



SPONSORSHIP OPPORTUNITIES

2026-2027 SEASON

Connect your brand with Lethbridge's curling community.
Flexible opportunities. High visibility. Strong local engagement.

Ryan Vaughan | General Manager
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WHY PARTNER WITH LCC?

Curling is “Canada’s Other Winter Sport,” with over one million active curlers. It is a sport built on skill, dedication, perseverance and strategy.

More than **1,100 curlers** come through our doors on a weekly basis. Our members are a loyal group who are proud of their sport, support our sponsors, and become familiar with sponsor brands through club activity and social media.

Our membership is approximately **60% male and 40% female**, with more than 60% of members in the **30-55 age demographic**.

WE CAN CUSTOM DESIGN A SPONSORSHIP PROGRAM TO FIT YOUR BUSINESS GOALS AND BUDGET.

1,100+
weekly curlers

LOCAL
community reach

YEAR-ROUND
select visibility

Your support helps us continue to deliver curling programs, leagues, bonspiels and community experiences at the Lethbridge Curling Club.

IN-ICE SPONSORSHIP

Put your brand directly into the playing surface with custom-designed houses and hog lines. These placements create a distinctive visual presence throughout the curling season.

OPPORTUNITY	SIZE	LOGOS	1 YEAR	3 YEAR*	PRODUCTION
Custom House	12'	2	n/a	\$1,900	\$1,000
Custom Hog Line	16' x 4"	2	n/a	\$500	\$300
Scoreboards	11" x 8'	1	\$500	\$500	\$100 / INC.
Wall Banners	4' x 8'	1	\$2,500	\$2,500	\$250 / INC.

Placement notes

- Custom House: custom-designed house at both ends.
- Custom Hog Line: custom-designed hog lines at both ends.
- Scoreboards: highly visible, year-round exposure.
- Wall Banners: highly visible, year-round exposure; a popular option.

MAKE A STATEMENT ON THE ICE.

FACILITY VISIBILITY

Build recognition with prominent sponsor placement inside the Lethbridge Curling Club.

WALL BANNER SPONSOR

- High-visibility premier placement
- 4' x 8' custom signage
- Social media exposure
- No-charge private Learn to Curl session and lounge rental

SCOREBOARD SPONSOR

- High-visibility premier placement
- Custom signage

WALL BANNER \$2,500 1 year or 3 year	SCOREBOARD \$500 1 year or 3 year
Production: \$250 (1 year) Included with 3-year term	Production: \$100 (1 year) Included with 3-year term

HIGH VISIBILITY. STRONG LOCAL BRAND PRESENCE.

SPECIALTY SPONSORSHIPS

LEAGUE SPONSORS

Naming rights • Logo on League Champion Awards • Logo on League Board • Social media exposure • Weekly club announcement recognition

JUNIOR PROGRAM SPONSOR

Naming rights • Logo on hoodie supplied to each curler • Social media exposure • Weekly club announcement recognition

BONSPIEL TITLE SPONSORS

Naming rights • Signage on site • Social media exposure • Announcement recognition • Logo on promotional and advertising goods • Invitation to banquets and events • Co-sponsorships available by agreement

BONSPIEL BOOSTER / PRIZE SPONSORS

Platter Sponsor • Prize Sponsor • Jug Sponsor • Snack/Food Sponsor

BONSPIEL BOOSTER SPONSORSHIP CAN BE CASH OR IN-KIND PRIZING.

SPONSORSHIP PRICING

LEAGUE	PRICE
Junior Program	SOLD
Monday Open	\$1,000
Tuesday Men	\$1,000
Wednesday Open	\$1,000
Thursday Men	\$1,000
Sunday Open	\$500
Monday Stirling	\$500

BONSPIEL	TITLE	BOOSTER
Mens Shirtsleeve	\$1,500	\$500
Ladies Bonspiel	\$1,000	\$300

Important notes

- In-ice logo order deadline: July 15.
- Material approval for all in-ice logos: August 1.
- Multiple sponsors on sheets will be non-competing.
- 3-year term sponsors cancelling prior to the end of term will be charged production.
- New production is at the sponsor's expense.

WE CAN CUSTOMIZE YOUR SPONSORSHIP TO SUIT YOUR NEEDS.

Ready to discuss sponsorship?

Ryan Vaughan, General Manager

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