

Promoting Your Business at Ayr Curling

Greetings from Ayr Curling!

I am reaching out to introduce you to Ayr Curling and the opportunity to promote your business and show your support of the community.

Ayr Curling is a community-focused, volunteer-run not-for-profit that offers curling lessons and leagues for youth, adults and seniors of all abilities. Our over 300 members live and work in and around Ayr and Waterloo Region. Last year we hosted 10 bonspiels and several school, business and special occasion hall rentals which means an estimated 1000 people came through our doors.

Sponsorship Options

We offer three sponsorship packages with benefits and costs to suit your needs. All our packages include an in-ice logo and exposure on our website, sponsorship poster, and Ayr Curling Centre newsletter, and the package levels build from there.

If you would prefer to offer the equivalent value in in-kind goods or services as your sponsorship, we welcome donations of bonspiel prizes and raffle items (gift cards, water bottles, clothing items, gift baskets, etc.), food for bonspiels, and discounts on services provided to Ayr Curling. And you can combine in-kind support with financial support. For example, if you are a Silver sponsor and commit to \$200 in prizes, we will recognize you as a Gold sponsor. Whatever you choose, we will work with you to reflect the overall value.

New Sponsorship Opportunity This Year

We are replacing our well-aged scoreboards, and the new ones include a panel to accommodate a sponsor's logo. As a result, 4 sponsors (one per ice sheet) have the exclusive opportunity to display their logo or advertisement prominently on the scoreboard for 5 years at a one-time \$2,000 advertisement cost, with first chance to renew. Sizing to be determined as the scoreboard design gets finalized.

To Sign Up

Please complete and send the attached agreement as soon as possible, so we can ensure you are included in next season's promotions. If you have any questions, you can contact me via email at sponsorship@ayrcurlingclub.ca (preferred) or by calling Ayr Curling at 519-632-7465 and leaving a message.

Sincerely,

Vanessa Knechtel,
Sponsorship Manager
Ayr Curling
sponsorship@ayrcurlingclub.ca or 519-632-7465

Sponsorship/Advertisement Agreement

Contact Name:

Contact Phone:

Company:

Contact Email:

Mailing Address:

Website:

City, Postal Code:

Please circle your option(s) below:

Option	Benefits	Cost
Platinum	<ul style="list-style-type: none"> ✓ Primary sponsor of a bonspiel <ul style="list-style-type: none"> ○ Invitation to say a few words at bonspiel ○ Display company signage, banner, business cards ○ Logo on flyer & invitation ✓ Thank you message on backlit roadside sign ✓ In-ice logo for entire season ✓ Two social media posts during season ✓ Logo on our website linked to your company's website ✓ Logo on sponsorship posters in Ayr Curling Centre ✓ Logo in Ayr Curling newsletter 	\$800
Gold	<ul style="list-style-type: none"> ✓ Advertising in bonspiel flyer & invitation ✓ In-ice logo for entire season ✓ Thank you post on social media ✓ Logo on our website linked to your company's website ✓ Logo on sponsorship posters in Ayr Curling Centre ✓ Logo in Ayr Curling newsletter 	\$500
Silver	<ul style="list-style-type: none"> ✓ In-ice logo for entire season ✓ Logo on our website linked to your company's website ✓ Logo on sponsorship posters in Ayr Curling Centre ✓ Logo in Ayr Curling newsletter 	\$300
Scoreboard	<ul style="list-style-type: none"> ✓ Logo displayed exclusively on scoreboard visible to entire icehouse and lounge area for 5 years. 	\$2,000
In-Kind Support	<ul style="list-style-type: none"> ✓ Promotion options will be negotiated with you and would include your company name and logo identified with prizes and bonspiel food donations along with some of the above options depending on value. 	

Please send your company logo to sponsorship@ayrcurlingclub.ca by **August 1, 2025**, in a vector format (preference to AI or EPS).

Please make cheques payable to **Ayr Curling Club**. If you would prefer to do an e-transfer, contact Vanessa Knechtel at sponsorship@ayrcurlingclub.ca or call Ayr Curling at 519-632-7465. Receipts will be sent in the fall.