



Utica Curling Club

8300 Clark Mills Road
Whitesboro, NY 13492
315-736-1724
www.uticacurlingclub.org



Advertising / Sponsorship Opportunities

The Utica Curling Club membership consists of over 300 local members. The curling season is played from October thru April, and the club is used virtually every day and night of the week during that period. An average week finds over 800 people playing, spectating, or dining at the club.

The Utica Curling Club is a not-for-profit 501 (c)(3) organization. All donations are tax deductible.

In addition to regular leagues for local members, the club hosts between six and ten local, regional, and national events on weekends during the season, bringing in up to 350 participants, spectators, and local members for these events.

The club also has a full bar and kitchen facilities where members and guests regularly enjoy pre and post game meals, as well as weekly Friday night fish fry's.

This brochure outlines the many advertising and sponsorship opportunities available to promote your business during the curling season. You'll have a wide audience of members and participants.

All curling shed advertising is for the full season from October - April.

Corporate Outings

Why not come down and enjoy our winter hospitality from October through March? Visitors are always welcome—just ask a current member or stop by during one of our many open houses (generally in October, December and March).

Bring together your employees, customers and vendors by hosting a Utica Curling Club curling outing! We can customize a curling outing package for your group or organization. We provide a unique activity in an open or closed environment for your conference or other corporate event. We help your employees learn management and team skills in a fun atmosphere. You can also raise funds for your favorite charity and awareness for your organization through our annual charity challenge.

No curling experience necessary. All equipment supplied. Season runs mid-October through March.

Visit us on the web at www.uticacurlingclub.org



In Ice Signage – (deadline late Sept.)

In Ice Signage is a permanent reminder to curlers that you appreciate their patronage. Your logo appears in the playing field beginning in October.

Your logo will be seen over 200,000 times during play on the sheet in the duration of the season.



Full Sheet In Ice Ad - two ads 36 x 24, placed in the ice, on each side of one sheet

..... **\$500** plus production costs

Half Sheet In Ice Ad - one ad 36 x 24, placed in the ice, on one side of one sheet

..... **\$300** plus production costs

Behind Hack In Ice Ads - one ad 18 x 12 directly behind the hack of each sheet

..... **\$200** plus production costs

Scoreboard Ads

Scoreboard ads are displayed on the far end of the playing sheets, and are visible to all players and spectators during the entire season.



Scoreboard Ad - 24 x 12 ad on the scoreboard

..... **\$100**

Roster Book Advertising – (deadline late Oct.)

6 x 9 book distributed to all members

Full Page..... **\$100**

Half Page..... **\$60**

Quarter Page..... **\$35**

Banner Ads

Banner ads are hung on the far side wall of the curling ice, and are also visible to all players and spectators during the entire season.



Banner On Side Wall - up to 8 square feet

..... **\$25/square foot**

Banner On Side Wall - over 8 square feet

..... **\$20/square foot**

Additional Opportunities

Event Sponsorship

The Utica Curling Club regularly hosts national and international events, offering event sponsorship with naming opportunities for your company. In addition to the mentioned club signage, sponsors receive media mentions, event tickets, corporate outings at the club, and additional advertisement visibility at the club. Information for these events will be available when the events are announced.

Event Program Book

Event program book distributed to members and event participants in the various Bonspiels - price per Bonspiel program

Full Page..... **\$100**

Half Page..... **\$60**

Quarter Page..... **\$35**

Deadline for program advertising is 4 weeks prior to each event.

Website Advertising

Details and pricing will be posted on the website.

Golf Outing

An annual golf outing offers post season advertising and sponsorship opportunities. Hole and team sponsorships are announced in March. Details will also be available on the website.



Reply Card

Yes, I am interested in advertising

In Ice Ads

- Full Sheet..... \$ 500
- Half Sheet..... \$ 300

Score Board

- Score Board \$ 100

Banners

- Up to 8 sq.ft..... \$25/sq.ft.
- Over 8 sq.ft..... \$20/sq.ft.

Roster Ads

- Full Page..... \$ 100
- Half Page \$ 60
- Quarter Page \$ 35

Program Book Ads

- Full Page..... \$ 100
- Half Page \$ 60
- Quarter Page \$ 35

Name

Address

Phone

Combine any two for a **10% discount**
Combine any three for a **20% discount**

Send to:

Peggy Rotton
18 Danbury Rd.
New Hartford, NY 13413 - (315) 797-2975