

Oilfields Curling Club (OCC) is proud to present advertising options at our facility in Diamond Valley, Alberta (formerly Black Diamond).

Advertising options include:

- Wall Sign
- Scoreboard Sign
- In Lounge TV Advertising
- Event Advertising
- In-Ice Advertising

## Why Should you advertise at Oilfields Curling Club?

Our facility has 4 sheets of ice, and 2 floors with viewing space at the home end of the sheets. We have wall to wall windows that provide a complete view of all 4 sheets, so any advertising would be very visible. We have 160 curlers who curl 1 – 4 times a week, with over 5,000 visits to the club during a season. A curling game is typically 8 ends and each sheet of ice will have many curlers travelling up and down the sheet during the course of a game. In-Ice and Wall / Scoreboard advertising is always visible to our players.

OCC is a registered non-profit organization. Our curlers are ages 7 – 87. They reside in the local area including Diamond Valley, Longview, Priddis, Millarville, Okotoks, Calgary and Foothills County. They are potential or present customers and create a great regional advertising opportunity.

We have hosted regional and provincial events, including the Curling Alberta Playoff Events, which provided province-wide coverage and included live-streaming of games on YouTube. We also host club bonspiels and other private events throughout the season and these all increase your audience.

We will acknowledge your business on our website at [www.occurling.com](http://www.occurling.com) and in our lounge with visibility on our TV's.

## Wall Signs

Display a wall sign beside the curling sheet. Signs can be up to 2 feet x 8 feet. Signs are visible from the playing surface as well as our lobby and our lounge.

We have a local supplier who can help you make a sign.

Cost is \$400 per season plus your initial cost to create the sign.



## Scoreboard Sign

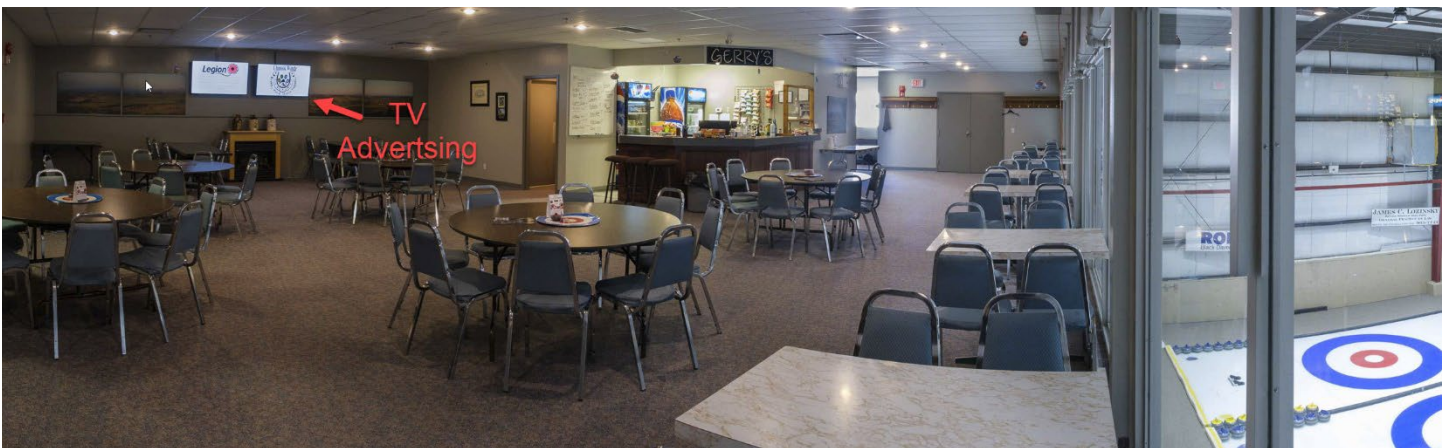


Display a sign on one of our **four** scoreboards. These are premium spots to advertise. Signs can be up to 2 feet x 8 feet. We have a local supplier who can help you make a sign.  
Cost is \$500 per season plus your initial cost to create the sign.

*Note that the Scoreboard Sign option is only available when one of the current sponsors does not renew or changes to another option.*

## In Lounge TV Advertising

We continually display advertising on a pair of large TVs in our lounge. This advertising is very visible for everyone who visits the lounge. We offer sponsors season long visibility on the TVs for a cost is \$150. You can provide the graphics and/or we can help you create something.



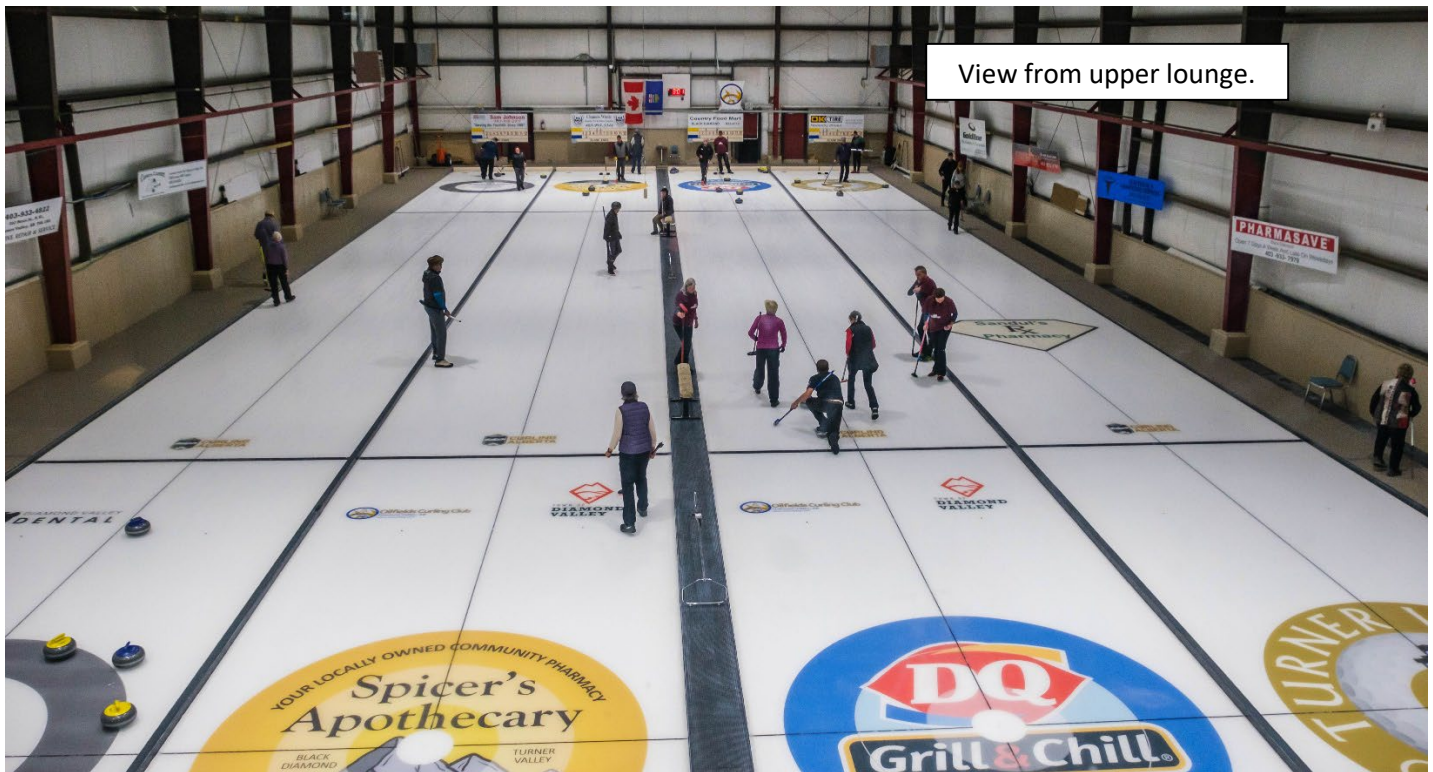
## Event Sponsorship

When we host special events and bonspiels we look to local businesses to help fund the event and contribute prizes and auction items. We acknowledge the generosity of these sponsors on our event webpage and in any literature that is published for the event.

We also display ads for these sponsors on our lounge TVs for the duration of the event. You can provide the graphics and/or we can help you create something.

## In Ice Advertising

We have opportunities for In-Ice advertisements where logos/ads are placed in the ice. The photo below shows some examples. In-Ice advertisements can only be placed in position when our ice is installed at the beginning of each curling season in September so we need commitments in the spring so that we can have logos designed and printed by August.



We have listed the In-Ice opportunities below. Please send us an email to [oilfieldscadvertising@gmail.com](mailto:oilfieldscadvertising@gmail.com) if you would like to inquire about these and other advertising opportunities.

Item	Explanation	Cost Options
<b>Custom House Rings</b> Positions A & G	Custom mesh house rings designed with your logo and colours. Prices are quoted for curling rings at <b>both ends</b> of a curling sheet	<b>\$800 per year</b> 1st year for <b>\$400 + initial printing</b> 3 Years for <b>\$2,000 + initial printing</b> 5 Years for <b>\$3,600 + initial printing</b> (printing is approx. \$925)
<b>Inside &amp; Outside Hog Line Logo</b> Positions B,C, E,F	Mesh decals printed with your logo / design. Size is 4ft wide x max 3ft tall. <i>If you would like to have 2 or more in-ice logos talk to us about a discount.</i>	<b>\$400 per year</b> 1 <sup>st</sup> year <b>\$300 + initial printing</b> 3 Years for <b>\$1,100 + initial printing</b> 5 Years for <b>\$1,900 + initial printing</b> (printing is approx. \$135)
<b>Centre Ice Logo</b> Position D	Large mesh decal printed with your logo / design. Size is 10ft wide x max 10 ft tall.	<b>\$800 per year</b> 1st year for <b>\$400 + initial printing</b> 3 Years for <b>\$2,000 + initial printing</b> 5 Years for <b>\$3,600 + initial printing</b> (printing is approx. \$575)


# Oilfields Curling Club Advertising Options

- GST will be added to advertising and printing costs
- Final printing cost will be determined at the time of design, and it is a one-time charge. Logos can be re-used each year. Design is not expected to increase cost, smaller than maximum size logos can reduce printing costs.
- In Ice logo positions (as shown below) are sold on a first come first served basis
- Multi-year pricing allows you to lock in a price. We expect that these prices will increase in subsequent years.

Oilfields Curling Club would prefer 3 or 5 year commitments. We ask for a commitment by March/April, with final design and approval by end of June. This allows time to prepare the in-ice logos for ice installation mid-September.

The diagram on the next page shows that layout of the various In-ice options and the chart below allows you to select the position option(s) you prefer.

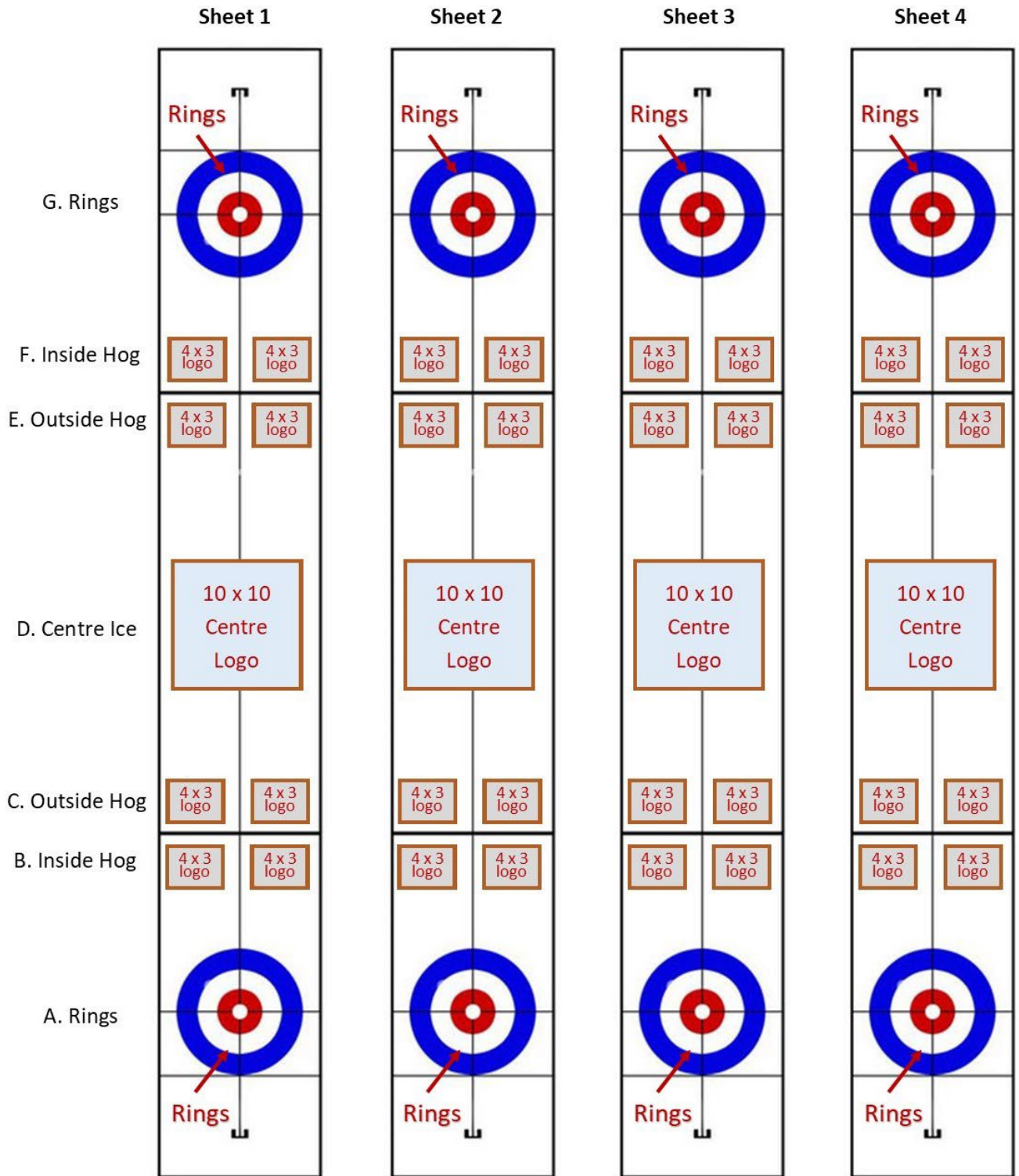
Position	Sheet 1		Sheet 2		Sheet 3		Sheet 4	
A. Clubhouse End Rings	1A		2A		3A		4A	
B. Inside Hog 4 x 3 Ft Logo	1BLeft	1BRight	2BLeft	2BRight	3BLeft	3BRight	4BLeft	4BRight
C. Inside Hog 4 x 3 Ft Logo	1CLeft	1CRight	2CLeft	2CRight	3CLeft	3CRight	4CLeft	4CRight
D. Centre Ice 10 x 10 Ft Logo	1D		2D		3D		4D	
E. Inside Hog 4 x 3 Ft Logo	1ELeft	1ERight	2ELeft	2ERight	3ELeft	3ERight	4ELeft	4ERight
F. Inside Hog 4 x 3 Ft Logo	1FLeft	1FRight	2FLeft	2FRight	3FLeft	3FRight	4FLeft	4FRight
G. Scoreboard End Rings	1G		2G		3G		4G	

 *These options have been sold for the coming season*





## Scoreboard / Far End



## Clubhouse End

*\*All dimension shown in feet*

## Design Rules

1. All designs must be approved by OCC and OCC will handle ordering of the in-ice advertising. Cost of the printing will be invoiced to the customer by OCC. OCC will work closely with the customer and with the print supplier. Designs must be approved by the customer and OCC before printing.
2. In-Ice ads can be text only, logo only, or logo and text.
3. Advertising locations are provided on first come, first served basis. OCC will make best efforts to ensure separation of business competitors in the approval process.
4. The curling house rings are important to the game of curling. Any design must allow for a 1" centre pin, and visual demarcation circles for a 20" button, the 4', 8' and 12' circles.
5. All printed mesh logos and house rings will be stored at the OCC facility during the off season.