



The World's Best
IN ONE SERIES



HOSTING OPPORTUNITY

- The Pinty's Grand Slam of Curling is the largest series of professional events on the Women's & Men's World Curling Tour.
- Comprised of six events from October to April, the Pinty's Grand Slam of Curling features the best international teams based on world rankings.
- Competing teams earning a spot based on the world rankings – guarantying the best players in the world at every event.
- The series has been owned and operated since 2012 by Sportsnet, a Rogers Media company.
- Sportsnet is committed to an exceptional 360° full-week event experience including the Grand Slam Social House and JR.GSOC, all in an effort to grow the sport of curling in Canada and support the clubs and communities we visit.
- With incredible branding opportunities available in-venue as well as within Sportsnet's 27+ hours of broadcast per event, Pinty's Grand Slam of Curling events provide great exposure for host communities and local sponsors alike.
- The Grand Slam series is closely tied to the qualifying process for the Olympic Winter Games.



GRAND SLAM OF CURLING



MASTERS



NATIONAL



CANADIAN OPEN



PLAYERS' CHAMPIONSHIP



#	Event	Date	Format	Field
1	MASTERS	Late October	Round Robin	Top 15 men & 15 women
2	TOUR CHALLENGE	Early November	Round Robin	Tier 1: Top 1 -15 men & women Tier 2: next 16 - 25 + 5 regional team invited both men & women
3	NATIONAL	Mid December	Round Robin	Top 15 men & 15 women
4	CANADIAN OPEN	Mid January	Triple Knockout	Top 16 men & 16 women
5	PLAYERS' CHAMPIONSHIP	Mid April	Round Robin	Top 12 men & women
6	CHAMPIONS CUP	Late April	Round Robin	Based on qualifying events (strength of field)

KEVIN MARTIN

- CURLING HALL OF FAME MEMBER
- 18 TIME GRAND SLAM CHAMPION
- OLYMPIC GOLD MEDALIST
- SPORTSNET CURLING COMMENTATOR



“ I don't think curling has never been in such a great position, the strength of this sport has never been where it is today. The Grand Slam model is driven by the players - their input and support has fuelled this growth and continues to strengthen the product. I am truly excited to be a part of this property. ”



2.0 MILLION +
LIVE TV AUDIENCE



**NATIONAL
EXPOSURE**



27 +
HOURS OF LIVE
CURLING



**GRAND SLAM
OF CURLING**

**estimated audience*

ARENA GENERAL

- Seating capacity from 1400 - 3000+
- Sound system in the arena with wireless mics
- Area to rig an LED screen (if not existing)
- 5 adult dressing rooms (2 women/2 men/1 Production office)
- Room for Sportsnet TV interviews (10 x 12 - can be a dressing room or in close proximity)
- Room in venue for volunteer lounge
- Area for 7 statisticians that overlooks the ice surface (can be on concourse or in a media booth)
- Hardwire for stats area and production office, WiFi available for media
- Area for catering up to 60 people (crew/players)
- Room in venue for Grand Slam Social House (beer garden) 200 + people
- Concession area with deep fryers to prepare product provided by Pinty's for on ice Pinty's Pub
- Parking for 20 player vans
- Access to tables and chairs

ICE BUILD

- Ice plant has dehumidification
- All arena glass and poles can be removed and stored
- Ice maker has access to ice plant throughout the event

BOX OFFICE / TICKET SALES

- Fully functional ticket office (GSOC has a preferred vendor if non existing)
- Have the ability to map seating chart for fans to pick their own seats

BROADCAST

- Arena ceiling is 20+ feet above the arena ice for rigging cameras and lights
- Area outside of ice plant that production truck can park
- Parking for 16-20 crew vehicles

ACCOMMODATIONS

- Hotel accommodations with minimum 120 rooms within 20 KM of the arena (GSOC will negotiate contract and book rooms)

- GSOC events deliver an average of \$2.0MM in economic impact in each host market.
- National exposure to over 2.0 million viewers on Sportsnet/CBC.
- Integrated local sponsorships including sampling or experiential opportunities can deliver 1-on-1 conversations to consumers in your market.
- Directly impact sales by gaining valuable awareness with an extremely loyal group of fans.
- Support your community and the growth of the sport of curling
- Association with a top-tier professional sporting event.

The Grand Slam of Curling offers integrated, fully customizable turn-key solutions at every Event that allow brands to own the attention of curling fans with exclusive local partnerships.



Hosting Fee = \$160,000

GSOC/Event will provide:

- \$25,000 of venue hard costs
- 27+ hours of national broadcast
- National and local marketing campaign (avg. \$500,000 value)
- Economic Impact of \$2M +
- \$50,000 in assets (:30 commercial spots, in-ice logos, rink boards)

Host to Retain:

- Ticket sales revenue up to \$100,000 (average ticket sales \$140,000 per event) Revenues greater than \$100,000 are split 50/50 (venue/GSOC)
- Host is required to spend \$10,000 in marketing to promote the event within their community (can be approved contra)

❖ *Please note this is a Canadian hosting model - international requests will vary based on location*

Local Sponsorship Share:

- Host to receive 40% commissions on gross local sponsorship revenues from sales of \$1 - \$80,000
- Host to receive 75% commissions on gross local sponsorship revenues from sales of \$80,001+
- Sales support is provided by Sportsnet national sales manager

Additional Revenues:

- 50/50 Sales - host is responsible for securing all licenses
- Share of Pinty's Pub and Social House bar revenues
- Concession Sales

❖ *Please note this is a Canadian hosting model - international requests will vary based on location*

Grand Slam of Curling Property Overview: <https://youtu.be/x3joWDQDPsU>

Arena Transformation: <https://www.youtube.com/watch?v=O5lgaTq8cQ4>

Promoting the Players:

- The Sheet Show - exclusively at the Grand Slam events: <https://www.youtube.com/watch?v=9jhKhkYl3Lw>
- Pinty's Pub Chat: <https://www.youtube.com/watch?v=o2bPquFrdOc>
- Grand Slam of Curling team feature: <https://www.youtube.com/watch?v=jOulxAm7d2M>

The best shots from the best players in the world that can be playing in your community: <https://www.youtube.com/watch?v=vY1TQ9pb2J4>

If you would like to host one of the Pinty's Grand Slam of Curling events in your community, please contact Kristi Petrushchak at Kristi.Petrushchak@sportsnet.rogers.com or call 416-409-5675.

We hope to bring this event to you soon!

TRURO, NS - “A recent curling spiel generated more than **\$1.25 million** in direct benefits to businesses in the greater Truro/Colchester County area, an economic impact assessment has determined.

That is the conclusion of a Sport Tourism Economic Assessment Model provided by the Canada Sport Tourism Alliance from the Pinty’s Grand Slam of Curling 2015 Masters, held at the Rath Eastlink Community Centre (RECC) from Oct. 27 to Nov. 1, featuring the top 15 men’s teams and 15 women’s teams based on the World Curling Tour’s order of merit.”

<http://www.trurodaily.com/News/Local/2015-12-10/article-4371569/Pinty%26rsquo%3Bs-Grand-Slam-generates-more-than-%241-million-to-local-economy/1>

City thanks everyone involved in Grand Slam curling

[JOHN CAIRNS](#), STAFF REPORTER / BATTLEFORDS NEWS-OPTIMIST
FEBRUARY 3, 2017



Team Gushue salutes the crowd at the North Battleford Civic Centre after their 8-3 win over Team Edin in the Pinty’s Grand Slam of Curling’s Meridian Canadian Open. Photo by Lucas Punkari

The City of North Battleford continues to bask in the glow of the successful Pinty’s Grand Slam of Curling event held in early January. Wednesday a news release was issued from City Hall in which they publicly thanked all of those involved in the effort.

Among those recognized were the volunteers who supported the effort and Twin Rivers Curling Club for backing the event and providing volunteers and logistical support. The Grand Slam committee was also recognized for organizing logistics, business and community organizations for their assistance and City departments.

The Meridian Canadian Open, one of seven Pinty’s Grand Slam events across Canada this season, was described by the City as providing “wonderful entertainment and exposure for North Battleford.”

The City also expressed pride in the community for coming together and in delivering the nationally televised event, played before near sellouts at the Civic Centre. “North Battleford is grateful for all of your support in this endeavour and in general, making this community the best,” the City announcement stated.

Curling was a hot ticket

David Gough
[More from David Gough](#)

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The Telegram

The National gives a real boost to C.B.S.

The Telegram
Published: Dec 14, 2018 at 8 p.m.

