



PORT ARTHUR CURLING CENTRE

ADVERTISING & SPONSORSHIPS

2023-2024

www.pacurling.com
214 Egan St., Thunder Bay, ON P7A 2W7

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Who are we?

The Port Arthur Curling Centre (PACC) is a not-for-profit curling facility in Thunder Bay. Established in 1887 in Port Arthur, ON, the club offers programs that cater to both recreational and competitive curlers. PACC is equipped with 8 sheets of well-maintained ice and a welcoming lounge area with full bar service.



members from **5** to
over **90** years old

PACC has members of all ages and skill levels, ranging from beginners to seasoned curlers who compete at regional, provincial, national, and international levels. We take pride in fostering a welcoming environment where curlers can develop skills and forge friendships.



18% growth in
membership year over
year



6 associate leagues
with **350+** curlers

220+

evening
league
curlers

160+

mixed
league
curlers

60+

junior
league
curlers



6 bonspiels with
500+ participants

We are primarily funded through membership fees, rentals, and sponsorships. We employ a minimal staff, including our Club Manager and Ice Maker, with other operations covered by a dedicated board of directors and supported by volunteers who are committed to upholding the values of sportsmanship, fair play, and inclusivity that define the curling community.



15+ local business
team building events
each year

As we look towards the future, we are focused on continual growth. We seek to expand our membership, enhance our facilities, and increase community engagement. By fostering an inclusive community, PACC aims to inspire the next generation of curlers and contribute positively to the popularity of the sport.

Why advertise with us?

Advertise with us to sweep your business to success! If you do business in Thunder Bay, you won't want to miss this unique advertising opportunity for you to increase brand exposure, engage with a dedicated community, and support a beloved sport.

Targeted Audience

You will gain direct access to a highly engaged and loyal audience. Whether it's spectators or curlers, your ad will be visible to individuals who share a genuine interest in the sport, which can translate into increased brand recognition and customer loyalty.

Local Influence

By investing in our curling club, you will contribute to the growth and development of our local community, directly support youth programs, athlete development initiatives, and the promotion of an active and healthy lifestyle, earning you influence among potential customers.

Diverse Demographic

Curling attracts a diverse population, ranging from young professionals to retirees, who appreciate the strategic gameplay and social aspects of the sport. You will gain access to a highly engaged demographic that values quality, precision, and community involvement.

Brand Exposure

Our range of unique advertising opportunities ensures maximum exposure for your brand. From signs in our facility to logos placed under the ice surface, your business will be prominently showcased during local, regional, and even national curling events.

Community Engagement

You will engage with our members and their families through events, tournaments, and social gatherings, enabling you to create lasting connections with potential customers.

Positive Brand Association

Curling is recognized for its values of fairness, respect, and sportsmanship. By supporting our club, you will align your brand with these positive attributes, reinforcing your reputation as a socially responsible business. As players compete, your brand will be associated with their skill, dedication, and competitive spirit.

ADVERTISING

Sign Advertisements

Back Wall

\$300

5' x 18" sign to be placed on the back wall above the scoreboards.



Beam

\$350

5' x 18" sign to be placed on the rafters above the ice in front of the viewing glass.

Side Wall

\$750

3' x 6' sign to be placed on the side wall alongside sheet 8.



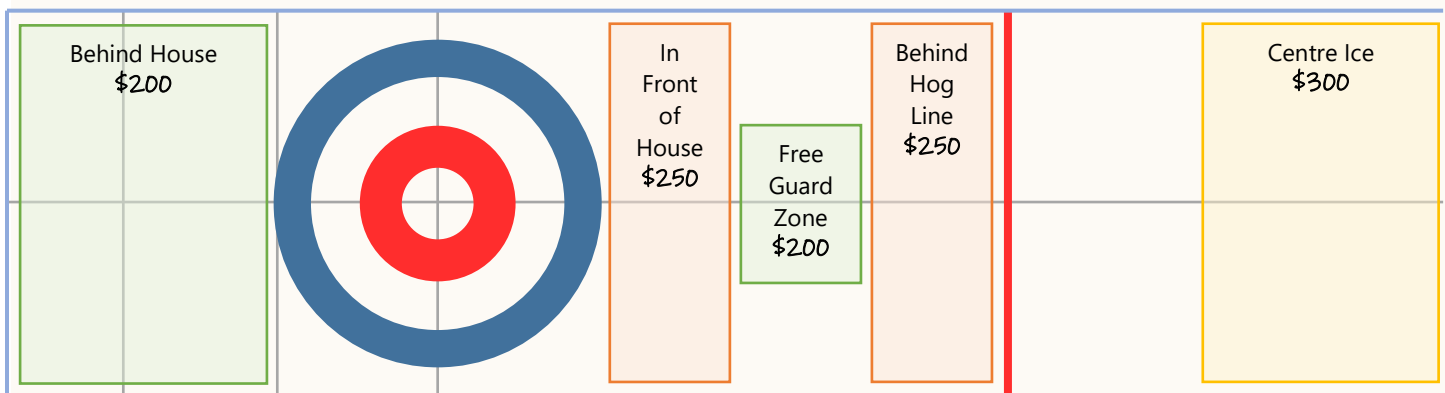
All prices are per year of advertisement. Advertisers may choose 1- or 3-year terms. A 10% discount will be applied to the per year rate for 3-year terms. Cost of graphics and production are the responsibility of the advertiser and is a one-time fee unless design changes are required. HST will be applied to all costs at the time of purchase.

ADVERTISING

In-Ice Advertisements

In-Ice Logo **\$200+**

Logo to be placed under the ice surface.
Multiple location options available at different prices, see diagram below.



Full House **\$1000+**

12' diameter full house logo to be placed under the ice surface.

Options include:

1 House – Home	\$1500
1 House – Away	\$1000
Both Houses	\$2000
Junior House	\$1200



Hog Line **\$250+**

Hog line logo to be placed under the ice surface.

Options include:

1 Across 2 Sheets (28' wide)	\$250
2 Across 2 Sheets	\$450
1 Across 4 Sheets (54' wide)	\$400
2 Across 4 Sheets	\$500

SPONSORSHIP

Facility Sponsorship

Club Title Sponsorship

\$60,000 / 3 years*

Sole title sponsorship of PACC, including naming rights and attachment of sponsor logo to the front of the building. Only one title sponsor will be named.

*price negotiable; contact PACC to discuss options

Event Sponsorship

Bonspiels

Sponsor a bonspiel hosted by PACC. Includes naming rights, logo placed on advertisements, and a team registration. Can be monetary and/or product donation.

Social Events

Sponsor a social event hosted by PACC. Includes naming rights and logo placed on advertisements. Title and table sponsorships available. Contact PACC for pricing options.

League Sponsorship

Evening League

\$400+

Title Sponsorship

\$2000

Each night is a separate league. Includes naming rights, logo placed on wall alongside sheet 8 and Evening League board, and sponsor appreciation night.

Squad Sponsorship

\$400

Logo placed on wall alongside sheet 8 and squad draw sheet. Part of donation goes to squad winnings at the end of season.

Mixed League

\$300+

Options include:

Title Sponsorship

\$1000






























Includes naming rights, logo placed on beam in lounge and Mixed League board, and sponsor appreciation night.

Squad Sponsorship

\$300

Logo placed on beam in lounge and squad draw sheet.

SPONSORSHIP PACKAGES

	Bronze \$800	Silver \$1200	Gold \$3000	Platinum \$4000
Website Advertising				
Newsletter Recognition				
Wall Advertising	 (Back Wall)	 (Beam Sign)	 (Side Wall)	 (Side Wall)
In-Ice Advertising	 (In-Ice Logo)	 (In-Ice Logo)	 (1 Full House)	 (2 Full Houses)
1 Complimentary Lounge Rental	 (choose one)			
1 Complimentary 2-hour Ice Rental with Instruction				
1 Bonspiel Team Registration (4 players, bonspiel of choice)				
1 Open League Squad Sponsorship				
1 Mixed League Team Registration (4 players)				

A LA CARTE PRICING

Location	1 Year	3 Years (per year)	Production (one-time fee)
5' x 18" Beam Sign	\$350.00	\$315.00	\$100.00
5' x 18" Back Wall Sign	\$300.00	\$270.00	\$100.00
3' x 6' Side Wall Sign	\$750.00	\$675.00	\$400.00
Behind House	\$200.00	\$180.00	*
Free Guard Zone	\$200.00	\$180.00	*
In Front of House	\$250.00	\$225.00	*
Behind Hog Line	\$250.00	\$225.00	*
Centre Ice	\$300.00	\$225.00	*
1 Full House - Home	\$1500.00	\$1350.00	\$650.00
1 Full House - Away	\$1000.00	\$900.00	\$650.00
Both Full Houses	\$2000.00	\$1800.00	\$1300.00
1 Hog Line – 2 Sheets	\$250.00	\$225.00	*
2 Hog Lines – 2 Sheets	\$450.00	\$405.00	*
1 Hog Line – 4 Sheets	\$400.00	\$360.00	*
2 Hog Lines – 4 Sheets	\$750.00	\$675.00	*
Title – Evening League	\$2000.00	\$1800.00	*
Squad – Evening League	\$400.00	\$360.00	*
Title – Mixed League	\$1000.00	\$900.00	*
Squad – Mixed League	\$300.00	\$225.00	*

*contact PACC for pricing

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