



### ***Eau Claire Curling Club: 2024-25 Advertising and Sponsorship Opportunities***

The Eau Claire Curling Club (ECCC) is pleased to offer local businesses the opportunity to broaden their visibility to a diverse population from the Chippewa Valley. We have multiple advertising options at various price ranges. Advertisement options include ads on the wall, in our ice, and on our streaming service. All options include a free ad on our website, unless otherwise stipulated. We encourage our membership to patronize those who support curling in general and the ECCC specifically.

Our membership, while primarily from the city of Eau Claire, extends to Menomonie, Colfax, Elk Mound, Chippewa Falls, Altoona, Fall Creek, Fairchild, Eleva, and Mondovi. Members range in age from 12 to beyond retirement as curling is a sport that can be enjoyed for a lifetime. Occupations reflected in our membership are quite diverse including private business owners, educators, engineers, architects, plumbers, medical professionals, electricians, private and public employees, students and others. We had over 300 members during the 2023-2024 season, and anticipate having similar membership for the 2024-25 season.

In addition, the club supports numerous business, social, and educational groups who regularly hold special demonstration/trial sessions during the season. We hold Learn to Curl sessions open to the public. Preparations are currently underway for three bonspiels, including the 2024 Metropolis Open Junior Bonspiel, the 2025 Eau Claire Open Bonspiel, and the 2025 Newbie Bonspiel. Eau Claire Curling Club will also host a stop on the 2024 Can-Am Tour, which is a joint venture between USA Curling and Curling Canada for a three-week tour-style event, this year being hosted in the Upper Midwest. And new for the 2024-25 season, the club will begin hosting drop-in open curling some Saturdays, which will be widely advertised and open to the public. Our hope is to provide low stake opportunities for individuals wanting to try curling the chance to give this sport a try without the stress of signing up for a league. These events bring hundreds of curlers through our club and generate thousands of views on our streaming service.

Advertisements will be visible from October through March. You will only need to provide an image for the advertisement, and ads are renewable yearly.

#### **New for the 2024-25 Season: Streaming Advertising**

ECCC offers live streaming and playback options of all league games and club-led bonspiels. During the 2023-2024 season, there were over 34,700 streams of ECCC-hosted curling matches.

For further information about any options listed, email ECCC board members Josh Bach-Hanson ([joshua.hanson@wisc.edu](mailto:joshua.hanson@wisc.edu)) or Brad Hetschel ([brad.hetschel@hotmail.com](mailto:brad.hetschel@hotmail.com)).

## In-Ice Advertising Options

In-ice advertising is highly visible. A 20% discount on the price of a rotating streaming ad can be added to any in-ice advertisement purchase. See diagram<sup>1</sup> below for advertising locations.<sup>2</sup>

### (A) Behind Hacks (\$500)

- Four advertisements available
- Includes an advertisement behind each hack on one sheet (two locations in ice)

### (B) Large Ad between Sheets (\$800)

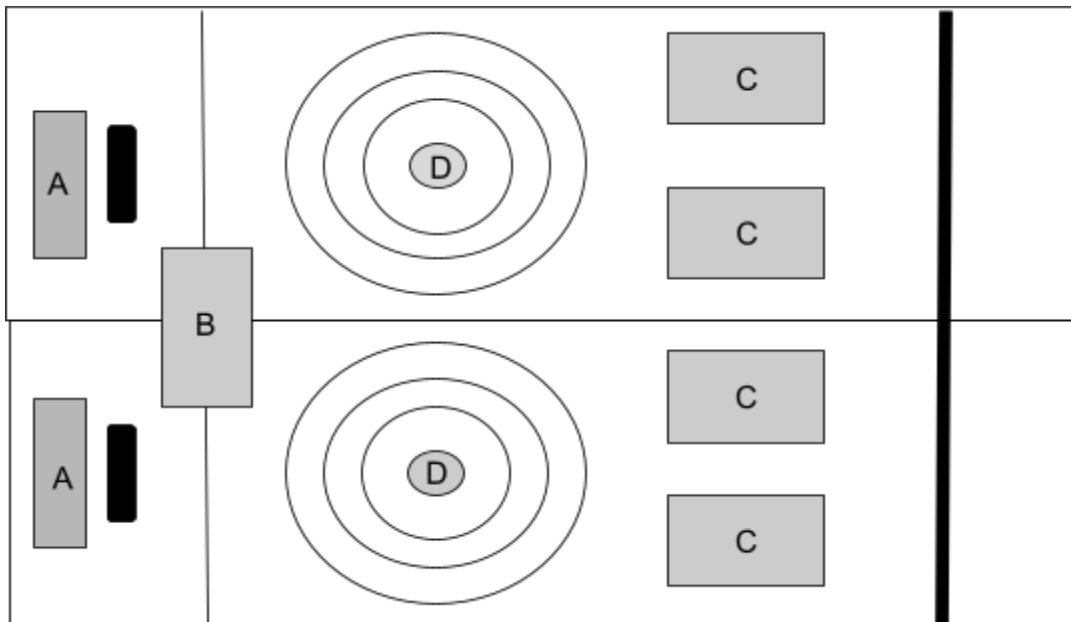
- Three advertisement placements available
- High visibility from clubhouse

### (C) - Medium Sized Ad between house and hog line (\$600)

- Eight advertisements available
- Includes one ad on each end of the sheet (two on-ice spots)

### (D) Button (\$800)

- Four advertisements available
  - Includes ads on each button of a single sheet
- Highest visibility with on-ice cameras and streaming
- 10% discount for exclusive streaming option



<sup>1</sup> Diagram depicts half of a curling sheet. All placements, except option B, will also be on the opposite side of the ice. While two sheets are shown in diagram, ad prices are for placements on one sheet.

<sup>2</sup> Exact location within a category will be decided based on number of ads sold and visual balance. Determination will be made at time of installation.

## Wall Advertising Options

Wall advertising is hung inside the curling ice area, and is highly visible the entire season.

### **Garage Door Advertisement (\$1,000)**

Our garage door advertisement is the largest and **most exclusive** ad space we offer. The ad posted on the garage is inside the curling area between sheets B and C and faces the clubhouse. Only one garage door ad is offered each year. A 20% discount on the price of a rotating streaming ad can be added with the purchase of a garage door ad.

### **Wall Advertisements**

We offer several sizes of wall advertisements for purchase. Wall advertisements can be purchased for either the side walls of the ice area, or the scoreboard walls of the ice areas. Scoreboard wall advertisements are limited by space, may have visibility on streams and are highly visible from the clubhouse.

#### **Side Wall Advertisements**

- **\$200:** 4' x 2' printed ad that is hung on the **side walls** of the curling ice area.
  - \$50 discount available for non-profit organizations.
- **\$300:** 4' x 4' printed ad that is hung on the **side walls** of the curling ice area.

#### **Scoreboard Wall Advertisements**

- **\$400:** 4' x 2' printed ad that is hung on the **scoreboard wall** of the curling ice area.
- **\$600:** 4' x 4' printed ad that is hung on the **scoreboard wall** of the curling ice area.

## Streaming Ad Options

ECCC now has the capability to include ads on our streams. We stream all games, including league, bonspiels, and competitive tournaments. During the 2023-24 season, games streamed totaled just under 35,000 views.



### ***Non-Rotating, Single Sheet (\$1,000)***

Only two available, this option will feature your logo on a single sheet for the entire season. If the same advertiser also purchases a button ad (option D, in-ice ad section), a 10% discount will be applied to the total cost of ads, for a discounted total price of \$1,800 for both ads.

### ***15-minute Rotational Ad (\$250)***

Eight 15-minute rotational ads are available. Ad will be featured for a 15 minute interval on a single sheet throughout the season. Ads will loop throughout the stream on a single sheet.

### ***2-minute Rotational Ad (\$100)***

Similar to the 15-minute ad, but unlimited number available & rotates every two minutes. Ads will loop throughout the stream on a single sheet.