

**Schedule B –**

**Wine Sponsor - \$7,000**

**2023 Pan Continental Curling Championships Kelowna, BC**

**Rights and Benefits**

Rights

1. Customized opportunity.
2. Product / services exclusively in the wine 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 Wine” of the 2023 Pan Continental Curling Championships via your social media (website, Facebook, Twitter), Host Committee to provide content as available.
5. Opportunity to provide promotional material to be included in the competitor’s gift bag.
6. 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.

Customized Benefits

1. \_\_\_\_\_ will be served exclusively in the following areas from Saturday, October 28, 2023 to Saturday, November 4, 2023 inclusive.
  - a. On-ice “Party Zone” at the Kelowna Curling Club
  - b. Upstairs bar at the Kelowna Curling Club
  - c. Reception – Thursday, November 2, 2023 in the Kelowna Curling Club
  - d. Banquet – Saturday, November 4, 2023 at the Kelowna Curling Club
    - i. Host Committee and Sponsor to agree on mix of product offering.

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2. \_\_\_\_\_ will be recognized as the Wine Sponsor of the Party Zone
  - a. Recognitions as Wine Sponsor in any reference to the Party Zone in Host Committee controlled communications.
    - i. Could include print ads, social media, radio promotions
    - ii. MC announcements in the Party Zone during the Event
    - iii. Any printed guides, handbooks and programs
3. \_\_\_\_\_ will have the opportunity for on-site sampling during the Event (within BC liquor regulations) – number of occasions and locations to be agreed by the Host Committee and Sponsor.
4. \_\_\_\_\_ will have the opportunity to provide logo'd glasses to be used for wine sales.
5. \_\_\_\_\_ will have the opportunity to provide display / décor items / POS materials for display in the Party Zone
  - a. These items will need to compliment the décor of the venue and be approved by the Host Committee.

#### In-camera / In-venue Branding

1. 2023 Pan Continental Curling Championships
  - a. 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
    - i. Location and positioning is 1 of the 4centre board positions referred to as "LOC" on the attached diagram called Annex 2

#### On-site Branding, Marketing and Communications

1. Full colour logo on the sponsor recognition board at the 2023 Pan Continental Curling Championships.
  2. 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.
  3. 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.
  4. Corporate logo with your link to your company website on the Official 2023 Pan Continental Curling Championships Event website.
  5. One-half (1/2) 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.*

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VIP Program

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

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