



**TANJARD**

**GRIMSBY 2011**

**ONTARIO MEN'S CURLING CHAMPIONSHIP**



## GRIMSBY TANKARD 2011

- February 7 to 13, 2011
- 5 sheets on the west pad of the Peach King Arena
- 11 of the best men's curling teams including returning champion "Team Howard"
- Monday to Friday round robin
  - Afternoon and evening draws plus one Wednesday am draw
- Weekend page playoffs
- Approximately 200 volunteers needed
  - 30 to 40 over the next year
  - Remainder principally required week prior and week of the event



## GRIMSBY TANKARD 2011

- Arena has 526 fixed seats on one side
- Plan to build “home” and “away” end seating
  - Home end for sponsors and VIPs
  - Away end for “premium” ticket packages
- Hope to get arena capacity close to 1,000
- Napanee 2010 attracted 500 to 1,000 per draw
- Lounge (“Peach Pit”) holds approximately 250
- Daily entertainment after each draw



## HOW DID WE GET TO THIS POINT?

- A three year process already
- Discussions with Doug Bakes, OCA Executive Director
- Initial facilities site tour
- Gather preliminary financial information
- Application to OCA to be considered for event (April 2007)
- Communication with OCA re facility and accommodations
- Site tour with Doug Bakes
- Initial discussions with local hotels
- Generate preliminary financial budget and organization chart



## HOW DID WE GET TO THIS POINT?

- Preliminary confirmation from OCA re award of event
- Recruitment of Bill Mackay to benefit from his experience with television and sponsorship issues
- Further analysis of past event financial results
- Develop sponsorship and ticket pricing models
- Another site tour to consider specific issues
- Meeting with Bob Bentley, Mayor Town of Grimsby
- Negotiate contract with OCA
- Review draft contract with Mel Iovio, Club President
- Present contract and budget to GCC B of D for approval



## HOW DID WE GET TO THIS POINT?

- Sign contract with OCA
- Development of event logo and related design material by Bill Mackay and Battlefield Graphics
- Attendance at 2010 Championships in Napanee
  - Gather information from 2010 Committee
  - Promote 2011 event
  - Pick up and store OCA material for arena (assistance of Larry Henderson, Andrea Grayley, Wills Chev Olds and Town of Grimsby)
- Plan members' information session
- Finalize ticket pricing model
- Prepare sponsorship model



## WHY DO THIS?

- Can help to “unify” membership
- Promote curling club
- Promote curling in the region
- Put Grimsby “on the provincial map”
- Economic benefits to community
- Create financial legacy for the club

...and its fun!!



## WHAT ARE THE RISKS?

- Unlike the Brier, where the CCA underwrites the event including any potential loss, our contract with the OCA leaves the risk of profit or loss to the host club
- What the OCA does
  - Provide the ice technician and rocks
  - Cover half of the cost of the arena
  - Negotiate main contact with television
  - Cover accommodation and hosting costs for players
- What we provide to the OCA
  - 20% of ticket revenue
  - The best Championship possible!!!



## WHAT SHOULD BE OUR GOALS?

- Stage a premium event providing facilities and conditions to allow the curlers to showcase their skills and the game
- Ensure a safe and enjoyable venue for fans of the game
- Provide an enjoyable volunteer experience
- Provide a sponsorship model that provides value
- Present the event in a cost effective manner
- Provide another financial opportunity for our junior curling program (50/50)
- Create a financial legacy to the GCC to be used for future long-term projects



## TICKET PACKAGES

- Website based ticket sales
- Supported by regional “in club” sales team
- Full week packages
  - Regular general admission @ \$120
  - Away end premium general admission @ \$150
- Any available seats could be offered as “final weekend” packages next year or as individual draw tickets at between \$10 and \$15

*“Makes a great Christmas gift!”*



## SPONSORSHIP OPPORTUNITIES

- Presenting 6 @ \$15,000
  - Gold 6 @ \$5,000
  - Team Sponsors 11 @ \$2,000
  - Friends of Grimsby 2011 Tankard 20 @ \$750
- 
- Sponsorship can be cash or “in kind” where it provides direct budget relief



## PRESENTING SPONSORS

- Name/logo prominently on ice (sign boards)
- Name/logo on event program cover
- Full colour page ad in event program
- Name/logo on 3 event banners
- Website advertising with link to your home site
- MC recognition before and after each draw
- 4 weekly event passes (home end seats)
- 4 tickets to opening reception/luncheon
- 3 x 15 second TV spots per night



## GOLD SPONSORS

- Name/logo prominently on ice (sign boards)
- Full colour 1/2 page ad in event program
- Name/logo on 1 event banner
- 4 weekly event passes (home end seats)
- 2 tickets to opening reception/luncheon
- Website advertising with link to your home site



## TEAM SPONSORS

- Name/logo on ice (sign boards)
- Your picture with team (plaqued)
- Name/logo with team bio in event program
- Full colour business card size ad in event program
- 2 weekly event passes (away end seats)
- 2 tickets to opening reception/luncheon
- Website advertising with link to your home site
- Pre game recognition with team for one draw

*Your team to support all week!!*



## FRIENDS OF GRIMSBY TANKARD

- Name/logo on Friends of Tankard sign board
- 2 weekly event passes (away end seats)
- 2 tickets to opening reception
- Listing on event program "Friends of Grimsby" page
- Website advertising on "Friends of Curling" page



## MAJOR BUDGET EXPENSE ITEMS

- Arena rental (half paid by OCA)
- Arena construction (home/away stands, projection TV)
- Ice making supplies (ice team and rock rental paid by OCA)
- TV, radio and print media promotion (much is “in kind”)
- “Peach Pit” (food, beverages, projection TV)
- Volunteer uniform and post event reception
- Team transportation, hospitality lounge, event gift
- Signage, banners, decorations
- Ticket sales system
- Entertainment



## Host Committee

- Chairman, Dwayne Pyper – reports to the B of D
- Vice Chairs
  - Facilities, Andrew Scott
  - Business & Promotion, Bill Mackay
  - Finance, Barb Pyper
  - Lounge
  - Hosting
  - Volunteers
- GCC Liaison
  - Assist Chair, Vice Chairs and Directors as required



## FACILITIES

- Arena – Larry Henderson
- Security
- Communications
- Timers and Scorers
- Construction and Signage
- Decorations – Dale Henderson



## BUSINESS AND PROMOTION

- Promotional events
- Ticket sales
- Website – Andrew Guild
- Publications
- Sponsorships
- Media and Television
- Merchandising



## FINANCE

- Financial reporting (Vice Chair)
- Banking
- 50/50



## LOUNGE

- Facilities
- Bar services
- Food services
- Entertainment



## HOSTING

- Transportation
- Team hosting
- Luncheon and Reception
- Ceremonies
- Special events
- Medical services
- Player injury pool



## VOLUNTEERS

- Registration and Scheduling
- Uniforms
- Volunteer Appreciation



OCA

- Ice and Rocks
- Officials
- Team services
- Accreditations



## FACILITIES

- Arena
  - Work with OCA ice crew
  - Assist Vice Chair with all aspects of arena facilities
- Security
  - Accreditation checkpoints
  - Lounge security
  - Banking security
- Communications
  - Walkie Talkies and cell phones
  - Runners



## FACILITIES

- Timers and Scorers
  - On ice during games
- Construction and Signage
  - Sponsor, advertising, team and spectator directional signage
  - Home and away end seating
  - Other arena spectator safety and control features
- Decorations – Dale Henderson
  - Development of decorating theme
  - Decorations for all public areas



## BUSINESS AND PROMOTION

- Promotional events
  - Local and regional pre event promotions
  - Local event week activities and promotions
- Ticket sales
  - Facilitate website and direct ticket sales
  - Run regional club level ticket sales program
- Website – Andrew Guild
- Publications
  - Program
  - Event week daily newsletter



## BUSINESS AND PROMOTION

- Sponsorships

- Assist Vice Chair with Presenting and Gold sponsorship sales
- Direct sales team primarily responsible for “Exclusive Team” and “Friends of Grimsby Tankard” sponsorship sales
- Assist Vice Chair with provision of sponsor benefits during event

- Media and Television

- Assist Vice Chair with Television arrangements
- Engage active involvement from radio and print media

- Merchandising

- Develop merchandising program with local and other (ie – Goldline) merchandisers



## FINANCE

- Event financial reporting (Vice Chair)
- Banking
  - Cash floats
  - Secure cash pick ups and deposits
  - Sales/deposit summaries for financial reporting
- 50/50
  - Licencing (for junior curling)
  - Tickets sales for each draw
  - Separate cash reconciliation and banking



## LOUNGE (PEACH PIT)

- Facilities
  - Spectator seating
  - Stage
  - Cleanup crews
- Bar services
  - Supply management
  - Smart servers
- Food services
  - Food preparation and sales
  - Lunches, nightly dinner special
- Entertainment
  - Afternoon and evening acts daily



## HOSTING

- Transportation
  - Player and VIP shuttle service
- Team hosting
  - Two to four person liaison team
  - Player/sponsor lounge or alternative
- Luncheon and Reception
  - Tuesday luncheon
  - Possible sponsor reception
- Ceremonies
  - Opening, pregame and closing ceremonies



## HOSTING

- Special events
  - Meet the teams, nostalgia, pin trading, fan based activities
  - Area club profiles (recognition in program, pre game parade)
  - School program for Wednesday am game?
  - Volunteer bonspiel on Sunday prior to event
- Medical services
- Player injury pool



# VOLUNTEERS

- Registration and Scheduling
  - Pre event registration
  - Work with Vice Chairs and Directors for volunteer assignment
  - Shift scheduling
- Uniforms
  - Work with local supplier
- Volunteer Appreciation
  - Pre event information session
  - Work with Special Events Director re pre event Sunday bonspiel
  - Event week motivation
  - Post event reception



## VOLUNTEERING OPPORTUNITIES

- \$100 fee includes volunteer's event jacket, access to general admission seating area, post event reception)
- Next 12 months
  - We need all Vice Chair and Directors positions filled ASAP
  - Sponsorship sales – Team and Friends Categories
  - Event promotion
  - Ticket sales
- Pre and post event
  - Arena construction
  - Peach Pit set up
  - Facility Decorating and Signage



# VOLUNTEERING OPPORTUNITIES

- Event week

- Ice assistance
- Security
- Timers and scorers
- Maintenance and cleaning
- Ticket sales and administration
- Program sales
- Daily newsletter preparation
- Merchandise sales
- Banking
- Bar tenders
- Food preparation & serving
- Team transportation and hosting
- Luncheon and reception
- Ceremonies (MC, singers, placard carriers)
- Special events
- 50/50 tickets sales
- Medical services
- Player injury pool



Website demonstration

Questions

Registration