



# Advertising Opportunities

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1440 N. 128th Street  
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## About the Club

Granite Curling Club is a 501 c 3 Non-Profit Organization dedicated to fostering the sport, spirit, and community of curling that is inclusive of everyone.

Our club operates from September through June each season and is host to several bonspiels (tournament competitions), corporate rentals, public learn-to-curl events, private rentals and community events.

Our primary memberships consists of adult leagues, junior leagues, and adaptive curling.

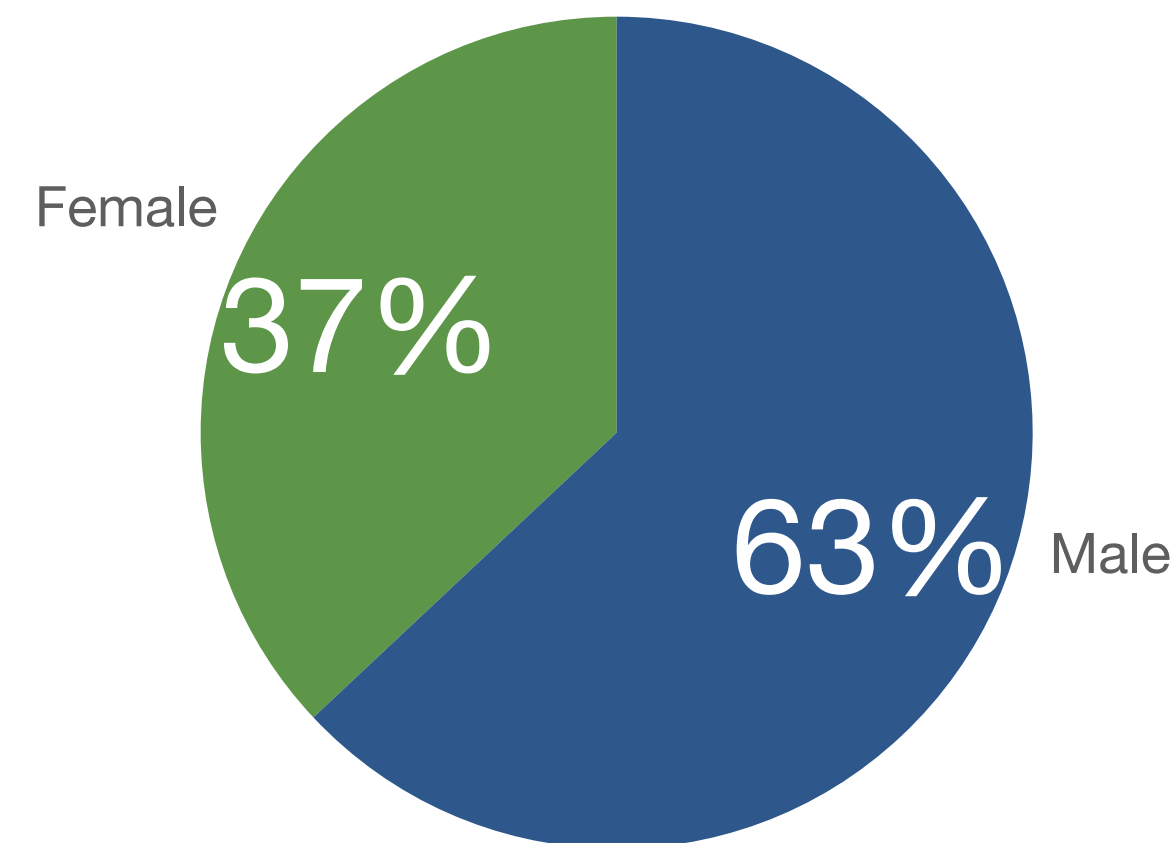
# Demographics & Exposure

**600 Members**

**Youth Members: 10%**

**Average Member Age Range: 30-60**

**Average Income: \$75k-\$250K**



**8,000 Rental & Group Event Participants**

**1,300 Learn-to-Curl Participants**

**900 Bonspiel Participants**

**6 Regional & National Events**

All games at GCC are live-streamed and accessible on our YouTube channel

# Regional, National & Local Events Hosted at Granite Curling Club 2023-2024 Season

## Pacific Northwest Curling Association (Regional)

- Seniors Championship
- 5 & Under Qualifier
- Club Men's & Women's Playdowns
- Arena Club Playdowns

## USWCA All American (Regional Event)

## Pacific International Cup Playdown (National)

## International Tankard (Pacific NW, USA & BC, Canada)

## Bonspiels (Local)

- Knock the Dust Off
- Octoberspiel
- Holiday Spiel
- 5 & Under
- Junior Forward
- April Spiel
- Mixed Doubles
- Rainbow Spiel
- Summer Spiel

# Advertising Options

Granite Curling Club offers three placement options:

**In-ice**

**Arena**

**Scoreboard**



All advertising will remain in place for the entire curling season - September through June.

Multi-Year advertising contracts are available at a 5% discount for 2 years and a 10% discount for 3 years.

# Advertising Options

## In-Ice Logos:

All in-ice logos are sold as a single location per sheet, with placement at either end of the sheet, based on availability.

In-ice logos are only sold once per year before the ice goes in for the season.

**Ad Space Deadline: July 14, 2023**



	Above the House	Small Logo	54"x18" or 30" circle	\$400
	Before or After the Hogline	Medium Logo	36"x36" or 60"x24"	\$550
	Middle of the Sheet	Large Logo	90"x54" or 120"x30"	\$800
	Button	Both Houses	12" circle (same art for both houses)	\$300



# Advertising Options

## Scoreboard Ads:

The club has five Scoreboards available for either half-season or full season.

Size: 16"h x 96"w. Pricing includes production costs.

\$650 for half-season (Sept-Dec; Jan-Apr or Apr-June)

\$1,300 for the full season (Sept-June)

Scoreboards are visible on the live-stream.

Option to renew scoreboard ads will be provided to existing advertisers with a June 30, 2023 deadline. If you are interested in a scoreboard ad, and we are full, you will be placed on the wait list.

**Deadline:** Artwork due August 14th to be in place for the start of the curling season. Scoreboard signs can be installed at any time, provided there is availability.

## Artwork Considerations:

A sheet of ice is 150 feet long and 15 feet wide.

For maximum visibility, we recommend a letter size of 6-8".



# Advertising Options

## Arena Ads:

Posters will be located on the arena sidewalls with visibility from both the upper and lower viewing areas and the bar.

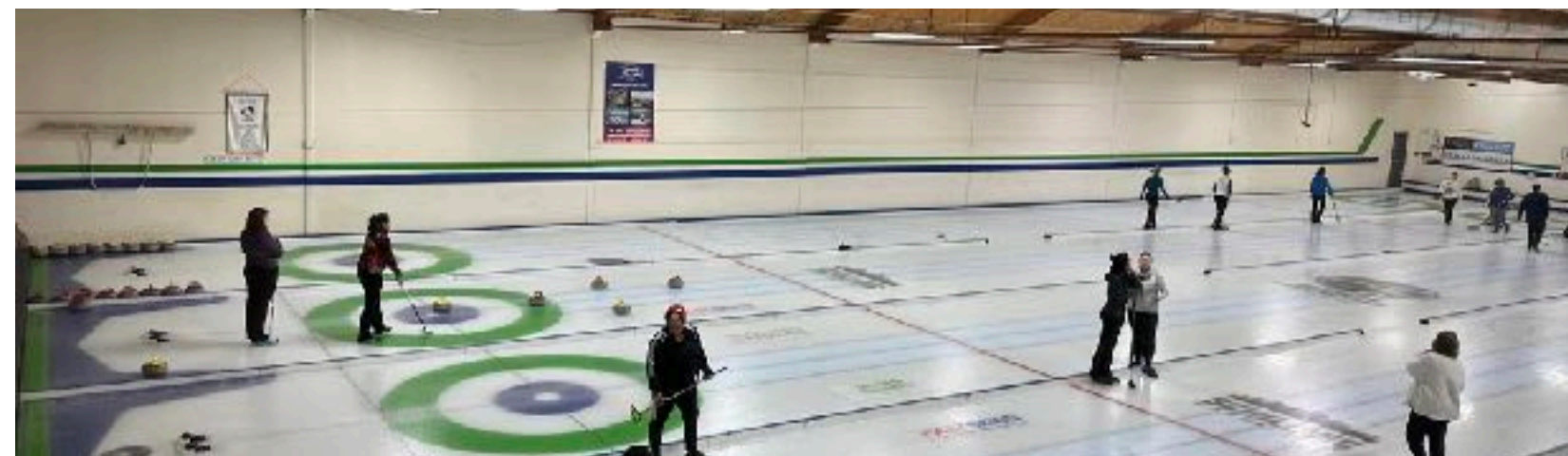
6'h x 4'w - \$1,400/season (September - June)

**Deadline:** Poster ads can be added at any time during the curling season and rates will be pro-rated.

## Artwork Considerations:

The ice arena is very large - 74' 1" wide and 153' 3" long, and the wall height is about 15'. The walls in the arena are an off-white color.

We suggest following the visibility signage chart when designing your ad.



## LETTER VISIBILITY CHART

LETTER HEIGHT	MAXIMUM IMPACT	MAXIMUM READABLE
3"	30'	100'
4"	40'	150'
6"	60'	200'
8"	80'	350'

# Artwork Requirements

Signage production will be handled by Granite Curling Club and is included in the price of advertising. Design Services are NOT included, but if requested, will be billed at a rate of \$150/hour.

Please provide production ready or vector artwork.

## **In-Ice Logos:**

EPS, PNG, JPG; 300 dpi

## **Scoreboard Ads:**

EPS or vector file

High res PDF

## **Arena Ads:**

EPS or vector file

The club reserves the right to refuse any advertising that is considered offensive or inappropriate.



# Artwork Considerations

In-Ice logos should have high contrast with the background for best legibility. As the ice is flooded throughout the season, the ad quality may deteriorate based on the design.

Large in-ice ads will appear on the white area of the sheet.

## Button ads

- Recommended to have a 1/2" white line stroke around the edge to increase visibility since they are next to a dark blue background.
- Due to their small size, sans serif fonts are more legible than serifs.
- Minimum font size is 1 inch or greater

## Button Advertising Examples:



Good Legibility



Lost contrast against the dark background



Light colors (gold & white) did not retain visibility



# Contact Info

To purchase advertising, please e-mail [lisa.rauliuk@curlingseattle.org](mailto:lisa.rauliuk@curlingseattle.org)

Your support helps make our club and community possible.

THANK YOU!