



CURLING AND OUR COMMUNITY

Insert Club Name Here

CURLING IN CANADA

An Introduction

A CANADIAN PASTIME

Since arriving on our shores in 1759, curling has connected Canadians and united diverse communities on the rink. Although the sport has changed over the centuries, the qualities which capture our imagination persist; the tradition of fraternity, the spirit of sportsmanship, and the drive for excellence.

Today, Canada is the world leader in the sport. From thriving grassroots play to the international athletic stage, 90% of all curlers hail from Canada. Curling is a definitive national pastime, with traditions and values that mirror our distinctly Canadian outlook. We are fierce but friendly competitors. We are proud but humble.



**NO OTHER SPORT IN
CANADIAN HISTORY HAS
WON A MEDAL AT EVERY
OLYMPIC GAMES.**



CURLING CLUBS ARE COMMUNITY HUBS

Curling Clubs are:

- Inclusive
- Volunteer Driven
- Accessible
- Gathering Places

Curling rinks are vital to some small communities, providing a venue for people of all ages to gather and engage in sport. The curling community is a diverse group of people of widely varying ages, backgrounds and socioeconomic circumstances.

THE ECONOMIC IMPACT



\$584 MILLION

In Economic Activity Across Canada



800 000

Attendance at Curling Canada Events



3400

Jobs Supported by Curling



\$186 MILLION

Of Wages and Salaries Supported by Curling

INSERT PROVINCE HERE

Curling In the Province

BY THE NUMBERS



XXX XXX

Number of Registered Participants



XXX

Number of Curling Clubs



1063

Curling Sheets In the Province



\$10,376,949

Of Wages and Salaries Supported by Clubs

**INSERT A
GRAYSCALE
PICTURE OF YOUR
EVENT HERE**

SPORTS TOURISM

Major Sporting Events in the Province

**INSERT A
GRAYSCALE
PICTURE OF YOUR
PROGRAM HERE**

YOUTH PROGRAMS

Engaging the Next Generation of Curlers

INSERT CLUB NAME HERE

About Us

OUR PLACE IN THE COMMUNITY

- Insert facts here about your facility and its membership.
- If you are able to highlight diversity of membership (age, gender, ethnicity, income group) this is encouraged.
- Do you give back to the community? Give examples here.
- Do you have a heartwarming anecdote? Include it but keep the emphasis on the facts.

**INSERT A
GRAYSCALE
PICTURE OF YOUR
FACILITY HERE**



INFRASTRUCTURE INVESTMENT OPPORTUNITIES

We Need

State your investment project or need here. Be concise and clear.

It Will Help

Share how the project/funding will benefit your community.



BUSINESS CASE

Our Need

State your institutions issue or opportunity here and explain how it is impacting the business.

The Solution

State your proposed solution. Provide details and explain any alternatives considered.

Our Costs

State your projected costs, cost assumptions and benchmarks. List any other sources of funding.

The Beneficiaries

Who will benefit from this investment? Be specific about the community/individuals it will impact.

Intended Impact

What are the direct and indirect benefits of the project overall? Are there quantifiable benefits?