

RIDEAU CURLING CLUB
SPONSORSHIP and SPECIAL FUNDING

SPONSORSHIP POLICY

POLICY: The Rideau Curling Club, in return for sponsorship dollars or in-kind contributions will provide visibility among members and within the Club, of the sponsor's name, products and services, while maintaining a consistent look and feel of advertising within the Club. Revenue received from sponsors will be allocated to the general revenue fund unless it is earmarked for a specific project by the sponsor and agreed to by the Board, on the recommendation of the Director of Sponsorships and Special Funding. In-kind sponsorships may be similarly acknowledged.

RATIONALE: Sponsorship revenue is important to the Rideau Curling Club. Sponsors require a return on their investment and all sponsors must be treated consistently and equitably in terms of their investment. The Rideau is committed to fairness in the application of its policies.

Sponsor Levels and Benefits: Unless mutually agreed, sponsorships will be renewed annually and existing sponsors will have first-right for renewal.

Platinum: \$2,000 +. Platinum sponsors will be offered an ad in the printed members' directory; a very large logo (size to be determined) on the club website (if it is developed, the logo will scroll every 10 seconds), with a quick link to their site; specific mention in every second edition of the Rideau CC electronic newsletter; a 1ft x 2ft sign on one of the two spaces reserved for advertising on a scoreboard and title sponsorship to key Rideau events. A title sponsor will be offered the opportunity to display/demonstrate its products or services at the title event, hand out business cards, have its logo on promotional material for the event and may be granted product exclusivity at the event subject to Board approval.

Gold: \$1,200-\$1,999. Gold sponsors will be offered an ad in the printed members' directory; a large logo (size to be determined) on the club website (if it is developed, the logo will scroll every 20 seconds), with a quick link to their site; specific mention in every fifth edition of the Rideau CC electronic newsletter; and decals in the ice surface.

Silver: \$800-\$1,199. Silver sponsors will be offered an ad in the printed members' directory; a medium logo (size to be determined) on the club website with a quick link to their site; specific mention in every tenth edition of the Rideau Newsletter; and a 2ft x 1.5ft sign in the lobby.

Bronze: \$400-\$799. Bronze sponsors will be offered an ad in the printed members' directory, a small logo (size to be determined) on the club website with a quick link to their site, and a 1ft x 1.5ft sign in the lobby.

Notes:

Product exclusivity may be granted to major sponsors for events or the season, subject to Board approval, on the recommendation of the Director of Sponsorships and Special Funding.

Title Sponsorship may be awarded to non platinum sponsors for specific key events with Board approval, on the recommendation of the Director of Sponsorships and Special Funding, in exceptional circumstances, such as attracting a new sponsor or in one year of a multi-year commitment.

Negotiable Benefits. Sponsors may be allowed to add and subtract from the foregoing benefits consistent with the foregoing value parameters. For, example product exclusivity may be substituted for signage with approvals. Also they may opt for lower level sponsor benefits in lieu of their entitlements, if they so choose. For example, a gold sponsor may opt for signage instead of decals in the ice or a platinum sponsor may opt only for title sponsorship and associated benefits.

Key Events include the Rideau Cash Spiel, the Rideau Mixed Spiel, the Club Championships, and the Rideau Golf Tournament. Funding provided to the key events is a separate issue not necessarily linked to the actual funding provided by a title sponsor and requires Board approval.

Multi-year Commitments. The following discounts are available for multi-year commitments: 10% for two years, 15% for three years and 20% for five years.

PROCEDURE: The Director of Sponsorship and Special Funding will offer every potential sponsor the opportunity to enter into an agreement to be a platinum level sponsor in return for the benefits provided. Traditional platinum sponsors will be offered right of first renewal to their key events and new platinum sponsors will be awarded the Key events by the Board, on the recommendation of the Director of Sponsorships and Special Funding.

The Director of Sponsorship and Special Funding will contact existing sponsors before the commencement of each curling season to confirm their continued participation. All sponsorships shall be gratefully accepted and awarded the benefits consistent with their contribution. The Club will actively promote and use our sponsors' products and services to the maximum extent possible.