



# JOHN SHEA INSURANCE BROKERS LTD.

## CANADA CUP QUALIFIER Ottawa & Rideau Curling Clubs December 11-15, 2008 PATRON PACKAGE

### Event Profile

The **JSI Canada Cup Qualifier** and its counterpart in Edmonton, have been created to select Canadian men's and women's curling teams to participate in the Canada Cup of Curling. The Canada Cup of Curling will be held in Yorkton, SK offering a significant prize purse and live national television exposure. In 2008, the men's qualifier is in Edmonton and the women's championship right here in Ottawa. Each year, men and women will rotate between sites.

The **JSI Canada Cup Qualifier for Women** will be held at the Ottawa and Rideau Curling Clubs from December 11-15 and will feature the top 48 women's curling teams in our country. Confirmed to date are 2008 World Champion Jennifer Jones, 2007 World Champion Kelly Scott, Olympic Bronze Medalist Shannon Kleibrink and the twenty-two other teams from last year's top 25!

The format of play is a triple knockout event (teams must lose 3 times to be eliminated from qualifying for the championship round). The 13 teams advancing to the championship round will play a single knockout elimination round to declare our champion. The four semi-finalists will earn invitations to the Canada Cup of Curling in Yorkton, SK, March 18-22, 2008 and all playoff teams will earn valuable Canadian Team Ranking System points (CTRS).



We welcome John Shea and his family-owned insurance business as the title sponsor of this exciting event that guarantees to bring great players to Ottawa and world class competition!

## Corporate Patron Participation



In addition to the sponsorship of **John Shea Insurance**, the **Canada Cup Qualifier** also benefits from the promotion offered by media sponsors **Rogers Television**, the **CHUM Radio Group** and the **Ottawa SUN** and in particular the support of local businesses whose contributions ensure this curling event continues to be the success it has been since 1989!

During the **Canada Cup Qualifier presented by John Shea Insurance**, local businesses / individuals can participate as a

patron and individual team sponsor.

Patron participation has been designed in a format that provides continual advertising exposure throughout the competition.

As a Patron, your company's name will be assigned as the team sponsor to two (2) of the 48 women's teams in the competition. Your company's ad will be featured next to both teams' names in the programme and on the scoreboard sign for any game they play.

The programme contains the list of competitors, schedules, general information and ads from each of the Patrons. The souvenir programme is available free of charge to all spectators, participants, and the media.

The cost of each Patron package is **\$300**.

In order for us to guarantee that you will receive the full benefits of the package and to meet print deadlines, we must have a signed patron agreement no later than **December 1, 2008**.

The specific details of this package are set out below for your review. If you have any questions regarding the content of this package, or if you are interested in other levels of sponsorship, please feel free to call **Danny Lamoureux at 834-2076 ext 106**.

We thank you for your time and consideration of this proposal and look forward to your participation.

## OUR PATRON SPONSORSHIP PACKAGE:

As a **Patron Sponsor** you will provide a sponsorship amount of \$300. The **Canada Cup Qualifier presented by John Shea Insurance** will provide – you the patron – with the following:

1. Two (2) black and white business card size advertisements in the event programme (distributed free of charge to all spectators)
2. One (1) coro-plast sign (28"x16") which will appear on the scoreboard each time the two teams you are associated with compete;
3. Two (2) full event passes to the Canada Cup East;
4. Ten (10) complimentary beverage tickets redeemable at either club during any of the 5 days of competition;
5. Acknowledgement of your company on 4' x 8' signs at each of the two venues;
6. Logo and link on the event web site [www.curling.ca/canadacupqualifiers](http://www.curling.ca/canadacupqualifiers)
7. On your behalf, we will donate four (4) special event passes to the *Ottawa Valley Curling Association* Youth & Junior Programs for future star curlers to be able to come and watch world class curling.
8. Recognition as a patron in our full page "Thank You" ad in the Ottawa Sun.

We look forward to your participation  
Thank you,

A handwritten signature in black ink, starting with a large 'D' inside a circle, followed by 'Lamoureux' and a long horizontal flourish.

Danny Lamoureux  
Host committee

**CANADA CUP QUALIFIER  
Ottawa & Rideau Curling Clubs  
December 11-15, 2008**



**PATRON PACKAGE**

**Company Name**

**Address:**

**City / Postal Code**

 

**Telephone**

**E-mail**

**Contact**

**What is your web site address (if applicable)?**

**Cost \$300.00**

Approval to include your company's electronic link on the JSI Canada Cup Qualifier web site:

**YES    NO**

Please forward an electronic version of your logo to [danny@curling.ca](mailto:danny@curling.ca). Complete this form with attached business card and mail with a cheque for \$300 payable to "**JSI Canada Cup Qualifier**" and mail to:

**JSI Canada Cup Qualifier  
c/o Ottawa Curling Club  
440 O'Connor Street  
Ottawa, ON K2P 1W4**