



CURLING JAMAICA

Sponsorship Package

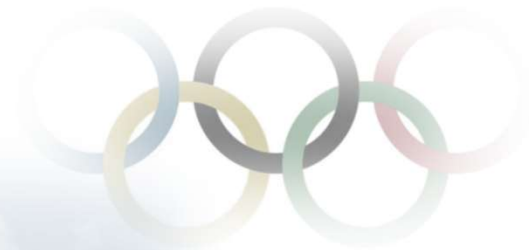
2025/26



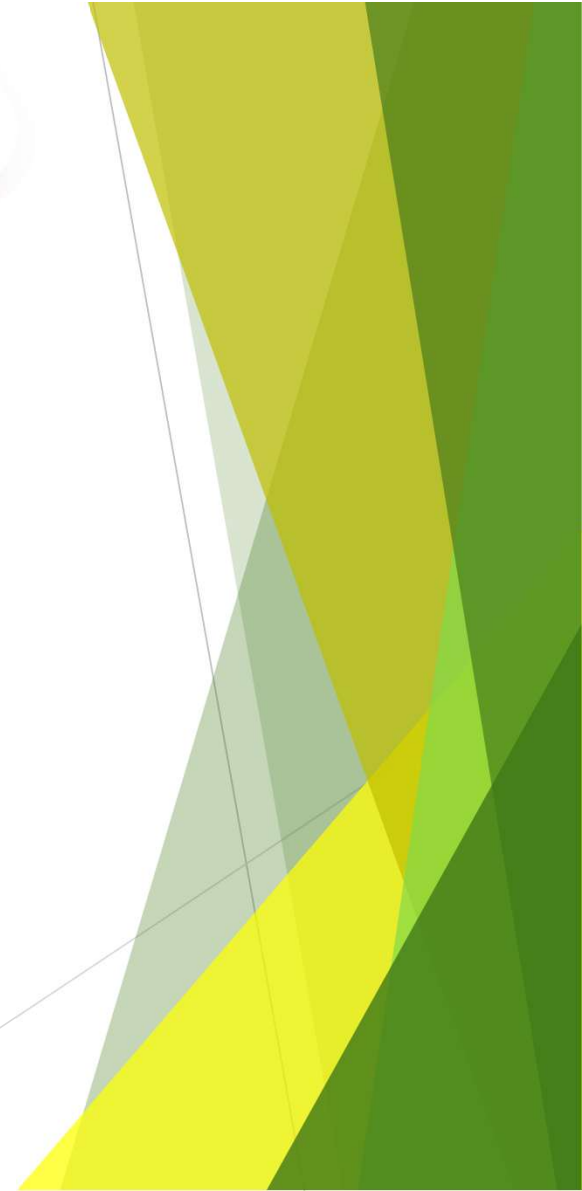
Our Mission

- ▶ Curling Jamaica has a vision for the Youth of Jamaica to excel in curling, where we will build teams from the athletes that have graduated from our Gold Medal Youth Program and will one day compete for Jamaica in the World Curling Championships. Our "Golden Dream" is for Jamaica to stand on the top of the Olympic podium!
- ▶ The Grassroots program is at the heart of Curling Jamaica's mission. The Curling Jamaica Grassroots Gold Medal Youth Program will identify and train eight U18 Jamaicans each year.

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 curlers 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 are standing on top of the podium at the Olympics!
- ▶ 2024 followed with another Silver medal for the women's team, and a 4th place for the Men's team debut



What is Curling?



Curling is a sport of strength, endurance, precision, and skill, with a chess-like strategy in which two teams take turns sliding 42lb stones down a sheet of ice at a target called “the 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 across the ice as they travel down the ice. Once an athlete delivers a stone down the sheet, the ‘sweepers’ work together using brooms to influence the trajectory of the stone by heating up the surface of the ice with a combination of speed and pressure. A keen player can show marked improvement in a few seasons; however, it takes decades to master.

Grassroots

- ▶ Grassroots is at the heart of Curling Jamaica's mission. The Curling Jamaica Grassroots Gold Medal Youth Program will identify and train eight U18 Jamaicans; four boys and four girls will be accepted 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 and opportunity for young Jamaicans.
- ▶ The selected youths will live and train in Thunder Bay, Ontario, Canada throughout the Canadian school year (September - June); they will train during the curling season (October-April) under world-class coaches 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 Grassroots programs offer
 - Full billeting for each athlete
 - Attending a Canadian school
 - Professional curling coaching
 - Dedicated curling league and practice
- ▶ Budget
 - Monthly cost per athlete
 - Jamaican citizen: \$2895/month
 - Canadian-Jamaican: \$1546/month
- ▶ Athletes will be trained in all aspects of Curling and team play
 - Skills Leadership
 - Teamwork Confidence
 - Strategy Resilience
- ▶ Curling Jamaica's grassroots programs will help pave the way for the future of curling for Jamaica and Jamaicans alike, but we need YOUR support to help give young athletes the opportunity.

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.

The Growth of Curling and the Potential For Jamaica

- ▶ The number of member countries in World Curling has grown from 59 countries in 2015 to 75 countries in 2025; That's 27% growth in just the past decade!
- ▶ Curling is in the top 10 winter Olympic sports world-wide and is one of the fastest growing winter Olympic sports in the world.
- ▶ 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.
- ▶ 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.
- ▶ At Beijing 2022, Italy's Mixed Doubles Curling team won their country's first ever curling Gold Medal.
- ▶ With your support, Jamaica can be the next country to break through on the Olympic Podium in curling!

Curling Jamaica on the World Stage



- Men's Team 2024 Pan Continental Games - 4th place (B division)
- Women's Team 2024 Pan Continental Games - Silver Medal (B division)
- Women's Team 2023 Pan Continental Games - Silver Medal (B division)
- World Mixed Doubles, Dumfries Scotland 2024
- World Mixed Doubles, Dumfries Scotland 2023

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 2025/26 season Curling Jamaica will host:

- ▶ ***Jamaica Cup Mixed Doubles Cashspiel - January 17-18, 2026***
 - A high-level event on the world mixed doubles curling tour featuring some of the top young teams in Canada and around the world; offering a fantastic development opportunity for Jamaican teams
- ▶ ***Jamaica National Mixed Doubles Championship - February 21, 2026***
 - Play downs to determine the Jamaica Mixed Doubles team for the 2026/27 season
- ▶ ***Jamaica International Friendly - March 14, 2026***
 - Includes teams from Guyana, 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. Enhance your brand exposure including:

- Presenting Sponsor advertising on event signage and announcements
- Sponsored social media promotion and brand ambassadorship
- Brand promotion in press releases



Sponsorship Packages

Curling Jamaica will work with you to create a tailored sponsorship package that aligns with your objectives, recognition preferences and budget.

- ▶ With a minimum of \$500 all sponsors will be recognized on promotional materials, event signage, social media, and Curling Jamaica website.
- ▶ At \$1,000 sponsorship we will add your logo to our team equipment bags and off-ice apparel
- ▶ Become a Curling Jamaica Event Sponsor \$2,000+
 - Presenting Sponsor advertising on event signage and announcements for your sponsored event
 - Brand promotion in press releases
 - Sponsored social media promotion and brand ambassadorship
- ▶ Gold level Sponsor \$7,500+
 - VIP level sponsored social media promotion and brand ambassadorship for all events
 - Sponsor advertising on event signage and announcements
 - Brand promotion in press releases
- ▶ Social media promotion opportunities, Curling Jamaica website, social media platforms, postings throughout Curling Jamaica and World Curling events, including:
 - Jamaica Cup mixed doubles cash spiel
 - International Friendly
 - Jamaican Nationals
 - Pan Continental Games
 - World Mixed Doubles Championship



Contact Us:

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:

- ▶ Don Johnston
 - Director of Sponsorship
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- ▶ Ian Robertson
 - President, Treasurer, Director of Competitions
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