



Curling Jamaica Sponsorship Package 2024/25



We are Curling Jamaica

It all began in 2020 with a Jamaican-Canadian curler who had a dream to teach and share curling with other Jamaicans. The dream reached like-minded Jamaicans and long-time players of the sport who wanted to see their country on the world stage. Curling Jamaica is now recognized by the Jamaica Olympic Association and is the 67th member association of World Curling. The dream began with Jamaica's debut on the international curling stage in 2023 at the Pan Continental-B Curling Championships winning a silver medal in women's curling. But the dream will not be fully realized until Jamaicans from the island are standing on top of the podium at the Olympics!



Our Vision

To identify young athletes from Jamaica, teach, coach and train them to achieve the goal of Jamaica standing at the top of the Olympic Podium in 12-16 years!

What is Curling?

Curling is a sport of strength, precision and skill in which two teams take turns sliding 42lb stones down a sheet of ice at a target called "a house" 150 feet away. At the end of each round the team closest to the center of the target scores the points. The stones are delivered with a predetermined rotation so the stones actually curl as they travel down the ice. This is why the sport is called "Curling". Once an athlete delivers a stone down the sheet, the rest of the team works together using brooms to influence the trajectory of the stone by heating up the ice with a combination of speed and pressure. This sport takes decades to master.



Our Mission

Grassroots is at the heart of Curling Jamaica's Mission. The Curling Jamaica Grassroots Gold Medal Youth Program will identify and train eight (4 boys / 4 girls) U18 Jamaicans living in Jamaica each year.

In addition, Curling Jamaica is seeking partners to support the development of Jamaican athletes living around the world through our Grassroots Recruit, Train & Retain Program! This program will recruit and train new Jamaican players, of all ages, from across Canada, the USA, and the UK. Both grassroots programs will share the same curriculum and offer a life changing experience for the athletes selected.

This unbelievable opportunity will be awarded to the winning candidates who will live and train in the world class city of Thunder Bay, Canada during the Canadian school year (September – June) and get their education at Canadian schools. The identified athletes will train under world class curling coaches during the curling season (October - April) with impressive resumes including:

Al Hackner: 2x world champion, world senior championship silver medalist, former team USA coach

Rick Lang: world champion, coached teams to two silver medals at the Canadian Women's Curling Championships

Cristiene Hall-Teravainen: Pan Continental-B silver medalist for Jamaica, Multiple time Northern Ontario seniors provincial finalist

Both program offer

- Full billeting for each athlete
- Attending a Canadian school
- Professional curling coaching
- Dedicated curling league and practice

And for the athletes both programs will reward them with a social, physical and creative challenge on a sheet of ice.

Curling Jamaica's grassroots programs will inevitably lead to the development of the future core group of athletes that will represent Jamaica in the Olympics.

But we need YOUR support to get young Jamaicans onto the ice and to the top of the podium.

A Life Changing Opportunity for Young Jamaicans

Both programs offer Jamaicans a once in a lifetime opportunity!

In addition to learning how to curl. All athletes that go through either of our grassroots programs will develop skills that will change their lives forever!

TEAMWORK
CONFIDENCE
LEADERSHIP
SELF BELIEF
COMMUNICATION
RESILIENCE



Not only will this program prepare our athletes for curling but for life! This program will prepare the future leaders of Jamaica for anything!

With your support we can make this a reality!



The Growth of Curling and the Potential for Jamaica



Curling is one of the fastest growing winter sports in the world! Not only is it the 5th most watched Winter Olympic sport in the UK, The number of member countries in World Curling has grown from 53 countries in 2016 to 73 countries today! That is 27% growth in just the past decade!

Curling debuted in the Winter Olympics in Nagano in 1998. Previously dominated by Canada, Team Great Britain, and the Nordic nations, the sport of curling in recent decades has become a truly global sport.

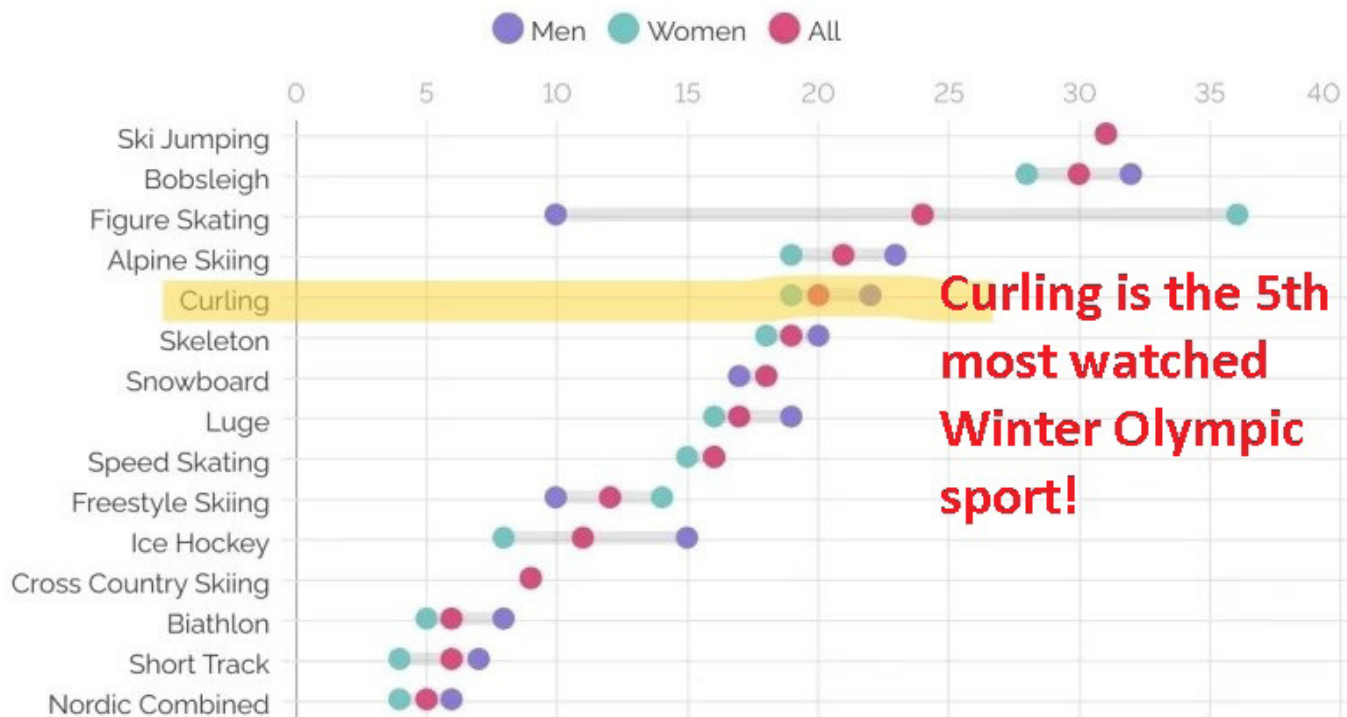
At Vancouver 2010, China became the first Asian nation to win an Olympic curling medal, picking up a bronze in the women's team event.

Eight years later at PyeongChang 2018, South Korean and Japan's women's teams both got onto the podium – something that would have been unthinkable just a decade earlier.

And in Beijing 2022, Italy's Mixed Doubles Curling team won their country's first ever curling Gold Medal.

With your support, Jamaica will be the next country to break through on the Olympic Podium in curling!

Which, if any, of the following Summer Olympics sports do you watch/follow? Please select all that apply. By watch / follow, we mean that you either actively read about the sport, watch live broadcasts or highlights of matches/events online or TV, or attend matches/events in person. (% of UK fans of the Olympics)



Curling is the 5th most watched Winter Olympic sport!

YouGov

Global Fan Profiles, December 2021

Sponsorship Opportunity From the Island to the Ice

Supporting Curling Jamaica's Grassroots program will create a mutually beneficial partnership strengthening your brand. You will contribute directly to building Jamaica's future Olympic teams. Whether you're looking to gain brand awareness or support Jamaica's future Olympians, the Curling Jamaica team can build a package that aligns with your corporate strategy.

Budget

Monthly Cost per athlete*

- Jamaican citizen: \$2894.3/month
- Jamaican-Canadian: \$1545/month

*Costs in 2024 Canadian Dollars,



Sponsorship Packages for the 2024/25 Season

Title Sponsor *\$150,000*

- Title sponsorship available for both Grassroots program
- Logo placement on promotional materials and Curling Jamaica website.
- Brand promotion in every press release
- Sponsored social media team updates and brand ambassadorship
- Access to team events and exclusive meet-and-greets.

Gold Sponsor \$100,000

- Logo placement on promotional materials and Curling Jamaica website.
- Regular social media promotion and brand ambassadorship
- Invitations to select team events.

Silver Sponsor \$50,000

- Logo placement on promotional materials and Curling Jamaica website.
- Social media promotion

Bronze Sponsor \$25,000

- Logo placement on promotional materials and Curling Jamaica website.
- Social media promotion

Customized packages available upon request

*Costs in 2024 Canadian Dollars,



Supporting Curling Jamaica Development Events

In addition to our grassroots programs, Curling Jamaica is seeking partners to support our series of competitions throughout the season that promote Curling Jamaica's mission and values and provide development and competition opportunities for our grassroots athletes and members. During the 2024/25 season Curling Jamaica will host:

Jamaica Cup Mixed Doubles Cashspiel - January 18-19, 2025

- A high level event on the world mixed doubles curling tour featuring some of the top young teams in Canada offering a fantastic development opportunity for Jamaican teams

Jamaica National Mixed Doubles Championship - February 22, 2025

- Determines the Jamaica Mixed Doubles team for the 2025/26 season

Jamaica International Friendly - February 23, 2025

- Includes teams from Hong Kong, Portugal, Mexico, Philippines, Chinese Taipei and Kenya in an event that promotes international friendship, cooperation, and development.

If you are looking for a different way to support Curling Jamaica's mission, create exposure and enhance your brand, Curling Jamaica can build a package that aligns with your corporate strategy.

CONTACT

To learn more about the opportunity to support the development of Jamaica's future Olympians with Curling Jamaica, please check our website at <https://www.curlingjamaica.com/> and please contact:

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