



CANADIAN POLICE CURLING CHAMPIONSHIPS

APRIL 14 – 21, 2018

Sir/Ma'am

The 63rd Canadian Police Curling Championship is a week-long event that will be held April 14 - 21, 2018 in Calgary. This will be the third time since 1989 the Championships have been hosted in Calgary and the hope is this one will surpass the success of the previous two. The competition mirrors the Tim Horton's Brier as well as the Scotties Tournament of Hearts in that teams from across the country compete in provincial/territory championships to qualify for one of twelve spots in the national championships. All teams then play a round-robin and playoff format to determine a national champion. Recent to the Championships is the allowance for peace officers to participate, which include Wildlife, Border Services, Federal Fisheries, and Corrections Canada in addition to police officers. The Canadian Police Curling Championship has been held in consecutive years since 1956 and is the third oldest national curling championship in Canada.

As the Canadian Police Curling Association (CPCA) is non-profit, we have to raise funds through sponsorship to fund the event, but equally important is for each host committee to be able to make a substantial donation to our charity of choice, Tourette Canada. Tourette syndrome is a neurological disorder characterized by tics: involuntary, rapid, sudden movements or vocalizations that occur repeatedly in the same way. Money raised through sponsorship and the championship itself will help Tourette Canada provide the many services they offer to those who are afflicted by the condition across the nation. Over the years the CPCA, along with each provincial and territorial association, has raised over \$400 000 toward Tourette Canada and other charities.

Please review the attached sponsorship package and inform us if you have interest in becoming a sponsor for this prestigious event and worthy charity. Your attention and support would be truly appreciated.

We encourage you to visit the Canadian Police Curling Association website at www.policecurling.ca. Information on Tourette Canada can be found at www.tourette.ca

If you have any questions, please contact me at the phone number or e-mail address listed below.

Thank you,

Inspector Joel Matthews, Host Chair

(587) 894-3120/(403) 651-3249 /pol3120@calgarypolice.ca

TITLE SPONSOR - \$10000 (WFG)

- Recognized as “Title” Sponsor at the Opening Ceremonies and Awards Night

Website sponsor logo will be displayed on:

- Canadian Police Curling Championship and Provincial Websites (The Canadian Championship Site can surpass 100,000 page loads based on 2000 visitors for the week the competition takes place – I can obtain tracking numbers.)
- Canadian Championship posters distributed to Curling rinks, Police Stations, Correctional Facilities, Canadian Border Service Agencies and to Peace Officers across Alberta.
- Sponsor Board at the Curling Club and Hotel
- Display in the lounge of the Curling Club and Hospitality Suite
- Canadian Championship scoreboard
- Team vans
- Canadian Championship Program – 2 page ad
- Awards night – 6 banquet tickets
- Opportunity to include promotional goods or materials in participant’s package.
- Opportunity to provide host committee with promotional goods to be used/worn/displayed from time provided to end of competition.

PLATINUM - \$7500

- Recognized as “Platinum” sponsor at the Opening Ceremonies and Awards Night

Website sponsor logo will be displayed on:

- Canadian Police Curling Championship and Provincial Websites
- Canadian Championship posters distributed to curling rinks, Police Stations, Correctional Facilities, Canadian Border Service Agencies and to Peace Officers across Alberta.
- Sponsor Board at the Curling Club and Hotel
- Display in the lounge of the Curling Club and Hospitality Suite
- Canadian Championship Program – full page ad
- Awards Night – 4 banquet tickets
- Opportunity to include promotional goods or materials in participants package

GOLD - \$5000

- Recognized as “Gold” sponsor at Opening Ceremonies and Awards Night

Website sponsor logo will be displayed on:

- Canadian Police Curling Championship and Provincial Websites
- Canadian Championship posters distributed to Curling rinks, Police Stations, Correctional Facilities, Canadian Border Service Agencies and to Peace Officers across Alberta.
- Sponsor board at Curling Club and Hotel
- Canadian Championship Program – ¾ page ad

- Awards banquet – 2 banquet tickets
- Opportunity to include promotional goods or materials in participants package

SILVER - \$2500

- Recognized as “Silver” sponsor at Opening Ceremonies and Awards Night

Website sponsor logo will be displayed on:

- Canadian Police Curling website
- Canadian Championship Program – ½ page ad
- Sponsor board at curling club and hotel

- Awards banquet – 2 banquet tickets
- Opportunity to include promotional goods or materials in participants package

BRONZE - \$1000

- Logo on sponsor board at Curling Club and Hotel
- Canadian Championship Program – ¼ page
- Opportunity to include promotional goods or material in participants package.

COPPER - \$500

- Logo on sponsor board at Curling Club and Hotel
- Canadian Championship Program – 1/6 page
- Opportunity to include promotional goods or material in participants package.

CARD - \$300

- Canadian Championship Program – Business Card