



## HOSTING A JUNIOR SLAM

**What is the Junior Slam Series?**

**Why Host a Slam?**

**Economic advantages of hosting**

**What to Expect When Hosting**

We partner with host clubs to bring premium junior curling events to young athletes. Junior curlers benefit from innovative, exciting competitions that provide a revenue stream for host clubs. Now that's a win/win!





**HOST AN  
EXCITING NEW EVENT IN  
AN ESTABLISHED SERIES!**

**Sixteen premium** weekend competitions September to April.

Held at **Golf & Country Clubs, member-owned and city-run curling clubs** across Canada.

Featuring **world's best** juniors: Ontario, Northern Ontario, Quebec, other provinces, U.S.A, Europe, Asia.

Typical Slam is **Friday through Sunday** at a host club. Includes **3 days on-ice competition** and a built-in off-ice learning session (ROCKTalk).





## GENERATE REVENUE FOR YOUR CLUB

**Slam's generate substantial revenue:**

- 3-day ice rental
- Up to \$5,000 food & bar revenue

**We organize everything!**

- no staff or volunteer committee required

*"Weekend junior curling events are fairly low investment opportunities that any club can add to the schedule, with large returns for resources that are already present".*



*Byron Scott, Founder,  
Junior Slam Series*



## ECONOMIC ADVANTAGE OF HOSTING

- Slams can generate up to \$10,000 in revenue over a 3-day weekend
- We pay our host clubs ice rental fees from \$1600-\$3000 per weekend\*
- Athletes and families consume up to \$5000 in food\*\* and bar sales\*\*\*



\* based on # of sheets of curling ice and club rental rates. Some clubs discount rates for junior events.

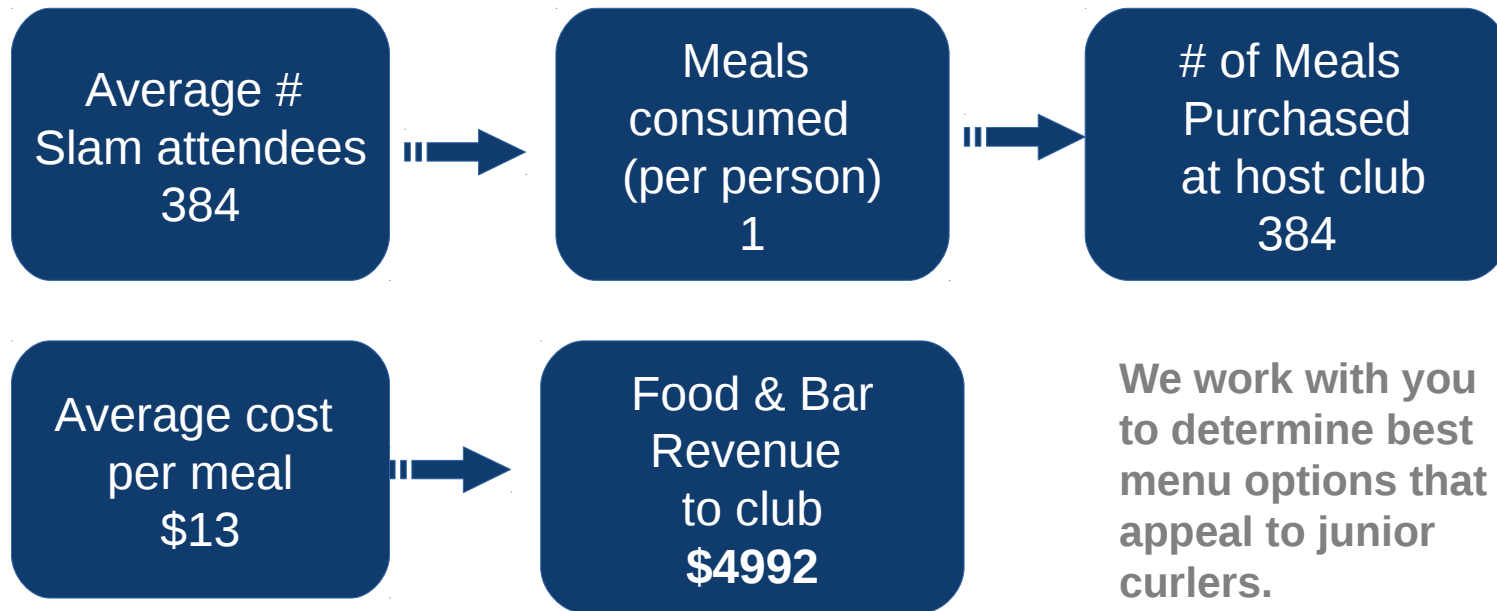
\*\*based on number of teams participating

\*\*\*parents and coaches or age of majority athletes are not prohibited from consuming alcohol



## FOOD SERVICE REVENUE

At a typical Slam, each person in the athlete group purchases an average of 1 meal per weekend at the host club. With a large parent group, this can equate to nearly \$5000 in food and bar service revenue.





## WHO'S ALREADY HOSTING?

**We operate Slams at Golf & Country Clubs, member- and city-owned curling facilities. 2018/19 will see the series expand into Quebec and Manitoba.**

Since 2014	Kitchener Waterloo Granite Club
2017	Idylwyld Golf & Country Club, Sudbury, Ontario
2017	CFB Halifax Curling Club, Halifax, Nova Scotia
2017	Rideau Curling Club, Ottawa, Ontario
Since 2016	Galt Country Club, Cambridge Ontario
2017	Orillia Curling Club, Orillia, Ontario
Since 2016	St. Catharines Golf & Country Club
2017	London Curling Club, London, Ontario
2017	Annandale Curling Club, Ajax, Ontario
2017	Arnprior Curling Club, Ontario
2017	Huntley Curling Club, Carp, Ontario
Since 2016	Guelph Curling Club

**For reference or to discuss the Junior Slam Series hosting experience with an established club host, please feel free to contact:**

**Ash Northridge  
General Manager  
Galt Country Club  
519-621-7020 ext 101**



## **'TURN-KEY' SUPPORT FOR JUNIOR CURLING**

**Fulfill your club's mandate to support junior curling**

**Provide a major 'in-house' competitive curling opportunity for your club's junior program**

**Build community awareness and introduce your facility to potential future members**

*"Our host clubs are heavily promoted in every communication from our website to our Facebook and Twitter feeds. If you're hosting a Slam, the curling community will definitely know it!"*



*Virginia Steffler, Partner,  
Junior Slam Series*



## WHAT TO EXPECT WHEN HOSTING

- We ask you to identify as many weekends as possible from opening to late winter (September to March). We will then establish with you a date that best fits within our existing series and the age group that can benefit most from a Slam at your club on that date.
- In most cases, **we require club and ice-making services from 8am Friday to 8pm Sunday**. We CAN work our draw schedule around a club's pre-determined Friday evening Mixed section if necessary. During this time slot we schedule our off-ice learning session ROCKTalk for our athletes, for which we will require use of a designated club room with seating capacity for 75-150 athletes.
- We announce and promote our Slams through our network of junior curling contacts. Registration begins in June. Our Slams fill quickly. We take care of all registration, payment, draw scheduling, team inquiries, athlete communication, on site convening and scoring.



*"We manage and convene our slams from beginning to end, taking down our posters and signage, and cleaning up the last speck of dust when we leave" - Byron and Virginia*





## WHAT TO EXPECT WHEN HOSTING

- About one month before the Slam, we provide your club manager and ice making staff with the draw schedule and required ice-maintenance times.
- We carry liability insurance. Athletes and coaches sign our participation agreement and waiver.
- A typical Slam features 30 men's and women's teams. A team is four players and one coach. We also offer Mixed and Mixed Doubles Slams. The average youth curler brings an entourage of 2.2 people. Slams generate traffic flow of 384 people entering a host facility over a three day weekend. Significant car parking is required.
- Slams are individually branded and promoted to the greater curling community via our website [juniorslamseries.com](http://juniorslamseries.com). Events are heavily promoted via our social media presence.





## WHAT TO EXPECT WHEN HOSTING

- Junior Slam Series staff conveners are on-site at all times. We hold a team meeting before the first draw to go over Slam and club rules. We ask athletes to keep locker rooms and lounge areas tidy.
- We upload line scores to our own Live Scores system, requiring very little wi-fi bandwidth. We do require all host clubs supply free wi-fi for our access, however, we usually inform Slam teams to use their own personal data to avoid excessive load on the club system.
- We pipe our own music into the curling lounge area within acceptable volume levels. Music is selected to add atmosphere to the event, diffuse stress and encourage enjoyment among the fans.





## **HOST THE BEST JUNIOR ATHLETES!**

**Slam teams are well-mannered athletes who play respectfully at host venues. We do not allow rambunctious or inappropriate conduct of any kind on or off ice.**

**It is truly an honour to convene events for some of the best junior curlers in the world. Their youth and enthusiasm is inspiring!**

