

Schedule B –

Presenting Sponsor – Beer Company \$20,000

2023 Pan Continental Curling Championships Kelowna, BC

Rights and Benefits

Rights

1. Customized opportunity
2. Product / service exclusivity in the beer category (does not include TV spot inventory within any telecasts or player cresting).
3. Promotional right, within your product/service category to use the 2023 Pan Continental Curling Championships name and event logo in your own marketing, advertising and communication programs. All materials on which the name and/or event logo are used must be pre-approved by the Host Committee.
 - a. Sponsors are not permitted to use the official event name or logo on any merchandise of any kind, clothing or otherwise, including promotional hard and soft goods unless purchased through the Kelowna Curling Club in partnership with the World Curling Federation. For logoed product and pricing information please contact:
Jock Tyre
Kelowna Curling Club
551 Recreation Avenue
Kelowna, BC V1Y 3S7
1-250-762-3112
4. Opportunity to promote yourself as the “Official Beer” of the 2023 Pan Continental Curling Championships via your social media (website, Facebook, Twitter), Host Committee to provide content as available.
5. Any sponsor that wishes to involve a third party into a promotion must contact the Host Committee in advance of any presentations, discussions or agreements being made. The World Curling Federation must approve these promotions.
6. Opportunity to provide promotional material to be included in the competitors’ gift bag.
7. Opportunity to speak at one of the Events. (Opening Ceremonies, Reception or Banquet).

Customized Benefits

1. _____ beer will be served exclusively in the following areas from

In-camera / In-venue Branding

1. Your brand and messaging on 2 static single advertising ice level rinkboards at the 2023 Pan Continental Curling Championships strategically placed with 1 on either side of the playing surface
 - a. Location and positioning is 1 of the 4 rinkboard positions referred to as *Main Sponsor 1 (green positions)* in the layout attached.
 - b. Rinkboards will be co-branded with the Province of BC
 - c. 3.7m x 0.76m (12’ x 30” high)

Initialed by: Sponsor _____ KCC _____

On-site Branding, Marketing and Communications

1. Logo integration on the 2023 Pan Continental Curling Championships official media backdrop.
 2. Logo integration on the 2023 Pan Continental Curling Championships official interview backdrop.
 3. Full colour logo on the sponsor recognition board at the 2023 Pan Continental Curling Championships.
 4. Logo / brand recognition as part of the sponsor logo loop that will run on the 2 TV advertising screens in the Kelowna Curling Club during the Event.
 5. Integration of your logo on any print materials produced for the 2023 Pan Continental Curling Championships.
 - a. Materials could include a poster and / or brochure.
 6. Corporate logo with your link to your organization's website on the Official 2023 Pan Continental Curling Championships Event website.
 7. Full page, full colour advertisement in the Official On-line Program.
 - a. Sponsor to provide camera-ready artwork based on the specifications provided by the Host Committee
- *All creative materials supplied through your sponsorship or using the Event name or logo cannot conflict with any sponsor exclusivities or event operations (entertainment, food and beverage sales) and must be approved by the Event.*

VIP Program

1. Six (6) Full Event Reserved Upper Level ticket packages for the 2023 Pan Continental Curling Championships including individual tickets for each draw.
2. Four (4) Full Event General Admission ticket packages for the 2023 Pan Continental Curling Championships including individual tickets for each draw..
3. Ten (10) passes providing access to the VIP lounge during the Event for complimentary light snacks and drink.
4. Four (4) tickets for the Reception on Thursday, November 2, 2023 at the Kelowna Curling Club.
5. Four (4) tickets for the Closing Banquet on Saturday, November 4, 2023 at the Kelowna Curling Club.
6. Ten (10) Official Event pins.

Initialed by: Sponsor _____ KCC _____