

Toronto Curling Association



Mixed Bonspiel
Toronto & District Ladies Bonspiel
Business Women's Bonspiel

Background

- The Toronto Curling Association (TCA):
 - The TCA is a not-for-profit volunteer organization dedicated to the promotion of the sport of curling in the greater Toronto area.
 - The TCA was started in 1960 by the Toronto International bonspiels committee, whose membership was comprised of 10 clubs.
 - There are now 23 clubs in and around Toronto that are members of the TCA, and are a mix of private, semi-private / shareholder, and municipally owned clubs.



Structure

- An Executive Committee guides the direction of the TCA bonspiels and services / programs offered.
- Each club has a TCA representative who disseminates information from the Executive back to the clubs.
- Revenue comes from membership fees. Bonspiels are fully funded by sponsors and entry fees.



Demographics

- Participants generally have more disposable income than the average Canadian.
- While there is large participation from Seniors, curling is growing with the bantam/junior sections (12 – 20 years of age).
- Approximately a quarter million people participate in curling at least once a week in Southern Ontario.
- In the Greater Toronto Area, there are just over 16,000 curlers.



Demographics

- *The following information is from Analysis of the 2008 Print Measurement Bureau Survey Data (Prepared by: Amber Gebhardt MA Candidate & Luke R. Potwarka, PhD Candidate; Department of Recreation and Leisure Studies, University of Waterloo) on a profile of the typical adult Canadian curler:*
- **Education**
 - 93% of Canadian curlers had earned at least a high school diploma and 27% had earned a Bachelors degree or post bachelors degree.
- **Household Income**
 - Most Canadian curlers (17.1%) had an annual household income of \$75,000 to \$99,000.
 - 6% had an annual household income of 150,000 or more.
 - 4% had an annual household income of \$100,000 to \$125,000.
- **Employment Status**
 - The majority of Canadian curlers (67%) were employed full-time.
- **Marital Status**
 - Most Canadian curlers (69%) were married or living with a partner.



Demographics - Mixed

- Approximately 3200 curlers participate in Mixed curling in the TCA clubs.
- Teams consist of 2 men and 2 women. Many couples curl together on a mixed curling team
- Age ranges from 19 to 75
- One of the fastest growing sections in curling



Demographics - Women

- Approximately 4000 women curl in ladies and business women's leagues in the GTA.
- Curlers in the Ladies Bonspiel are generally between 35 & 70. While the majority are retired, there are a number who run their own business or are stay-at-home mothers.
- Curlers in the Business Women's Bonspiel are between 19 & 45. The majority do work full time. A number of up and coming competitive curlers use this event as a warm-up for the competitive season.



TCA Mixed Bonspiel

- It is the TCA's belief that conducting championship bonspiels for its members contributes to the enjoyment and promotion of the sport of curling.
- Started in 1958, this popular event is open to mixed curlers from all over Toronto and Southern Ontario.
- The bonspiel is held in late February with 288 – 320 curlers participating.
- Two categories: Open (19 years+) and Senior (50 years+)
- The bonspiel runs over 4 days at 6-8 different curling clubs throughout the GTA.
- Dinner dance and finals are held at a host club. All participants attend the dinner dance.



Toronto & District Ladies Bonspiel

- Ladies

- This event has been running over 50 years.
- Women's teams from all over the GTA and surrounding area compete in a 3 game knockout to become the Ladies City Champion.
- The event runs over three days with 55 to 64 teams.
- There are two events: Open (over 19 years old) and Senior (50 years of age and over).



TCA Business Women's Bonspiel

- Business Women

- This event was started in 2002 to allow those curlers in the Business Women category to compete.
- This event is growing every year. The 2009 Bonspiel was full with a waiting list.
- 24 teams of women compete. Teams represent different areas of Southern Ontario



Objectives

- Increase overall awareness and exposure for the TCA bonspiels by:
 - Bringing on new sponsors and partners
 - Providing a strong profile of these events among curlers within the GTA and province to enhance team registration



Sponsorship Opportunity

- TCA is looking at the following sponsorship options:
 - Option 1*
 - Title Sponsor , all 3 events - \$30,000
 - Option 2*
 - Title Sponsor, Mixed event - \$15,000
 - Title Sponsor, Ladies event – \$10,000
 - Title Sponsor, Business Women Event - \$5,000
 - Option 3
 - Event Sponsor – \$1000 - \$4,500
 - This can consist of prize donations, sponsorship of the dinner/dance, giveaways

*Dollar figures are negotiable



Sponsor Benefits

- Title Sponsor:
 - Corporate name to be part of the event title
 - Logo with link to corporate website on main page
 - The TCA website received over 650,000 hits in January 2010
 - Logo to be prominently displayed on all printed material, trophies and banners
 - Opportunity to promote product/service throughout curling season
 - Signage can be displayed during the event at participating clubs
 - Recognition in all media releases and appearances.
 - Invitations to banquets and prize presentations.
- Event Sponsor
 - Logo with link to corporate website on Bonspiel Page
 - Logo will be featured on all printed material
 - Opportunity to promote product/service



Contacts

- Toronto Curling Association
 - President: Elizabeth Woolnough
 - ewoolnough@publicnet.ca or elizabeth.woolnough@opg.com
 - 416-592-3346 (days) or 416-744-9561 (evenings & weekends)
 - www.torontocurling.com

