	Local awareness, recruiting	Owner or marketing lead
Accounting & legal firms	Professional-services referrals come from community trust	Community Supporter or Streaming Sponsor	Referral network visibility	Managing partner
Home-service companies (roofing, landscaping, cleaning)	Homeowner audience	Streaming Sponsor	Lead generation	Owner
Municipal/community partners	Recreation and community-development mandates	Junior or Learn-to-Curl Sponsor	Program support, public benefit	Parks & rec director or community foundation
Curling-equipment companies	Perfectly targeted audience	Streaming or Event Sponsor	Direct sales to curlers	Owner/sales manager

How to work this list: Before anyone makes a call, circulate the list at a board meeting or league night and ask one question: *“Who knows someone at any of these businesses?”* Assign every warm connection first. Cold outreach comes last.

6. Sponsor Value Proposition

This is the message every volunteer should be able to deliver. Adapt the wording, keep the substance.

“When you sponsor [CLUB NAME]’s streaming, your business is in front of our community all season long — in the building and on every broadcast.

We stream our games through Curling Stadium, which means every league night, bonspiel, and championship is watched live and replayed afterward — by our [NUMBER] members, their families and friends, former members who’ve moved away, visiting teams, and curling fans across the region.

Your logo appears throughout the season, game after game, on a broadcast people choose to watch because their friends and family are playing. That’s not an ad people skip — it’s your business showing up, repeatedly, inside something our community genuinely cares about.

And it pairs with everything else: your sign in the building appears on camera, your name is on our website and in our newsletter, and we thank our sponsors publicly all season. You’re not buying an ad — you’re joining a club of [NUMBER] local households, and supporting amateur sport, junior curling, and a facility this community has kept running for [NUMBER] years.”

Key themes to hit in every conversation: - Community involvement and local goodwill - Repetition — visibility across an entire season, not a one-time ad - Exposure both inside and outside the building - Association with a welcoming, multigenerational sport - Live *and* archived viewing — the sponsorship keeps working after the game ends - Reaching members *and their networks* - The combination of digital and physical visibility

When viewership data is limited, say so honestly and pivot to quality: *“We’re a growing channel and we won’t pretend to be television. What we offer is a genuinely engaged local audience — people watching their own family and friends — and we’ll show you exactly where your logo appeared and share the real platform numbers at season’s end.”* Relevance, repetition, and community connection are your product. Never invent reach.

7. Sponsor Sales Process

A workflow simple enough for volunteers with day jobs.

The 13-step workflow

1. **Build a prospect list** — 20–40 businesses from Section 5.
2. **Identify club connections** — mark every business where a member knows the owner, works there, or is a regular customer.
3. **Assign prospects** — each volunteer takes 3–5, warm connections first. Nobody takes more than five.
4. **Make introductory contact** — email or in-person mention using the templates in Section 8.
5. **Schedule a short conversation** — 15–20 minutes, at their business or the club. Invite them to watch a stream first.
6. **Present the most relevant package** — lead with ONE package that fits them (from Section 5), not the whole menu.
7. **Follow up** — once after one week, once after two. Then park them politely for next season.
8. **Confirm in writing** — a one-page agreement: package, price, dates, benefits, and the schedule/viewership language from Section 13.
9. **Collect payment and assets** — invoice from the treasurer; asset checklist from Section 10.
10. **Launch** — set up graphics, descriptions, website, and signage; confirm on a live stream.
11. **Document fulfillment** — screenshots and links as you go (Section 11). Don’t leave this for season’s end.
12. **Season-end report** — the template in Section 12, delivered before renewal season.
13. **Ask for renewal** — 60–90 days before expiry, report in hand.

Sponsor tracking spreadsheet

One shared spreadsheet (Google Sheets works well), one row per prospect:

Column	Notes
Business name	
Contact name	

Column	Notes
Contact info	Email + phone
Club connection	Which member knows them
Business category	For exclusivity checks
Package offered	
Proposed price	
Contact owner	The volunteer responsible
Last contact date	
Next action	Specific: “call Fri,” “send agreement”
Status	Prospect → Contacted → Meeting → Proposed → Committed → Active → Renewed / Declined
Contract dates	Start and end
Payment status	Invoiced / Paid
Assets received	Logo, link, description ✓
Fulfillment notes	Links to screenshots
Renewal date	60–90 days before contract end

Review it monthly at the board or sponsorship-committee meeting. The “Next action” column is the whole game — every active row should have one.

8. Outreach Materials (Ready to Use)

Replace bracketed items and send. Keep the local, neighborly tone — you are a curling club, not an ad agency.

Introductory email

Subject: A local sponsorship idea from [CLUB NAME]

Hi [FIRST NAME],

I'm [YOUR NAME], a member of [CLUB NAME] here in [CITY]. [OPTIONAL: PERSONAL CONNECTION — "Sarah in your office curls in our Tuesday league."]

This season we're streaming our games — league nights, bonspiels, and championships — through a platform called Curling Stadium. Our members, their families, former members, and curling fans around the region watch live and catch replays afterward.

We're inviting a small group of local businesses to be part of it. Sponsorships start at [\$X], and your logo would appear on our broadcasts, our website, and around the club all season.

Could I stop by for 15 minutes some time in the next week or two? I'd love to show you one of our streams and see if this is a fit for [BUSINESS NAME].

Thanks for considering it — and for everything you already do in [CITY].

[YOUR NAME] [CLUB NAME] | [PHONE] | [EMAIL]

Follow-up email

Subject: Following up — [CLUB NAME] sponsorship

Hi [FIRST NAME],

Just circling back on my note from last week about sponsoring [CLUB NAME]'s streamed games this season. I know things get busy.

If it's easier, here's a link to a recent broadcast so you can see what it looks like: [LINK]. Your logo would appear right on streams like this one, all season.

Happy to answer questions by phone or drop off a one-page summary. And if the timing isn't right this year, no pressure at all — I'd just appreciate knowing either way.

[YOUR NAME] | [PHONE]

Renewal email

Subject: Thank you — and next season at [CLUB NAME]

Hi [FIRST NAME],

Thank you for sponsoring [CLUB NAME] this season. Attached is your season report — it shows where [BUSINESS NAME] appeared on our broadcasts, our website, and around the club, with links and screenshots.

We'd love to have you back for [NEXT SEASON]. Renewing sponsors keep their current placement [OPTIONAL: "and their current rate"], and we're happy to talk about anything you'd like to adjust.

Can I put you down to continue? I'll follow up by phone next week either way.

With thanks from all of us at the club,

[YOUR NAME] | [CLUB NAME]

Phone-call script (keep it under 60 seconds before they respond)

"Hi [FIRST NAME], this is [YOUR NAME] — I'm a member at [CLUB NAME], the curling club here in [CITY]. [CONNECTION IF ANY.] Do you have two minutes?

Great — the short version: we stream all our games now, so our league nights and tournaments are watched by members, their families, and curling fans around the region, live and on replay. We're offering a handful of local businesses sponsorships starting at [\$X] — your logo on the broadcasts, our website, and in the club.

I'm not looking for an answer on the phone — I'd just like 15 minutes to show you a stream and leave you a one-pager. Would sometime this week or next work?"

Voicemail (20 seconds)

"Hi [FIRST NAME], this is [YOUR NAME] from [CLUB NAME], the curling club in [CITY]. We're streaming our games this season and we're inviting a few local businesses to sponsor the broadcasts. I'd love 15 minutes to show you how it works. You can reach me at [PHONE]. Thanks — hope to talk soon."

Social-media post (sponsorship availability)

Your business, on every broadcast. [CLUB NAME] streams league games, bonspiels, and championships all season on [CHANNEL] — and we're welcoming a limited number of local sponsors for [SEASON]. Your logo on our streams, our website, and in our club, in front of the community all winter. Packages start at [\$X]. Message us or email [EMAIL] to learn more. #curling #[CITY] #supportlocal

Member-to-contact personal message

“Hey [FIRST NAME] — you know I curl at [CLUB NAME]. The club streams all our games now, and they’re lining up local sponsors for the broadcasts this season. I immediately thought of [BUSINESS NAME] — your logo would be on every stream plus the website and the club itself, and it starts at [\$X]. Want me to connect you with our sponsorship chair? Zero pressure — just thought it’d be a great fit.”

Sponsor thank-you message

“On behalf of everyone at [CLUB NAME] — thank you. Your sponsorship helps us [FUND STREAMING / SUPPORT JUNIORS / IMPROVE THE FACILITY], and it means a great deal coming from a business that’s part of this community. You’ll see [BUSINESS NAME] on our broadcasts starting [DATE], and we’ll send you the link to the first one. Welcome to the club.”

Season-end report introduction

“Dear [FIRST NAME],

Thank you for supporting [CLUB NAME] this season. This report summarizes everything your sponsorship included and how it was delivered — the streams your logo appeared on, our platform’s viewing numbers, and your placements on our website, social media, and in the club. All figures come directly from our streaming platform; we report only what we can verify. We’re grateful to have [BUSINESS NAME] as a partner, and we hope you’ll be back with us next season.”

9. One-Page Sponsor Sheet

Copy for a printed handout, PDF, or single slide. Keep it to one page — this is a leave-behind, not a brochure.

Put Your Business on Every Broadcast

Streaming Sponsorships at [CLUB NAME]

[CLUB NAME] has been part of [CITY] since [YEAR]. Our [NUMBER] members curl on [NUMBER] sheets from [SEASON MONTHS], with [NUMBER] league draws every week and [NUMBER] tournaments each year.

Every game is broadcast. Through Curling Stadium, our streams are watched live and on replay at [CHANNEL] — automated cameras, every sheet, all season.

Who's watching: our members and their households • players' families and friends near and far • former members • visiting teams • curling fans across the region — live during games and afterward in our archives.

What we stream: weekly league games • bonspiels and tournaments • junior curling • club championships • learn-to-curl events • [REGIONAL/STATE/PROVINCIAL EVENTS].

Sponsorship opportunities: your logo on our broadcasts • pre-game and break sponsor slides • sheet naming • event and bonspiel sponsorship • junior-program support • website, newsletter, and social recognition • in-club signage bundles.

Level	What you get	Investment
Community Supporter	Slides, website, video descriptions	[\$X]/yr
Streaming Sponsor	+ logo on broadcasts, social & newsletter	[\$X]/yr
Sheet Sponsor	+ your name on a sheet, on-screen & in-club	[\$X]/yr
Event Sponsor	Naming sponsor of a bonspiel or championship	[\$X]/event
Presenting Sponsor	Our streams, presented by you — exclusive	[\$X]/yr

Every sponsorship supports [STREAMING COSTS / JUNIOR PROGRAMS / OUR FACILITY]. We'll show you exactly where your business appeared, with a season-end report.

Let's talk. [SPONSORSHIP CHAIR NAME] • [PHONE] • [EMAIL] • [WEBSITE] *Watch a broadcast right now: [STREAM LINK / QR CODE]*

10. Sponsor Asset Requirements Checklist

Collect everything below **before** launch — chasing logos mid-season is the most common fulfillment failure.

Per-sponsor intake checklist:

- ☐ Company name (exactly as it should appear)
- ☐ Primary contact (name, email, phone)

- ☐ Billing contact (if different)
- ☐ High-resolution logo — PNG with transparent background, at least 1000 px wide
- ☐ Vector logo when available — SVG, EPS, or AI (best for broadcast graphics and print)
- ☐ Website address
- ☐ Preferred link for video descriptions (homepage, offer page, etc.)
- ☐ Short company description (25 words or fewer)
- ☐ Approved sponsor wording (“presented by [X],” “proud supporter of...”)
- ☐ Brand guidelines, if they have them (colors, clear-space rules, do’s and don’ts)
- ☐ Social-media handles to tag
- ☐ Sponsorship start and end dates
- ☐ Category exclusivity terms (confirmed in the written agreement)
- ☐ Any required approvals (some franchises/banks need corporate sign-off on logo use)
- ☐ Payment confirmation from the treasurer

File-format guidance to send sponsors: *“Please send your logo as a transparent PNG at least 1000 pixels wide, and a vector file (SVG, EPS, or AI) if you have one. Broadcast graphics appear over both light and dark backgrounds — if you have separate light-background and dark-background versions of your logo, please send both. If you only have a JPG from your website, send what you have and we’ll let you know if we need more.”*

Test every logo against your actual stream graphics before launch. A white logo on a white slide helps no one.

11. Fulfillment Checklist

Run this checklist for **every** sponsor. Keep one copy per sponsor in a shared folder. Screenshots taken as you go become your season-end report — this is the single best habit in the whole program.

Setup: - ☐ Sponsor agreement signed - ☐ Payment received (treasurer confirms) - ☐ Logo received and approved (readable on light and dark) - ☐ Broadcast graphic / slide created - ☐ Stream placement tested on a live or test broadcast - ☐ Website sponsors page updated - ☐ Sponsor link added to video description template - ☐ Welcome/thank-you social post published - ☐ Physical signage installed (when part of the bundle) - ☐ Event mentions scheduled (event sponsors)

During the season: - ☐ Screenshot of sponsor placement on an actual stream captured - ☐ Sample stream links saved to the sponsor’s folder - ☐ Scheduled social posts and newsletter mentions actually published - ☐ Any commentary mentions delivered (premium packages)

Season end: - ☐ Sponsor report completed (Section 12) - ☐ Renewal conversation scheduled 60–90 days before contract end

Who fulfills what — be clear in every agreement:

Delivered through Curling Stadium’s platform capabilities	Delivered manually by the club
Stream delivery and archiving	Selling and managing the sponsorship
On-stream graphic/slide display (as your configuration supports)	Creating sponsor graphics and slides

Delivered through Curling Stadium's platform capabilities	Delivered manually by the club
	Video descriptions and links
	Website, newsletter, and social media placements
	Physical signage
	Commentary mentions
	Screenshots, reporting, and renewals

Before selling any on-stream benefit, confirm with Curling Stadium exactly what your facility's configuration supports. Never sell a placement you haven't seen working on your own streams.

12. Measurement and Reporting

The golden rule: report only what your platforms actually show you. Use verified analytics from your streaming channel, website, email tool, and social accounts. Never estimate, extrapolate, or invent numbers. "We don't track that yet" is a perfectly professional answer.

What you can typically report:

- Number of sponsored streams and games broadcast
- Total streaming hours
- Live views and archived views (from platform analytics)
- Total video views and watch time, when your platform provides it
- Channel subscribers/followers and season-over-season growth
- Social-media reach on posts that included the sponsor (from platform insights)
- Email distribution (number of recipients of newsletters containing the sponsor)
- Website traffic to the sponsors page, if you have analytics
- Event participation (teams, players, visiting communities — you know these numbers exactly)
- Screenshots showing the sponsor's placement
- Links to example broadcasts

Season-End Sponsor Report Template

[CLUB NAME] — Season Sponsor Report Sponsor: [BUSINESS NAME] | **Package:** [LEVEL] | **Term:** [DATES]

Thank you. [One-paragraph introduction — see Section 8.]

Your season by the numbers (*all figures from platform analytics*) - Streams featuring your sponsorship: [#] - Games broadcast: [#] | Total streaming hours: [#] - Live views: [#] | Archived views: [#] | Total views: [#] - Channel subscribers: [#] (up from [#] at season start) - Social posts featuring [BUSINESS NAME]: [#], reaching [#] accounts - Newsletters featuring [BUSINESS NAME]: [#] issues to [#] recipients - Events sponsored: [EVENT NAMES], with [#] teams from [#] communities

Where you appeared (*screenshots*) [2–4 screenshots: broadcast graphic, sponsor slide, website, social post]

See it live: [2–3 links to archived broadcasts]

What your support made possible: [One honest sentence — “Your sponsorship helped fund our junior program’s travel to regionals.”]

Next season: We’d love to have you back. [RENEWAL CONTACT + DATE we’ll follow up.]

One to two pages. Screenshots and honesty beat volume every time.

13. Policies and Safeguards

Adopt these as board policy *before* selling. Simple, written rules prevent awkward conversations later. **This playbook is not legal advice** — have an attorney familiar with your state/province review your sponsorship agreement, and consult your accountant or nonprofit adviser on tax treatment (in the U.S., sponsorship revenue for nonprofits can raise UBIT questions when it crosses from “acknowledgment” into “advertising”; in Canada, similar distinctions apply for registered organizations).

Recommended policies:

- **Category conflicts:** Maintain one list of committed categories. Decide per level whether exclusivity applies, and never sell exclusivity twice.
- **Exclusivity:** Only in writing, only at defined levels, always with a defined category (“retail banking,” not “financial stuff”) and an end date.
- **Political advertising:** Decline political candidates, parties, and issue campaigns. For nonprofits this can also be a legal/tax issue — get advice before ever deviating.
- **Alcohol and gambling:** If accepted at all, exclude them entirely from junior events, junior streams, and learn-to-curl programs, and follow your local rules and governing-body policies. Check your curling association’s sponsorship guidelines.
- **Youth-event sponsorship:** Family-appropriate sponsors only; a board member reviews every junior-stream sponsor before launch.

- **Sponsor approval:** The board (or its designee) may decline any sponsorship inconsistent with club values, with no obligation to state a reason.
- **Logo quality:** The club may decline files that won't display legibly and may request replacements; launch waits until usable assets arrive.
- **Late materials:** The sponsorship term starts on the contract date regardless of when assets arrive. Late assets do not extend the term.
- **Cancellation & refunds:** Define both in writing (e.g., pro-rated refund if the club cancels; no refund for sponsor-initiated cancellation after launch). Have your adviser review.
- **Make-goods:** If the club fails to deliver a promised benefit, the remedy is a comparable substitute placement or term extension — not a cash refund — at the club's reasonable discretion.
- **Technical interruptions & schedule changes:** Covered by the contract language below.
- **Sponsor claims & legal compliance:** Sponsors are responsible for the accuracy and legality of their own content, claims, and offers. The club may decline content it believes is misleading or non-compliant.

Recommended agreement language (*have an attorney review before use*):

"Sponsor acknowledges that live-stream schedules, the number of games streamed, and technical availability may change due to weather, ice conditions, event scheduling, equipment, internet service, or platform factors beyond the Club's control. The Club will make reasonable efforts to deliver all listed benefits and, where a benefit cannot be delivered as described, will provide a comparable substitute or extend the sponsorship term. The Club does not guarantee any specific number of viewers, impressions, or business results. Sponsorship fees support the Club's programs and streaming operations."

When to call a professional: contract templates and liability (attorney) • tax treatment of sponsorship revenue (accountant/nonprofit adviser) • whether streaming sponsorships affect your coverage (insurer) • sponsorship rules for sanctioned events and junior programs (your curling governing body).

14. Ninety-Day Launch Plan

Assumes a handful of volunteers, each giving 2–4 hours per week. Adjust dates so Weeks 5–8 land 1–3 months before your season or a major event — that's when businesses are most receptive.

Roles: Board liaison (approvals, policy) • Sponsorship chair (owns the program) • Treasurer (invoicing, payments) • Streaming coordinator (graphics, placements, testing) • Marketing volunteer (website, social, newsletter) • Event chair (event-sponsor benefits) • Curling Stadium contact (confirms platform capabilities).

Weeks 1–2 — Preparation - Board approves the program, policies (Section 13), and pricing; names the sponsorship chair. (*Board liaison*) - Streaming coordinator confirms with the Curling Stadium contact exactly which on-stream placements your configuration supports, and tests one. - Chair drafts the package menu and agreement; treasurer sets up invoicing. - Fill in the Club Information Worksheet; pull current channel analytics.

Weeks 3–4 — Materials and prospecting - Marketing volunteer produces the one-page sponsor sheet (Section 9) and the tracking spreadsheet (Section 7). - Build the 20–40 business prospect list; circulate at a league night

to map member connections. - Recruit 3–5 volunteer sellers; give each 3–5 warm prospects and the Section 8 templates. - Chair approaches existing club sponsors first with the upgrade bundle (Section 4).

Weeks 5–8 — Outreach and sales - Volunteers send intro emails/make calls (weeks 5–6), hold meetings and follow up (weeks 6–8). - Weekly 30-minute check-in (or group chat) on spreadsheet status; chair helps close anything stuck. - Treasurer invoices as commitments land. Target for a first campaign: **3–6 committed sponsors**.

Weeks 9–10 — Sponsor onboarding - Collect assets with the Section 10 checklist; streaming coordinator builds and tests every graphic and slide. - Marketing volunteer updates the website and video-description templates. - Send each sponsor the thank-you message and their launch date.

Weeks 11–12 — Launch, documentation, renewal planning - Go live; capture screenshots from real broadcasts in week one (Section 11). - Publish sponsor-welcome social posts; install any bundled signage. - Chair sets renewal dates in the spreadsheet and calendars the season-end reports. - Board liaison reports results to the board; note pricing and process lessons for round two.

15. Quick-Start Version

How to Sell Your First Curling Stadium Streaming Sponsor

You don't need the whole program to get your first yes. You need one warm contact and one honest pitch.

1. **Confirm what your streams can show.** Ask your Curling Stadium contact which sponsor placements your setup supports, and test one slide or logo on a real stream.
 2. **Pick one package.** A single annual “Streaming Sponsor” offer: logo on broadcasts, a pre-game slide, website and video-description recognition. Price it modestly — [\$500–\$1,000] for most clubs.
 3. **Pick five warm prospects.** Businesses owned by members, employers of members, or the bar where everyone goes after the draw.
 4. **Have a member make the introduction.** Use the member message from Section 8. A warm intro is worth ten cold emails.
 5. **Show, don't describe.** In a 15-minute meeting, play 60 seconds of an actual stream on your phone and point to where their logo will be.
 6. **Make the honest pitch.** “Your business on every broadcast, all season, in front of the people in this community — and we'll show you exactly where you appeared.”
 7. **Confirm it on one page.** Package, price, dates, and the schedule/viewership language from Section 13. Invoice through the treasurer.
 8. **Collect the logo before you celebrate.** Transparent PNG, 1000+ px; vector if they have it.
 9. **Launch and screenshot it the first night.** Send the sponsor the link to their first broadcast with a thank-you. That message is what gets you renewed — and referred.
 10. **Announce it.** A social post welcoming your first sponsor is your best ad for sponsors two, three, and four.
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[CLUB NAME] sells, fulfills, and reports its own sponsorships; Curling Stadium provides the streaming platform. Nothing in this playbook guarantees audience size, impressions, or sponsor results, and none of it is legal, tax, or insurance advice — confirm those details with your own advisers and your platform contact.