1. **Advertise in our tournament booklet, on our website and event poster**

Our 2021 tournament booklet will be a **virtual book available online** which includes the history of our event, what the money raised will purchase for the Hospital Foundations, team information, and sponsor advertisements. This booklet will be given out to participants, guests, and sponsors. Sponsors may also appear on our website and our event poster. Advertising rates are:

|  |  |  |
| --- | --- | --- |
|  **ADVERTISE**  | **Rate** | **Max dimension of copy** |
| Donation up to $100 |  | Special mention on our Tournament Booklet Thank you page |
| Business Card | $100 | 3.5” wide x 2” high |
| 1/4 page ad – vertical/horizontal | $200 | 4.125” wide x 4.9375” high (vertical) or 7.875” wide x 2.4” high (horizontal) |
| 1/2 page ad | $300 | 7.875” wide x 4.9375” high |
| Full page ad | --- | 7.875” wide x 10.125” high |

Please refer to last page of this document for printing requirements for your ad.

1. **Join the Kurling for Kids “Circle of Friends”**

Get the maximum exposure for your sponsorship by joining the Kurling for Kids “Circle of Friends”

|  |  |  |
| --- | --- | --- |
| **circle of friend levels** | **Rate** | **privileges** |
| K4K Friend | $500 | * Your business name or logo displayed prominently in K4K documentation: posters, website home page, and the sponsor “Wall of Fame” at each club
* Company name/logo on K4K 2021 Sponsor page in booklet
* 1/2-page colour ad in booklet
* Inclusion in all press releases
* Full amount tax receipt (for monetary donations)
 |
| Bronze | $1,000 | K4K Friend level privileges and:* Full page colour ad in booklet
 |
| Silver (Corporate team) | $2,000 | Bronze level privileges and:* 1 team of curlers in our event\*
 |
| Gold | $3,000 | Silver level privileges and:* 2 teams of curlers in our event\*
 |
| Platinum | $5,000 | Gold level privileges and:* Full page colour ad in booklet in premium location (eg. Inside cover)
* 3 teams of curlers in our event\*
 |
| Diamond | $10,000 | Platinum privileges and:* 4 teams of curlers in our event\*
* Two-page spread colour ad
 |

 \* It is your choice whether you wish to participate the day of the event or simply wish to make a corporate sponsorship

1. **Donate a prize, a product or a service**

We can use prizes for our Kurling for Kids Thank You draw, products for our Fundraiser incentive draw,
and services for any of our K4K events. This helps us to reduce costs which translate into more money for
the hospitals. All donations of these types are acknowledged in the tournament booklet. All prize, product or service donations will be recognized on the website and on special thank you pages in our tournament booklet.

Invoices can be supplied as proof of advertising expenses for income tax purposes. All sponsors will appear on our website for a minimum
of 6 months and are guaranteed to be on the website from the time of donation to 6 months after the event. Where applicable, tax receipts are issued by Kurling for Kids

**Donors/Sponsors – Please fill in all applicable blue fields**

1. **Advertise in our tournament booklet, website and event poster**

|  |  |  |
| --- | --- | --- |
| **ADVERTISE** | **AMOUNT** | Check here |
| Donation up to $100 |  | [ ]  |
| Business Card | $100 | [ ]  |
| 1/4 page ad – vertical/horizontal | $200 | [ ]  |
| 1/2 page ad | $300 | [ ]  |

1. **Join the Kurling for Kids “Circle of Friends”**

|  |  |  |
| --- | --- | --- |
| **circle of friend donation** | **AMOUNT** | Check here |
| K4K Friend | $500 | [ ]  |
| Bronze | $1,000 | [ ]  |
| Silver | $2,000 | [ ]  |
| Gold | $3,000 | [ ]  |
| Platinum | $5,000 | [ ]  |
| Diamond | $10,000 | [ ]  |

1. **Donate a Prize, Product or Service**

(Note: tax receipts are not issued for these types of donations. Contact a K4K representative for any questions)

|  |  |
| --- | --- |
| **prize, product or service donation** | Check here |
| **Prize**Please enter Prize description |       | [ ]  |
| **Product**Please enter Product description |       | [ ]  |
| **Service**Please enter Service description |       | [ ]  |

**Sponsor Contact and Tax Receipt Information**

|  |  |  |
| --- | --- | --- |
| **Company Name**      | **Contact Name**      | Cheques can be made payable and sent to **Kurling for Kids****3918 des Pervenches,** **Saint Hubert, Québec****J3Y 9A1**Charity BN / Registration no.: **83329 5249 RR0001**Interac e-Transfers can be sent to info@kurlingforkids.org  |
| **Address**      | **City**      |
| **province / state**      | **postal code / zip code**      | **Country**      |
| **telephone**      | **email**      |
| **Tax Receipt?**Note – tax receipts are only provided for monetary donations | **YES** tax receipt needed[ ]  | **NO** tax receipt is not needed[ ]  |

**Advertising Specifications**

|  |  |
| --- | --- |
|  **AMOUNT**  | **Max dimension of copy** |
| Donation up to $100 | Special mention on our Tournament Booklet Thank you page |
| Business Card | 3.5” wide x 2” high |
| 1/4 page ad – vertical/horizontal | 4.125” wide x 4.9375” high (vertical) or 7.875” wide x 2.4” high (horizontal) |
| 1/2 page ad | 7.875” wide x 4.9375” high |
| Full page ad | 7.875” wide x 10.125” high |

**Deadline for ads to be submitted: October 1, 2021**

or sooner as we will be putting out several different versions of the booklet as the year advances

All ads should be supplied as per the following specifications:

If having ad prepared by a graphic designer:

* High-res PDF file built to the exact size of the ad space purchased. No need for crop marks; no bleed.
* CMYK ads only; no Pantones. Pantones will be automatically converted to CMYK.
* If supplying design files, please note we can accept ads built in Adobe InDesign, Illustrator or Photoshop

If supplying ad yourself:

* You may supply the separate elements for your ad (text in a Word document, large jpeg or tiff logos and other images) and we can build it for you to ensure an optimal print quality. Please note that elements taken from the Internet are very low quality and will not reproduce nicely.
* If you wish for something specific, you may supply an example and we will ensure to recreate it as close as possible with the elements you supply us.

If submitted early enough, a PDF of the ad will be sent for your approval before printing the brochure.

\* Any ads supplied in dimensions other than those specified above may be readjusted to fit the space.

Advertising copy can be sent by:

* Email to info@kurlingforkids.org
* Regular mail to: see address in footer below

Kurling for Kids

Head Office / Siège Social

3918 des Pervenches, Saint Hubert, Qc, Canada, J3Y 9A1

No. d’entreprise de l’organisme de bienfaisance - Charity BN / Registration no.: **83329 5249 RR0001**