



**PLAYERS**  
**TOUR<sup>®</sup>**

MARKETING OPPORTUNITIES

# THE ROARING GAME

REVINVENTING

PLAYERS  
TOUR



**It's time that the players had more of a say  
in the way we operate the sport.**

The Players Tour is the first series of events to commit to working directly with the new Curling Players Association, established in 2022.



**NIKLAS EDIN**

2022 Olympic Gold Medalist  
Curling Players Association President

# CURLING

## RICH IN HERITAGE PRIMED FOR EXPANSION

Curling has a rich history, starting from ancient Scotland to its golden age in Canada. It's time for this incredible sport to captivate the next generation. Players Tour is reimagining curling in a way that appeals to today's audience and opens up new markets. We're rethinking the sport from the ground up, aiming to restore curling's excitement and relevance in the global sports community.

**1.8M**

TOTAL RECREATIONAL  
ATHLETES WORLDWIDE

**1500+**

TOTAL CURLING  
CLUBS WORLDWIDE

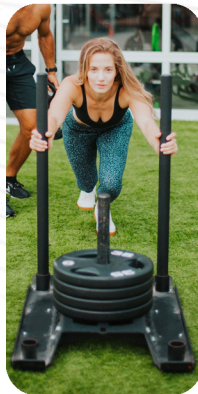
**200+**

EVENTS ANNUALLY

**>500**

YEARS OLD

**PLAYERS**  
TOUR



# **PLAYERS** TOUR®

# PILOT A NEW SERIES OF EVENTS FOR CURLING



# \$1,155,000

2nd Largest Series of Events Worldwide

The Players Tour is the global men's and women's pro curling circuit, comprised of events featuring the best talent from around the world, and supervised by the new Curling Players Association. Top athletes from major tournaments including the Grand Slams, Brier, Scotties, University and World Championships, all compete on the Players Tour in pursuit of becoming Players Tour World Champions.





# LIVE ENTERTAINMENT

MORE THAN A GREAT CURLING EVENT

THESE ARE **INTERNATIONAL FESTIVALS**

**12K**

AVG TOTAL ATTENDANCE  
TIER 1, 5 DAY FESTIVAL

KickOff Concert Headliner  
**THE DIRTY NIL**

**5 PLAYERS**  
TOUR TV



# EVENT SCHEDULE

## DUNDAS ONTARIO, PLAYERS OPEN

The expanded five-day event schedule begins with a press conference, 1v1 competition for local athletes, and a curling clinic on Wednesday, providing fans with even more opportunities to engage with their favorite players. This full week of curling promises a rich and engaging experience for fans, players, and sponsors.



### DAY 1 – WEDNESDAY

9:00 am – 12:00 pm: Community Outreach – Pro Curlers Visit Local Schools  
12:00pm – 1:00 pm: Press Conference – Official Welcome and Event Overview  
1:00 pm – 3:00 pm: Practice Ice Available – Pros Warm Up for the Main Event  
3:00 pm – 5:00 pm: Beat The Champ 1v1 – Local Curlers Team Up with Pros for YouTube  
5:00 pm – 7:00 pm: Curling Clinic – Pros Share Tips and Techniques with Fans  
7:30 pm – 9:30 pm: Opening Ceremonies Club Social – Kickstart the Event with All Participants

### DAY 2 – THURSDAY

9:00 am – 9:00 pm: Curling Tournament – Matches Begin  
4:00 pm – 6:00 pm: VIP Lounge – Sponsor Social with Special Guests  
6:00 pm – 7:30 pm: Behind the Scenes – Broadcast Tour (Pre-Registration Required)  
9:00 pm – 11:00 pm: Kickoff Concert – Live Music

### DAY 3 – FRIDAY

9:00 am – 9:00 pm: Curling Tournament – Play Continues  
12:00 pm – 6:00 pm: International Food Vendors – Taste the World in the Sponsor Village  
6:00 pm – 8:00 pm: Evening Matches – Top Talent Battles For Position  
8:00 pm – 10:00 pm: VIP Lounge – Player Meet and Greet with Autograph Session

### DAY 4 – SATURDAY

9:00 am – 9:00 pm: Curling Tournament – Play Continues  
1:00 pm – 3:00 pm: Community Street Party – Outdoor Road Closures for Food and Games  
4:00 pm – 6:00 pm: Sponsor Village Activities – Interactive Experiences and Giveaways  
6:00 pm – 8:00 pm: Curling Tournament – Tie Breakers  
8:30 pm – 11:00 pm: Saturday Night Social Hosted by Electric Diner – Live Music

### DAY 5 – SUNDAY

9:00 am – 4:00 pm: Curling Tournament – Quarter Finals & Semi-Finals  
6:00 pm – 8:00pm: Curling Tournament – Finals  
8:00 pm – 8:30pm: Grand Awards Ceremony – Celebrate the Champions  
7:00 pm – 10:00 pm: Sunday Casino Social – A Night of Games, Prizes, and Celebrations



**BUILDING & CONNECTING  
CURLING'S LARGEST ECOSYSTEM**

**1,075**

**Clubs In North America**

**1.2M**

**Total Recreational Curlers In Canada**

# NEVER MISS A MOMENT

We Show The Entire Tour As Teams  
Battle Their Way To The Slams

 **PLAYERS**  
TOUR



# BY THE NUMBERS

334K

Event Audience

52%

Gender  
Male vs. Female

840K

Watch Time  
Hours

OVER 5M

Impressions  
22/23 Season

Canada

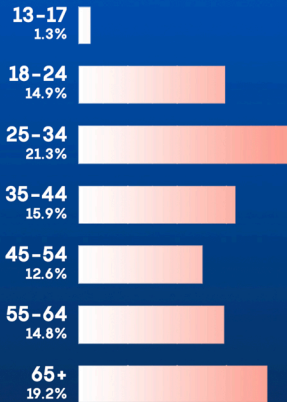
## HOME TO THE BIGGEST CURLING TOUR EVENTS



JOHN CULLEN  
Comedian, Host/Commentator



## Age



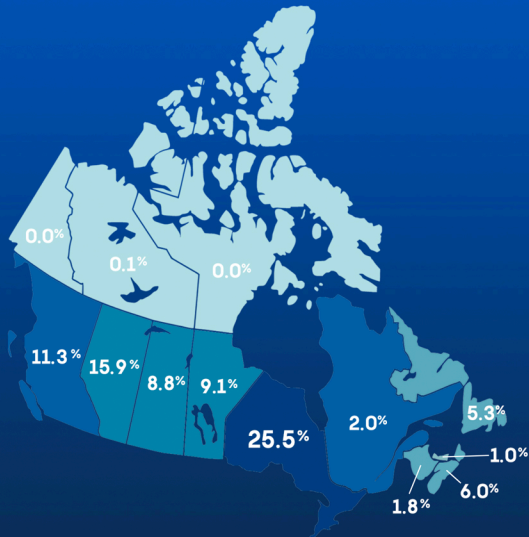
## Device

43.1%  
Computer

27.6%  
Mobile Phone

18.6%  
TV

10.6%  
Tablet





# REACH

Brands receive promotion across all our social platforms, shoutouts in live streams of games, and enjoy meeting with our athletes at events. Tour Ambassador teams promote your brand's products to an additional audience of over 200k followers across all Players Tour Ambassador profiles.



**41K**  
FOLLOWERS



**7K**  
SUBSCRIBERS



**112K**  
MONTHLY VISITORS



**COLLABORATE  
+ ELEVATE**





# FORGING EQUAL OPPORTUNITIES

Presently, there is an imbalance between Mens and Womens curling in terms of professional opportunities to play in major events. Players Tour is working with the Curling Players Association to build new opportunities that level the playing field for all athletes regardless of age, gender and ethnicity.

The Players Tour is developing a new series of events that is equal in prize earnings and participation for Mens and Womens curling. We hope to achieve this goal by 2026.

With your support Players Tour teams up with popular athletes to bring events to new communities to host the next generation of Womens curling and help balance the tour.



EMMA MISKEW

Team Homan



## WHAT DO PLAYERS TOUR PARTNERS BENEFIT FROM?



Players Tour offers an exclusive partnership package, which includes opportunities such as venue naming rights, event co-hosting, an all-year ad campaign, targeted messaging, competitions, on-site sampling, and unique activations. These offerings can be combined in various ways to meet your goals and boost your revenues.



We aim to assist you in achieving your marketing goals with tailored solutions and activations. Players Tour is committed to crafting a distinctive experience for your segment. We will meticulously plan and administer your activation, hand in hand with your team - because every single detail matters!





- Unique Brand Placements
- Learn To Curl Opportunities
- Community Player Meet & Greets
- Highlights & Player Interviews
- 15 & 30 Second Commercials
  - In Game Statistics
  - Live Betting
- Viral & Custom Video Content
- Website & In App Banners
  - Custom Graphics
  - Curling Clinics
  - Volunteer Jackets
  - Time Keepers
- Commentator Shoutouts
- Rink Board Placements
- Booths & Door Bags
- Corporate Tickets

## PARTNERSHIP EXAMPLES



UNIQUE PRODUCT DISPLAYS



IN ICE & IN VENUE PROMOTION



COMMUNITY VENDOR TENTS



SWEEPSTAKES & GIVEAWAYS



VIP AREAS



ENTERTAINMENT SPONSORSHIP





**NO BORDERS**

**60+**

**CURLING  
MEMBER  
ASSOCIATIONS**

 **PLAYERS**  
TOUR<sup>®</sup>

 **LIMITLESS**  
CURLING

 **PLAYERS**  
TOUR  
AMBASSADOR  
PROGRAM

DEVELOPING/GRASS ROOTS



ELITE COMPETITIVE



# LET'S TALK



Our team is open to creating an opportunity for your brand to partner in unique ways

Gift In Kind Sponsorship

Media Partners

Creative Cross Promotion

Transportation Partners

Entertainment Opportunities

Other Creative Opportunities



**FOR PARTNERSHIP INQUIRIES**

**KIRK LYNN**

Head of Global Partnerships

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647-233-5475

**GENERAL INQUIRIES**

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