



Oilfields Curling Club – In Ice Logo Options

Oilfields Curling Club (OCC) is proud to present in-ice advertising options at our facility in Diamond Valley, Alberta (formerly Black Diamond). We have opportunities for In-Ice advertisements beginning in Sept 2023 for the 23-24 curling season.

In-Ice advertisements can only be placed in position when our ice is installed at the beginning of each curling season. We hope to have advertising commitments in the March/April 2023 timeframe. Work on designs with the customer and printing supplier will continue with final approvals due Aug 4th, 2023. This will allow time to have all logos printed in time for the ice installation in mid-September 2023.

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 140 curlers who curl 1 – 4 times a week, with over 4,000 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. Imagine a curling shot called to stop at your in-ice logo!

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 2022 Curling Alberta Mixed Championships, 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 and in our lounge with visibility on our TV's.





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We have listed the In-Ice opportunities below. Please send us an email to oilfieldscadvertising@gmail.com if you would like to inquire about these and other advertising opportunities. You can also visit <https://www.occcurling.com/sponsorship-options.html> for more information, including current pricing.

Item	Explanation	Cost Options
Custom House Rings Positions A & G	Custom mesh house rings designed with your logo and colours. Prices are quoted for curling rings at both ends of a curling sheet	\$800 per year 1st year for \$400 + initial printing 3 Years for \$2,000 + initial printing 5 Years for \$3,600 + initial printing (printing is approx. \$925)
Inside & Outside Hog Line Logo 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>	\$400 per year 1st year \$300 + initial printing 3 Years for \$1,100 + initial printing 5 Years for \$1,900 + initial printing (printing is approx. \$135)
Centre Ice Logo Position D	Large mesh decal printed with your logo / design. Size is 10ft wide x max 10 ft tall.	\$800 per year 1st year for \$400 + initial printing 3 Years for \$2,000 + initial printing 5 Years for \$3,600 + initial printing (printing is approx. \$575)

- 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 April 2023, with final design and approval by Aug 4th 2023. The printer will have time to provide the in-ice logos for ice installation mid-September 2023.

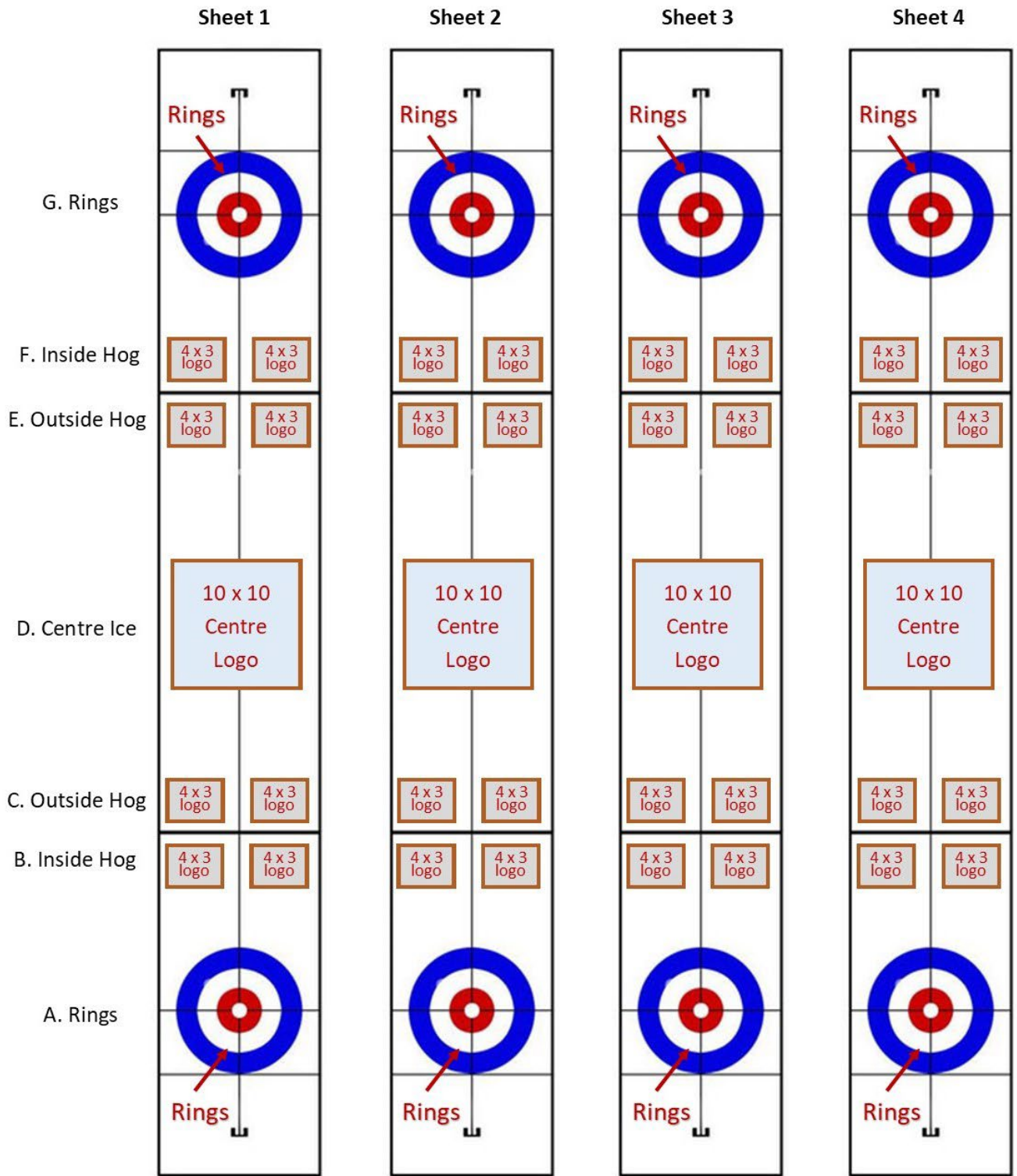
The diagram on the next page shows that layout of the various In-ice options and the chart below allows you to select the position option(s) you prefer.

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	



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Scoreboard / Far End



Clubhouse End

**All dimension shown in feet*

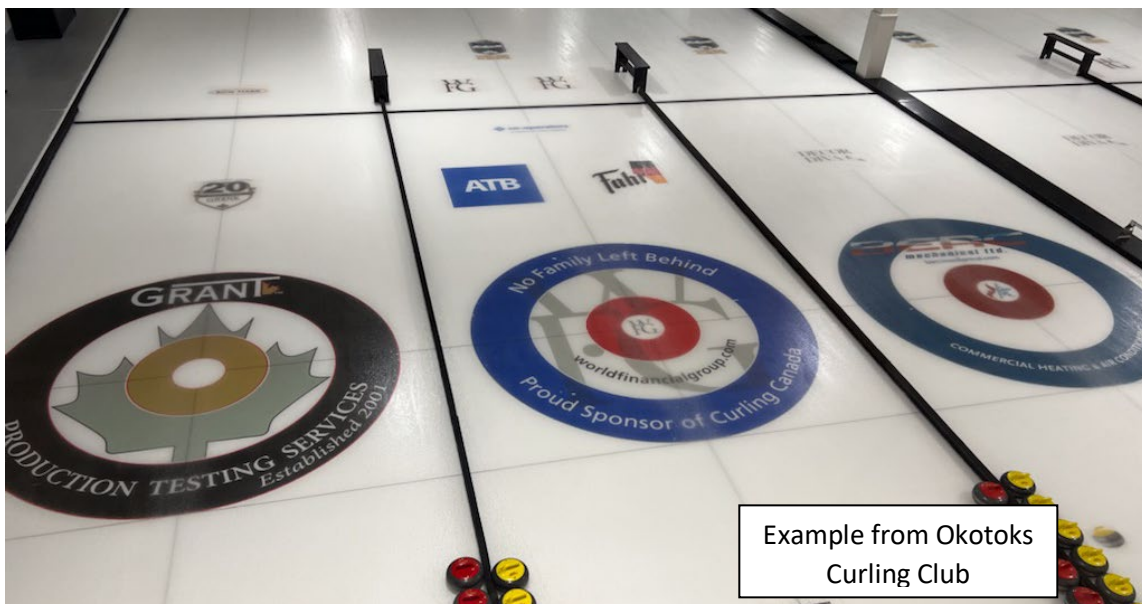


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Design Rules

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.

Examples





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Examples of curling house rings from other clubs

