The Pomeroy Peace Curling Tour has been in operation since 2009 and provides local curlers the opportunity to gain experience and develop their skills to better represent the Peace Curling Association at Provincial, National and World levels. Teams compete in 3 divisions at 4 cash spiels with the top 8 teams in each division earning a berth to the Tour Championship that determines the year’s overall winner for each division.

The Layton Tremblay Team consisting of 4 players between the ages of 12 and 16 won the 2016 EnCana Challenge Division in their first year

LtoR: Layton Tremblay (Skip), Murray Lawrence (4th), Dylan Ethier (Second), Samuel Smith (Lead)
Introducing the Peace Curling Tour!

The Peace Curling Tour, now entering its 9th year, has generated a major resurgence of interest in curling in the Peace Country. Prior to the tour the Cash Spiels were languishing and nearing collapse from a lack of participation and interest.

We are now face the challenge of trying to accommodate all of the teams coming forward.

With its emphasis on the development of junior curling together with providing an opportunity for competitive curlers of all ages to enjoy our wonderful sport.

The Peace Curling Tour is built on the foundation of the 4 major Cash Spiels:

1. Grande Prairie Cash Spiel
2. Fort St John Cash Spiel
3. Dawson Creek Cash Spiel
4. Peace River Cash Spiel

At these Cash Spiels teams generate points to qualify for the Annual Tour Championship held each January in Sexsmith.

The PCA Tour communities have developed many Provincial, National and World Championship teams and curlers. Each year we send 28 teams in 14 Curling categories to represent us starting at Provincial Championships with winners going on to National and World Championships.

This partnership booklet will provide a detailed outline of the Peace Curling Tour’s Sponsorship Opportunity and will outline the PCA marketing area, geography, population, communities, curlers, fans, media outlets as well as details of partnership fulfillment and benefits for each level of partnership.

This vast area has a resource economy based primarily on agriculture, oil, gas, forestry and mining. Citizens are served by 3 daily and 10 weekly newspapers. We are serviced by 4 radio stations and 9 local radio stations that provide coverage to the entire area as well as by 2 local community television stations.

Local sports are big news items in the Peace. There is extensive news and print coverage of the Peace Curling Tour.

The sponsors of the Peace Curling Tour will be included in all Peace Curling Tour promotions and marketing materials.

This includes weekly news updates and commentary on Peace Curling Tour points standings for a full 4 month period leading up to the Peace Curling Tour Championship, held annually in Sexsmith, and we expect consistent news coverage for the full 4 month season.

The sponsors of the Peace Curling Tour will also be included in radio and newspaper advertisements to promote a number of key functions and events throughout the Peace Curling Tour Season including:

1. Advance intensive media promotion of the sponsors of the 4 Cash spiels as key qualifying events for the Tour Championship.
2. Inclusion in the media promotion of the Annual Peace Curling Tour Championships.
The Peace Curling Association (PCA) is the largest of the 3 regional curling associations that make up the Alberta Curling Federation.

The vast geographical area that is the PCA, includes 25% of BC’s land mass and approximately 30% of Alberta.

The Peace Region has a population in excess of 250,000 citizens living in over 70 cities, towns, counties, regional districts, and villages.

Thirty-two Curling facilities are located in all major cities, towns, and villages. The clubs are key social and recreational centres, entertaining thousands of curlers and fans. There are over 4000 active curlers playing in regular leagues from October to March each season and at least another 2000 curlers who participate in bonspiels and social curling events.

Throughout the curling season the curling rinks also serve as the community centre for their communities and are utilized by thousands of citizens as a key focal point for winter social activities.

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The PCA Tour produces world class curlers. Each year we send a 28 teams to represent the PCA in Provincial play downs and winners go on to National and World Championships.

We have a tremendous track record of producing championship curlers and have teams representing us each year in 13 separate Provincial Championships including: Men’s, Ladies, Juvenile (men and women), Juniors (men and women), Seniors (men and women), Masters (men and women), Mixed, and Club Championships (men and women).

Each year competitive teams in each category are preparing for PCA play downs and the chance to win a birth at the Alberta Provincial Championships.

That means we have high school, juvenile, junior, mixed, men's, ladies, senior men's and senior ladies (50 +) and Master Men's and Ladies (60+) looking for opportunities to enter competitive bonspiels and super leagues in order to develop the skills and capacity to represent the PCA and the Province.

The PCA curling clubs have produced many Provincial, Canadian and World Champions, including:

**Alberta Provincial Champions:**
- Team Karen Gould
- Team Graham Powell
- Team Kurt Balderston
- Team Travis Cooper
- Team Renee Sonnenberg
- Team Mel Watchorn
- Team Gary Morken
- Team Rick Maksymetz
- Team Les Sonnenberg
- Team Carter Rycroft
- Team Desiree Robertson
- Team Bud Hosker
- Team Evelyn Hosker
- Team Jamie Bourassa
- Team Tristan Steinke
- Team Kristie Moore
- Team Jodi Busche (B.C)
- Team Mickey Down
- Team Ken MacRae
- Team Gloria Palinkas
- Team Greg Webb
- Team Geoff Walker
- Team Mel Watchorn
- Team Della Robertson
- Team Gerry Fisher
- Team Ralph Brust
- Team Daylan Vavrek
- Team Amanda Swcheniuk
- Team Colin Griffith
- Team Jordan Steinke

**World Champions:**
- Team Heather Godberson
- Team Charley Thomas
- Team Daylan Vavrek - Under 18
- Team Evan Asmussen - Juniors

**Canadian Champions:**
- Team Heather Godberson
- Team Charley Thomas
- Team Kurt Balderston
The Peace Curling Tour partnerships are available for a 2 or 3 year initial term beginning with the 2016-2017 season in the following categories. Since 2009, the title sponsor has been Pomeroy Inn & Suites who will continue until 2018 at a minimum. The Junior division is CanWest Group Benefit Consultants who have also been a continual sponsor since 2009.

At the current time the Peace Curling Tour has the following sponsorship opportunities:

1. **COMPETITIVE DIVISION PARTNER (10,000)**

   The Competitive Division provides the opportunity for experienced teams and for teams seeking the highest level of competition in preparation for provincial championships.

   The title of the Division will appear on advertisements, in all collateral materials and in news releases. Detailed sponsorship benefits are outlined in the following pages.

2. **CHALLENGE DIVISION PARTNER (10,000)**

   The Challenge Division provides an opportunity for both experienced teams and newly formed teams to gain

   The title of the Division will appear on advertisements, in all collateral materials and in news releases. Detailed sponsorship benefits are outlined in the following pages.


   A Platinum Curling Partner for the Peace Curling Tour will receive significant recognition and sponsorship fulfillment as outlined on pages 7 and 8.
Division Partner Benefits

Division title exclusivity
The (Sponsor’s Name) Challenge Division will be the official name. All radio, newspaper, TV and collateral materials will reference the Division sponsor.

5 month of Sport News Coverage
The Division sponsor will receive 5 months of extensive sport news coverage in the Peace Region 18 major radio stations, 2 daily and 11 weekly newspapers and 3 local community TV stations. A conservative estimate of media hits is $40,000.

Media will also be notified of all game results during each event in each division. At the conclusion of each event final results as well as tour division tour standings will be sent to the media.

Formal media alerts and press releases will be sent to all media prior to each event.

Weekly results & standings will be provided to all radio TV and the daily and weekly newspapers in the Peace Region.

In-ice logos
In-ice logos will be inserted into four sheets of ice at each of the five major tour venues: Grande Prairie, Sexsmith, Peace River, Fort St. John and Dawson Creek. These substantial in ice logos will be displayed during the entire curling season, from October through April and will be seen by all league, bonspiel and rental curlers.

The ice-logo exposure is valued at $8000.

Presentation of Partners at Tour Events
Title and division partners will be invited to attend all 4 Cash Spiels and the Tour Championship. Partners will be introduced and provided an opportunity to address the audience. Two banquet tickets will be made available to each event. (estimated value $500)
Peace Curling Tour Poster

The Peace Curling Tour professionally printed posters that will be prominently displayed in over 30 PCA Curling Clubs for the entire curling season.

The poster outlines the schedule and locations for all Peace Curling Tour events and its sponsors. (estimated value $1500)

Inclusion in Program Booklet at four Cash Spiels and the Tour Championship Events

The Peace Curling Tour will produce a program that will be available to fans and participants at all four tour events. The title, division and platinum partners will be featured prominently in each Cash Spiel program. (estimated value $1000)

Purchased Radio Advertising

Title, Division and Platinum Sponsors will be featured in purchased radio and newspaper advertisements to promote the Peace Curling Tour Season including:

- Major Peace Curling Tour kick off event to be held in early October that will feature instruction by elite players and national coaches. This event will include registration for the tour.

- 4 Cash spiels as key qualifying events for the Tour Championship:
  - Grande Prairie Cash Spiel
  - Fort St. John Cash Spiel
  - Dawson Creek Cash Spiel
  - Peace River Cash Spiel

- Peace Curling Tour Championships to be held in Sexsmith, Alberta. (estimated value $3000)

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Venue Advertising

At each of the five tour venues (Sexsmith, Grande Prairie, Peace River, Dawson Creek, and Fort St John Curling Rinks), pull up banner advertising signs or the equivalent, featuring all partners, will be on display at each venue for each event. (estimated value $1000)

PCA Website Marketing

Competitors and fans have grown accustomed to viewing results and event schedules on the internet. This has been one of the largest movements of interest in curling.

The Peace Curling Tour will be a primary feature on the PCA website. The Division Partners will have the high profile and a direct link to their company website will be provided.

The PCA website will provide Tour standings, event draws, current results, news reports as well as a photo gallery. The sponsorship profile will be maintained as the media and curling community tracks the results at each event and cumulative standings of the Peace Curling Tour.

(estimated value $5000)