

AUTUMN GOLD



THE EVENT

Since 1978, the Autumn Gold has brought the best of women's curling to Alberta. The Autumn Gold is recognized as a premier event and we are dedicated to upholding our longstanding reputation.

This year, we are a Grand Slam of Curling (GSOC) Satellite event. With this honour, our winner earns direct entry into the Medicine Hat GSOC Masters.

Financial support from sponsors is a key reason why we can continue to hold this staple event in the annual curling calendar.

We hope to partner with you and work together to support and advance the sport we love!

YOUR BENEFITS

Partner with our event that attracts local, national, and international attention, positioning your brand in front of athletes, fans, and industry leaders from around the world.

Put Your
Brand in Front
of 1,000+
Followers

Connect
with 8,400+
Potential
Customers

International
Exposure
Across 10+
Countries

Position Your
Brand as a
Champion of
Women's
Sport

Sponsorship qualifies for Canadian Tax deduction through line 8521 – Advertising

OCTOBER 8-11, 2026

Hosted by Okotoks Curling Club



SPONSORSHIPS

AVAILABLE OPPORTUNITIES (1/2)

Choose from the following offerings, à la carte style, and create a custom sponsorship experience that best suits your company's preferences! Each selection may be purchased independently, or bundled together to create a personalized package.

TITLE SPONSOR

\$15,000

- Exclusive event naming rights with your company name
 - Company logo prominently featured
 - Premium recognition on socials, website, event branding, and through partners like GSOC
- *multi-year agreement required

ON-ICE LOGO

\$1,500-\$2,500

- Logo placed in the ice on a prominent spot for prime livestream and viewership
- Cost is dependent on logo size

LIVESTREAM COMMERCIAL

\$1,000

- 20-30 second commercial played one time during each feature livestream game

PRESENTING SPONSOR

\$5,000

- Recognition as "Autumn Gold presented by *company name*"
- Prominent recognition on event signage, website and social media posts

SCOREBOARD SPONSOR

\$200 PER SCOREBOARD

- Logo displayed on one scoreboard throughout the event (visible to athletes, spectators in-house and on the live stream)

PLAYER FUEL SPONSOR

\$750 OR IN-KIND

- Recognition at player snack and hydration stations and on locker room doors
- Social media recognition as supporter of athlete wellness

If you are interested in working together, please send us a message!

Our email is autumngoldcurling@gmail.com

If you have an idea for a unique opportunity, please let us know – we would love to collaborate.

Thank you for your consideration.



SPONSORSHIPS

AVAILABLE OPPORTUNITIES (2/2)

Choose from the following offerings, à la carte style, and create a custom sponsorship experience that best suits your company's preferences! Each selection may be purchased independently, or bundled together to create a personalized package.

HOTEL PARTNER

MONETARY, OR IN-KIND

- Official hotel partner designation
- Recognition on website, player communications, and socials
- Previous event referrals generated an average of 125 room nights

VOLUNTEER SPONSOR

\$500

- Recognition on volunteer snack tickets, social media and volunteer communications
- Opportunity to provide branded snacks or promotional items

END-TO-END SPONSOR

\$1,000

- Exclusive sponsorship of a designated end (E.g. End 5) during feature games all weekend,
- Sponsor mention by commentators during livestream

LOUNGE SPONSOR

\$1,500

- Naming rights to the upstairs lounge during the event
- Company signage in the lounge
- Marketing Opportunity (e.g. tastings, product sampling)

DRAW SHEET SPONSOR

\$500

- Logo featured on the main draw at the venue and on the draw on the website
- Brand awareness and recognition

ALL SPONSORS

- Will receive recognition through a minimum of one social media post and a logo on the Autumn Gold Website.
- Sponsors receive two free event passes.

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