

# How To Be A Sponsor with The London Curling Club

Thank you for your interest in becoming a sponsor for the London Curling Club (LCC). Our club of 700+ members, offers you a range of choices related to both the types of sponsorship and the recommended levels of contribution.

## Why Become A Sponsor at the LCC ?

Sponsorship is an opportunity to help companies and other organizations to meet their specific marketing objectives in a unique and exciting way. Typically, sponsors are looking for ways to promote their corporate image, raise the profile of the products and/or service offerings, increase their sales and demonstrate support within their community.

## What Types of Sponsorship Opportunities Are There at LCC ?

Basically, there are two types of sponsorships: League and Event

### LEAGUES

With the LCC, we have a number of leagues as you can see on our Leagues web page. We offer leagues specific to men and women, mixed leagues, youth-oriented leagues and training leagues. Leagues range from competitive to purely recreational.

Most of our leagues feature sponsorship opportunities for full season support. Sponsorship funds help to support many of the activities within each league. As an example, leagues provide awards and recognition, as well as social events to build friendships and teamwork.

### EVENTS

The LCC is involved with many curling events that can last from 1 day to 2 weeks in length. These events are organized by LCC volunteers and provide specific groups with an opportunity to compete in special competitions.

## How Can I Sponsor a League or Event

It starts with a call or email to our club headquarters. We will assist you with the development of a sponsorship opportunity. You will be provided more detail on the process and we will set up a convenient time to meet with you.

We typically suggest that sponsors provide monetary contributions to the respective league or event, as outlined below in our contribution category recommendations. In return for your contribution, we offer a number of ways to promote your organization to our entire LCC membership.

- First, your name will appear on our LCC web site, in the sponsorship section
- Second, we will highlight your sponsorship in our LCC newsletter, Rock Talk
- Third, discounts on available LCC advertising vehicles (see advertising section on web site)
- the LCC supports your use of on-site promotional tools, subject to pre-approvals

***See our sponsorship levels on the following table...***

# SPONSORSHIP LEVELS

<i>Sponsorship Level</i>	<i>Benefits</i>
<p><b><u>Bronze Level</u></b> \$200</p>	<ul style="list-style-type: none"> <li>• Typically, a one/two day event</li> <li>• Listed on sponsorship section of LCC web site</li> <li>• Highlighted in LCC newsletter <i>Rock Talk</i></li> <li>• For event sponsorships, display of sponsor-supplied sign</li> <li>• <b>5%</b> discount off any advertising option(s)</li> </ul>
<p><b><u>Silver Level</u></b> \$500</p>	<ul style="list-style-type: none"> <li>• Listed on sponsorship section of LCC web site</li> <li>• Highlighted in LCC newsletter <i>Rock Talk</i></li> <li>• For event sponsorships, display of sponsor-supplied sign</li> <li>• <b>10%</b> discount off any LCC advertising option(s)</li> </ul>
<p><b><u>Gold Level</u></b> \$750</p>	<ul style="list-style-type: none"> <li>• Listed on sponsorship section of LCC web site</li> <li>• Highlighted in LCC newsletter <i>Rock Talk</i></li> <li>• For event sponsorships, display of sponsor-supplied sign</li> <li>• <b>15%</b> discount off any LCC advertising option(s)</li> </ul>
<p><b><u>Platinum Level</u></b> \$1,000 +</p>	<ul style="list-style-type: none"> <li>• Listed on sponsorship section of LCC web site</li> <li>• Highlighted in LCC newsletter <i>Rock Talk</i></li> <li>• For event sponsorships, display of sponsor-supplied sign</li> <li>• <b>20%</b> discount off any LCC advertising option(s)</li> <li>• full year display of LCC-approved &amp; supplied wall advertisement</li> </ul>

\* Note that products or services that may be donated 'in-kind' can be a portion of the value donated.