



Curling I/O

Curling Registration and Management System

Learn more. Build better. Deliver stronger.

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CURLING REGISTRATION AND MANAGEMENT SYSTEM (CRMS)



What is the Curling Registration and Management System (CRMS)

The Curling Registration and Management System (CRMS) extends today's technology to Member Associations and Curling Clubs across the country, providing them with a full range of web-based tools to accept curler registrations, manage and communicate with your curlers, accept online payments, and leverage full reporting capabilities.

Key Features of the System

- Completely web-based system, accessible via web browser
- Tiered access (Curling Club, Member Association, Curling Canada)
- Data access controls and usage restrictions
- Curling Club Online Registration
- **ZERO COST** to Curling Clubs or Member Associations

WHAT WILL IT LOOK LIKE?



Much like any other web-based management system, the Curling Registration and Management System will include:

- Stand-alone front-end user forms that are branded with the Curling Club and Member Association
 - Simple website integration for Curling Clubs and Member Assoc.
 - Secured with SSL certificate
 - Hosted on Curling Canada Technology Infrastructure
- Backend administrative web application
 - Management of registration forms
 - Curler Management Tools
 - Reporting and Accounting Export Tools

CURLING CLUB REGISTRATION



Web-based system that provides Curling Clubs with online registration capabilities for their curlers.

- Web-based system
- Simplified registration forms for curling membership, special event, etc.
- Customizable membership fee structures
- Add-on Product/Item capabilities (i.e. shirts, lockers, etc.)
- Clearly displayed Member Association and Curling Canada fees
- Online Payment Processing capabilities
- Funds are automatically deposited into the Curling Club, Member Association and Curling Canada bank accounts after they have been cleared by the processing gateway.

SECURITY AND PRIVACY



A secure and trusted service for our members and yours.

- **SSL Certificate** for encryption of all data being transmitted
- **Two-factor Authentication** for logins to the administrative backend
- Curling Participant information **will not be used** for direct marketing purposes by the Member Associations or Curling Canada without the participant's consent.

BENEFITS TO CURLING CLUBS



- **Simplified curler registration** with optional online payment capabilities
- Curling Club has “big-business” capabilities **without any of the cost.**
- **Centralized database of curlers** for **marketing, reporting** and **engagement** purposes, along with the support to use it.
- Easy setup of **online registration/purchase forms** for activities or programs including Corporate Activity Rentals, Leagues, Clinics, Bonspiels, and more.
- With online payment integration, **funds are automatically deposited** into the Curling Club’s existing bank account, and reporting and fee remittance to their Member Association and Curling Canada is fully automated.
- Bilingual Technical Support

BENEFITS TO MEMBER ASSOCIATIONS



- **Member Association branded application** that is delivered to your member Curling Clubs, powered by Curling Canada.
- **Centralized database of your member Curling Clubs and their curlers** for **marketing, reporting** and **engagement** purposes. Geographic and Demographic data to assist in decision making and marketing of the sport.
- Integrated **marketing tools for email blasts** and communications.
- Easy setup of **online registration/purchase forms** for activities or programs including Playdowns, Clinics, Camps, AGMs and more.
- With online payment integration, **funds are automatically deposited** into the Member Association's existing bank account.
- **Third-party service cost savings** by no longer requiring services, such as email marketing services (MailChimp, Constant Contact, etc.) and online form-based services (Formstack, Wufoo, etc.)

BENEFITS TO CURLING CANADA



- **Centralized database of curlers.** Geographic and demographic data to assist in decision making and marketing of the sport nationally.
- Satisfies our **Sport Canada data reporting** requirements
- Easy setup of **online registration/purchase forms** for activities or programs that are national in scope
- **Strengthening partnerships** with our Member Associations and Curling Clubs

IMPLEMENTATION TIMELINE



- **June - September 2017**

Pilot Participant Member Associations and Curling Clubs begin to adopt Curling I/O as their member registration system.

- **March - May 2018**

Remaining Member Associations and Curling Clubs adopt Curling I/O as their member registration system.