



Advertise with the YK Curling Club!



Why advertise at the YK Curling Club?

Curling is an inclusive sport ranging in age from as young as 5 to seniors 90+ of any gender or background. Sponsoring the Yellowknife Curling Club with your companies advertising helps keep the sport of curling alive in our community. Curling is a social winter sport that helps many people stay physically and mentally well during the cold months. By advertising in the YKCC you will be choosing to sponsor a well loved sport in our community.

Installing ads in the Yellowknife Curling Club is a great way to promote your business. In addition to our 300 + members that use the facility regularly we also have special events as well as lounge and rink rentals, giving your business a good deal of exposure every week. Our lounge features wall to wall windows to view the rink area, giving your ad exposure even to those who don't go into the rink area.

How to get your ad displayed:

Sponsor ads are billed per curling season eg: May 2022 to April 2023. You give us a vector file of your logo and fill out the advertising form with information that you want included with your ad- if any. We will get it printed, adding the printing cost to your invoice. Your sign will last for many years making it easy to renew your advertisement each spring if you wish. After the ad is printed, we install it in the curling rink and on our website after your company has paid the ad space seasonal fee which covers the time between May 1st or the start of the curling season (October) to April 30th when the curling season is over each year.

Advertise in three easy steps:

1. Fill out the advertising form

Return the form by: giving it to the person who gave it to you, email it to manager@yellowknifecurling.com or mail it to the Yellowknife Curling Club
PO Box 2002 Yellowknife, NT X1A 2P5

2. Provide a vector file of the logo or ad

This is needed so that the ad can be printed and added to our website. We will not be able to display the ad in the space that has been paid for if you're business does not supply the art. Local printers have designers that can work with you to get your art onto a vector file which we can help you get in touch with.



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3. Payment

Payments can be made by cheque to the Yellowknife Curling Club or by credit card. If an ad spot has been paid for but the art has not been supplied by October 1st of that season, we will consider your ad space payment a donation to the club to help with program costs.

The manager of the YK Curling Club will be in touch with you to confirm details and process your sponsorship.

Advertising Options

Sideboards \$600/season

Sideboard ads are hung on the rink walls giving curlers and spectators a great view of your ad and what your business is all about.

Printing Ad: 96" W x 48" L (4' x 8') costs about \$320 to print. We can print it for your company through Canarctic Graphics using our 15% discount.

Most businesses want the sideboard ads to look similar to a business card including:

- Logo
- Business or contact name
- Phone number
- Email
- Website address

In Ice \$750/season *see cost details

These in ice ads are printed on a mesh reusable material and can be used for a number of years frozen between the layers of ice in the curling sheets. These are ideal to display your business logo or name.

Printing Ad: Cost is approximately \$5.50 a square foot through Jet Ice. We have 6 sheets of ice in our curling rink and ask that a minimum of 6 decals are printed if you choose to have in ice decals.

***Cost details:**

\$750/season for a minimum of 6 in ice decals **\$60** for each in ice decal after that.

\$850/season for ads larger than 54"x30" min of 6 in ice decals and **\$80** for each decal after that.



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Scoreboards \$1,000/season

Scoreboards are prime real estate in any sport. The curlers and spectators are constantly looking at the scoreboards. With 6 sheets space is limited!

Printing Ad: Two separate pieces- top piece 2' x 8' (usually contains company name and information) side piece 4' x 4' (usually contains company logo) We can print it through Canarctic Graphics with a 15% discount.

Newsletter Ad \$250/season

Each month from September to April we will have a newsletter sent out to more than 700 subscribers to keep them up to date on what is happening at the curling club. For 8 newsletters your add will have thousands of views showing your business as a sponsor of the newsletter.

Printing the Ad: No need! Just email a vector file to manager@yellowknifecurling.com and your add will be included in each monthly newsletter.

Thank you for sponsoring the Yellowknife Curling Club
by advertising your business!