

NOVA SCOTIA STICK CURLING ASSOCIATION  
PLATINUM SPONSORSHIP PROPOSAL

Nova Scotia Stick Curling Association (NSSCA) is the governing body for the more than 1,000 stick curlers in Nova Scotia. Stick curlers skew to an older demographic as the sport is a means to extend curling careers, and continue to compete, while staying fit and active.

The NSSCA has commenced a process to become the recognized leader in the sport. We are looking for sponsorship to fund activities such as a provincial advertising campaign that we hope becomes national in scope, website redesign to facilitate communication strategies and membership growth strategies.

A Platinum sponsorship is \$2,500.

The sponsorship package includes:

- 1) Naming rights to the Women's Division provincial championship trophy
- 2) Hog line rink logos for the entire season at the Bluenose Curling Club in New Glasgow
- 3) Championship banquet tickets (2) plus option to speak at the banquet
- 4) Recognition as a sponsor
  - a. Verbally at the provincial championship banquet held in February
  - b. On the NSSCA website in two locations
  - c. On stand-alone signage at the provincial championship
  - d. On individual team signs used on-ice during the provincial championship
  - e. On advertising materials distributed to Nova Scotia curling clubs
  - f. In social media posts
- 5) Table at the provincial championship for promotional materials distribution

We are willing to tailor a proposal to meet sponsor specific needs.

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