



Advertising & Sponsorship Committee Report for Spring 2024 BCC AGM

The annual contracts for advertisers for the 2023-2024 season concluded in March 2024. The advertising committee is embarking on contacting each advertiser to renew their contracts with the aim to secure multiple year commitments.

The BCC is hosting the Everest Canadian Club Championship in November 2024. This event will have 48 teams from every province and territory being represented. The event will be televised, and many spectators will be present watching the event. The BCC Everest Committee is working tirelessly to seek sponsorships for this event. The Advertising Committee is working closely with the Everest Committee to complement each other.

Our current advertisers will be given the first opportunity to advertise in the different packages available. These include the Meet-n- Greet Dinner, Event Program, Lunches for Curlers, Victory Banquet and many more events.

The Everest Event will be another reason for companies to advertise in the curling club and new advertisers will be solicited.

There are many companies providing league or event sponsorship. The Advertising Committee has compiled a list of all our sponsors so that each convenor knows which companies have provided sponsorship. This list is available to all convenors to help them when contacting potential new sponsors.

Our rocks are in need of refurbishing and they will be sent to Canadian Curling Stone Co during the summer months where the strikebands will be reprofiled and Blue Hone Granite will be inserted for the running surface. New handles will also be installed. To offset the cost of refurbishing our rocks, BCC members can have their names or someone special engraved on the handles.

We hope many will take advantage of this opportunity as the engraving will remain on the handles for a minimum of 10 years.

Respectfully submitted by the Advertising and Sponsorship Committee

Renee Dadswell

David Hein

175 Essa Road
Barrie, ON L4N 3L2
T: (705) 726-1351
F: (705) 726-1368
barriecurlingclub.com