

2025-26 REQUEST FOR PROPOSAL



GRAND SLAM OF CURLING

Grand Slam of Curling (GSOC) is an annual series of the top-ranked men's and women's curling teams in the world and is the largest and most lucrative event series on the professional tour.

GSOC is the only series of televised curling events that feature international teams, and merit-based fields, spotlighting the best players in the world at every event.

Our events showcase both men's and women's fields with equal prize purses and equally dedicated allocation of broadcast hours.



CURLING IS A GROWING & GLOBAL SPORT

MASSIVE GLOBAL VIEWERSHIP

2023 World Curling Championship



47m
men



55m
women

YOUNG, ENGAGED

Highest interest in curling is amongst

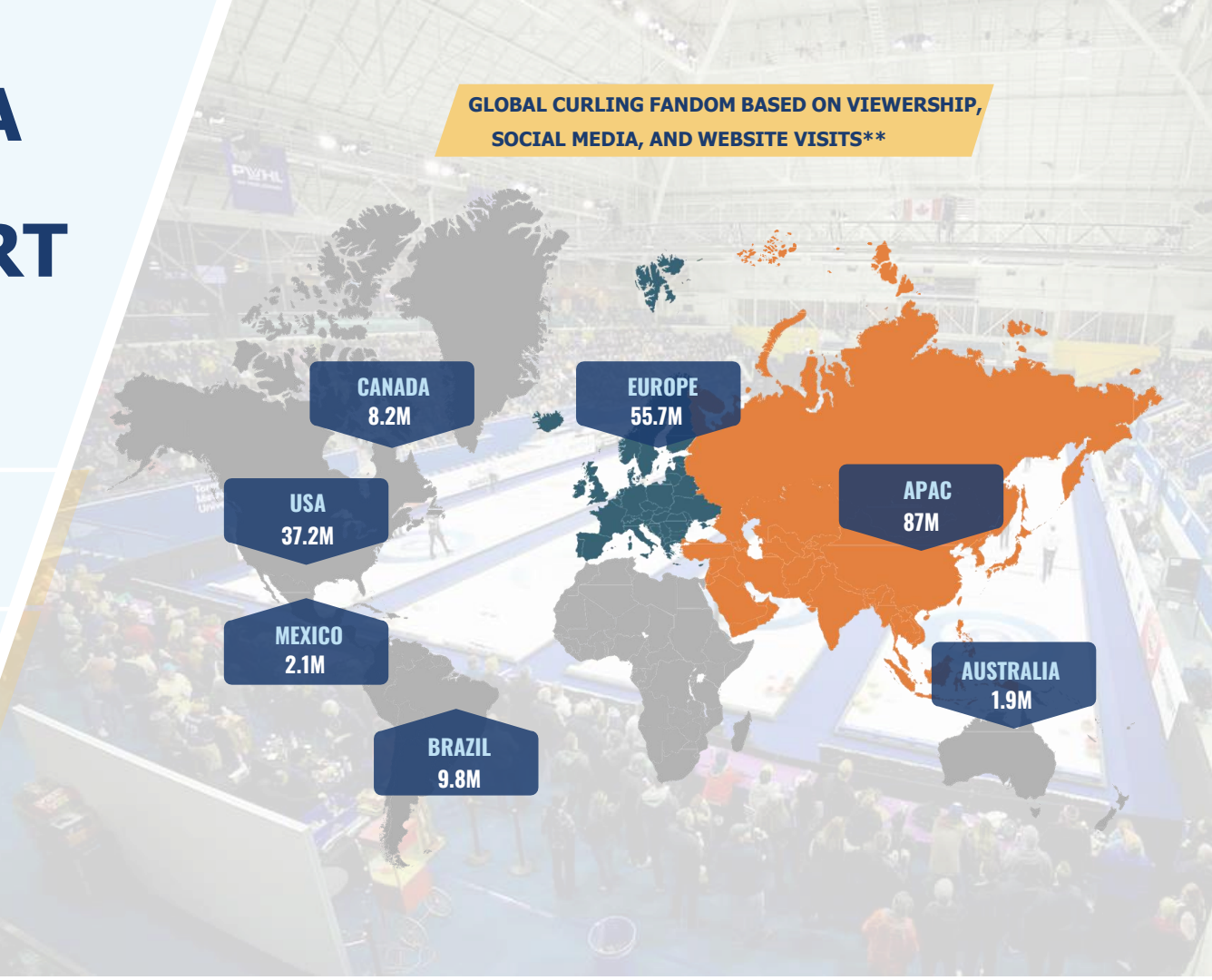
30–49 year olds*
Globally

16–29 year olds*
North America

284 million* global curling fans
41% of curling fans are female

*2022 Nielsen Research
**Publicis Sports & Entertainment Research

GLOBAL CURLING FANDOM BASED ON VIEWERSHIP,
SOCIAL MEDIA, AND WEBSITE VISITS**



THE HIGHLIGHTS

LINEAR:

SPORTSNET

- Average national broadcast audience +16% on linear (Canada) — 5.3M national reach on Sportsnet in 2023-24 season

STREAMING:

HTN | HOMETEAM NETWORK

- Launched international streaming offering for 2024-25, producing streams for every GSOC game via Home Team Live (390 games/season)
- 1.7M views over first three events
- 850K unique views for first three events
- Over 50% of viewers between ages of 25-54
- Top streaming countries: Canada, USA, Japan, UK, Switzerland

IN-VENUE:

- 130K + fans over the 2023/24 season (5 events) – in venue attendance up 11% year over year, with the current season on pace to be the most attended ever
- Sold out weekends for the last six GSOC events



THE HIGHLIGHTS

GSOC APP

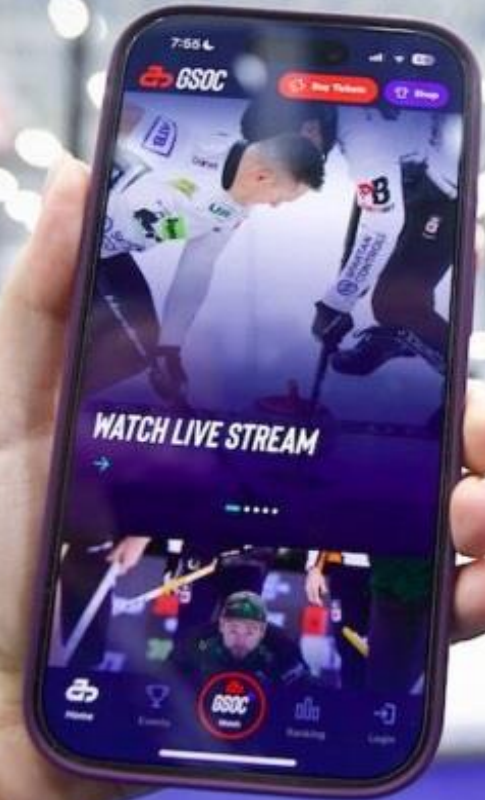
Launched October 6, 2024, available on iOS and Android

- Peaked at #3 in sports apps in Canada
- 17.3K total downloads, 61.6K impressions
- Live streams, scoring and standings, tickets, merchandise

SOCIAL MEDIA PERFORMANCE

Since September 1, 2024

- Impressions: 47M (+325% YoY)
- Video views: 28.2M (+1.6K% YoY)
- Engagements: 1.8M (+516% YoY)
- Engagement Rate: 4% (industry avg. 1.5 to 2%)
- Total audience: 192K (+24.1K growth / +14% over 3 months)





GSOC's premiere after-party, offering entertainment for fans between and immediately following the games.

Culminates in the Grand Slam of Karaoke (GSOK), on Saturday nights. GSOK features curlers competing against one another in front of their fans.

Through three events, GSOK has enjoyed sold out audiences.





BRENT MEADE, CEO
St. John's Sports and Entertainment Ltd

"Our team is so proud of what we were able to deliver with your amazing team at The Curling Group.

I am convinced that we collectively created a seminal moment in the evolution of the sport of curling, by presenting an engaged, emotional and entertaining experience. This place is still buzzing and the want for more is off the charts!

You and the team are reimagining what this sport could be and should be - we are so happy to be part of that journey with you.

We can't wait to write more chapters with you!"



J.J. HEBERT, VP OF BUSINESS DEVELOPMENT
Silent Ice Sports & Entertainment

"Hosting the 2024 Co-Op Canadian Open was truly an enjoyable experience, and no question created an electric atmosphere inside the Silent Ice Center!"

The thousands of fans who came to watch were treated to world class curling in one of the best venues in Canada. Working with the entire GSOC team was a pleasure and very turnkey.

Without a doubt, the Silent Ice Center is definitely interested in hosting another Grand Slam of Curling event in the near future."

TESTIMONIALS

PROFILE HIGHLIGHTS – CURLING AUDIENCE

CURLING FANS ARE...

- 16% more likely than average sports fan to have a university education
 - 58% are married or common law
 - 32% more likely than average sports fan to be the main shopper in their HH
 - 86% are homeowners
 - 41% more likely than average sports fan to have travelled to the U.S in the past year
-

**Source: Vividata, 2024 Winter. All other data Sportsnet Insights, 2023 Summer*



PROPOSED EVENT DATES – 2025-2026 SEASON

DATES AVAILABLE

- Tuesday, Sept. 23 – Sunday, Sept. 28, 2025 (load-in Friday, Sept. 19)
- Tuesday, Oct. 14 – Sunday, Oct. 19, 2025 (load-in Friday, Oct. 10)
- Tuesday, Nov. 4 – Sunday, Nov. 9, 2025 (load-in Friday, Nov. 7)
- Tuesday, Dec. 16 – Sunday, Dec. 21, 2025 (load-in Friday, Dec. 12)
- Tuesday, Jan. 13 – Sunday, Jan. 18, 2026 (load-in Friday, Jan. 9)

THE EVENTS

- **Tour Challenge:** 32 teams; 16 men's & 16 women's

**note: an additional 32 teams play offsite at local curling club in second-tier event*

- **Masters:** 32 teams; 16 men's & 16 women's
- **National:** 32 teams; 16 men's & 16 women's
- **Canadian Open:** 32 teams; 16 men's & 16 women's
- **Players' Championship:** 24 teams, 12 men's & 12 women's



HOSTING BENEFITS

Venue Benefits:

- 10 day rental of facility
- Venue retains all concession revenue
- Venue retains percentage of net revenue from all alcohol sales
- Venue retains percentage of all alcohol sales at Après Curl

Community Benefits:

- Average of 780 hotel room nights per event
- Manage and retain all 50/50 revenues (avg. \$35,000 / event)
- Participation in Jr. GSOC Program and Community Curling growth initiative (see Slide 13)

Tourism Opportunities:

Note: Base hosting fee required for following benefits - can use local and provincial grants

- :30 second ad placement on national Sportsnet broadcast, international exposure x4 ad placements / day on streaming service, in-ice logo placement
- Professionally developed community features on GSOC social channels, highlighting local tourism (example: [Team Wrana Explores West Edmonton Mall](#))

HOSTING FEES

Base Fee: \$250,000 CAD

GSOC/Event will provide:

- 27+ hours of national broadcast, approx. 55 hours international streaming hours
- National and local marketing campaign (avg. \$500,000 value)
- Economic Impact of \$4M +
- \$50,000 in assets (:30 commercial spots, in-ice logos, rink boards)

Venue retains:

- Venue rental fee
- Venue retains all concession revenue
- Venue retains percentage of net revenue from all alcohol sales
- Venue retains percentage of all alcohol sales at Après Curl - average of \$20,000
- All Tourism, Provincial and City grants - upwards of \$200,000 (*note - GSOC will take grant sourcing on if venue/community does not wish to participate*)

GSOC retains:

- 100% of all merchandise sales sold at their Rock Shop on site
- All ticket sale revenue
- Sponsorship (local, regional, broadcast)



ECONOMIC IMPACT

REGIONAL ECONOMIC IMPACT:

- GSOC events deliver an average of \$4 million+ in economic impact to each host market
- GSOC will partner with local host accommodators to bundle tickets with rooms to drive incremental room stays
- GSOC will produce and distribute features on local curling club and prioritize shooting content with curlers at local landmarks and businesses to market them both in Canada and globally

Summary of Key Findings:

- \$2 million of initial expenditures
- \$3 million overall economic activity in the province
- \$1 million of visitor spending, including international tourists
- \$750K in wages and salaries supported locally

JR. GSOC & COMMUNITY LEGACY

Taking place in each GSOC host community, our **JR. GSOC and Future Rockstars** programs allow the next generation of curling stars to hit the ice and learn from elite curlers in an effort to grow the sport of curling and give back to the clubs and communities that make the Grand Slam of Curling events a success. 40+ youths are welcome to take part in this program / event. In addition, \$2 from every program sale goes directly back to youth curling in the community.



Beginning in 2025-26 season, each host community will be provided with a **GSOC Legacy Box**, featuring +\$1,000 of merchandise and memorabilia that can be used as giveaways, auction items, or simply used to generate revenue for local curling clubs.

VENUE REQUIREMENTS

- Minimum 2,500 seats
- Clean venue – existing logos will be covered unless they choose to sponsor the event
- 8 athlete change rooms
- 1 production office, 400 square feet
- Room/lounge for 50 volunteers
- Room for a massage therapist
- Catering area for 50
- Area for Après Curl after party with capacity for 300+ with staging
- Audio system and lighting
- Adequate storage
- 6+ VIP suites
- Area for 10 statisticians and timers that overlooks the ice surface (can be on concourse or in a media booth)
- Hardwire for stats area and production office + stats area, WIFI available for media
- Forklift
- Use of 10 x 6-foot tables and 20 folding chairs
- 50 parking spaces available for teams and crew

Ticketing - *TCG has a preferred vendor if ticketing is needed*

- Fully functional box office
- Have ability to map seating chart for fans to pick their own seats
- Ability to integrate ticket sales and seating chart into the Grand Slam of Curling App

VENUE REQUIREMENTS

Operations:

- Glass and posts are to be removed
- Half glass or safety barrier to be inserted if required by local fire codes
- Dehumidification required by building code

Rigging of Sportsnet and streaming overhead cameras weight load requirements:

- 1000 lbs per side of the arena. 300lbs per motor point plus cable pick point of 100lbs, depending on the number of camera carts being used. This weight is when we use one camera cart.

VENUE REQUIREMENTS - STREAMING

Production Control Room - Streaming

- A minimum of 750 square feet to accommodate a full production setup, including:
 - Workstations for technical directors, producers, and support staff with a clear view of the ice
 - Adequate room for cabling, monitors, and other equipment
 - An additional 100 to 150 square feet is ideal for audio post-production setups or commentary teams, if not integrated into main production room
 - A separate or semi-separated space for handling live audio mixing if space allows
 - A dedicated storage area of 150 to 300 square feet for safely storing gear, equipment cases, cables, and backup equipment

Security

- All production and storage areas must be lockable to secure valuable equipment
- Venue staff to coordinate access control during event downtime (e.g. overnight)

Electrical Requirements:

- Minimum of three separate 20-amp circuits in the production control room
- Backup power options such as on-site generators or UPS (Uninterruptible Power Supply) for critical equipment
- Power outlets distributed across curling sheet areas, commentary booths, Storage areas

Internet:

- Dedicated Internet Line: Minimum upload speed of 1 Gbps is required to support simultaneous high-definition streaming from all four sheets
- Download speed of at least 500 Mbps for remote monitoring, and troubleshooting

Network Configuration:

- Multiple network drops throughout the venue, strategically placed in production control room and both ends of curling sheet

PREFERRED SPECIFICATIONS

- 3+ star hotels with a minimum of 150 rooms within 10 KM from facility
- Adequate vehicle parking for guests
- Shuttle service a plus
- Population of 50,000+ within 50 km

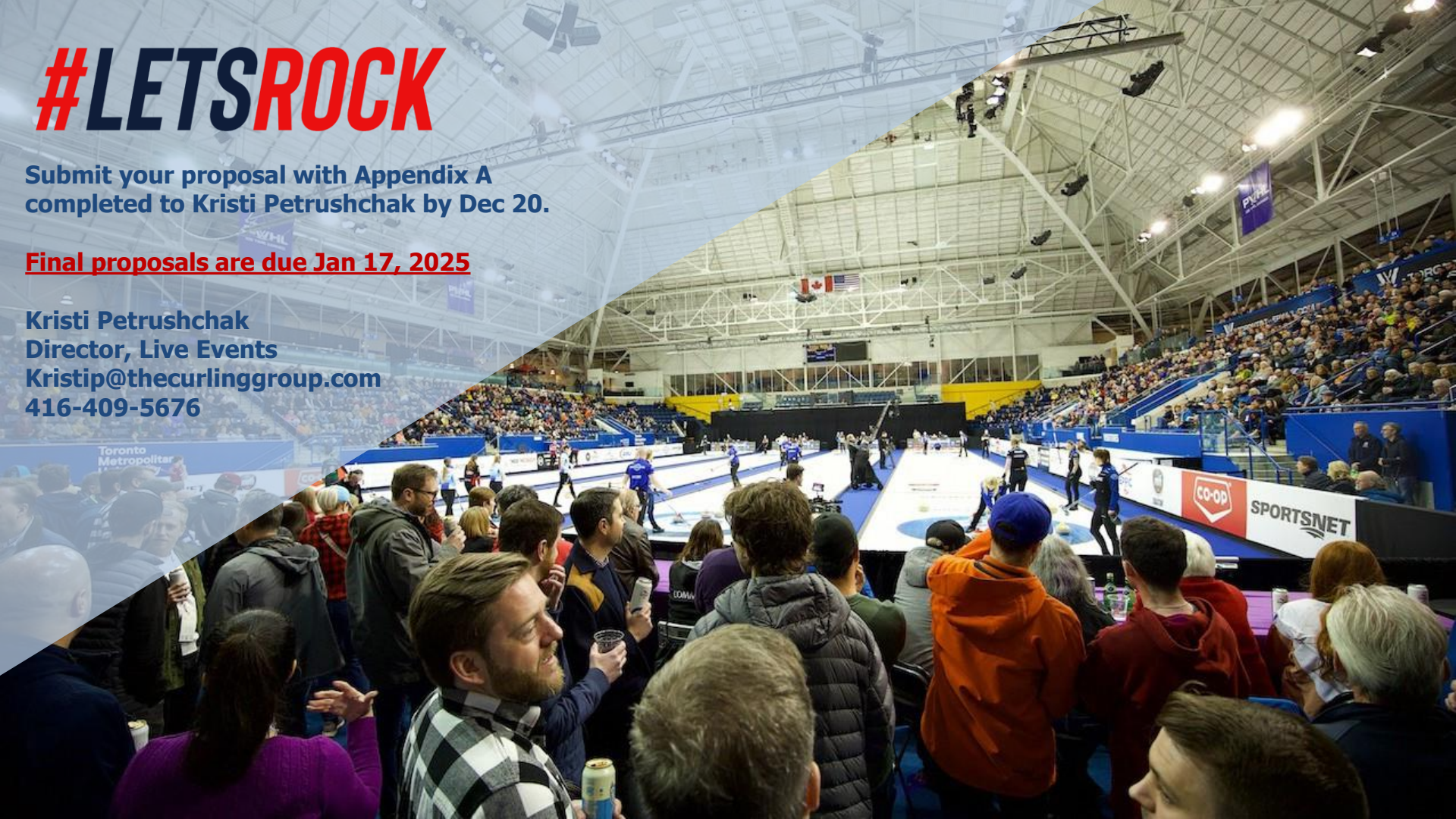


#LETSROCK

Submit your proposal with Appendix A completed to Kristi Petrushchak by Dec 20.

Final proposals are due Jan 17, 2025

Kristi Petrushchak
Director, Live Events
Kristip@thecurlinggroup.com
416-409-5676



APPENDIX A:

Please complete and return:

Facility Name	
Location / Address	
Province	
Postal Code	
Number of Pads	
Seating Capacity	
Dressing Rooms	
Sponsorship & Activation Restrictions	
Ticket Office (Y/N) & Ticketing Provider	
Concessions (Y/N) & Pouring Rights	