



## Madtown Doubledown 2022 Sponsorship Packet January 6-8th, 2023

### Sponsors Wanted!



The **Madison Curling Club** is excited to bring back the mixed doubles bonspiel next January. We will be hosting 24 Club level teams and 24 World Curling Tour level teams from the World Curling Circuit. Your sponsorship will help bring competitive World Curling Tour level curlers to Madison. **Currently, this will be one of the largest cash purse for a competitive mixed doubles event in the world!** We need you to make this tournament a success.

**Sponsorship Tiers:** There are 3 tiers of sponsorship available. Each tier includes your logo and contact information in the bonspiel program. Here are the following available tiers.

Tier	Amount	Package Details
	Starting at <b>\$100</b>	<b>Team Sponsor</b> <ul style="list-style-type: none"><li>• 24 world teams available for sponsorship</li><li>• Logo placed in the program next to a world team.</li><li>• Preference of world team can be requested</li><li>• Requests granted by sponsorship amount</li></ul>
	Starting At <b>\$800</b>	<b>Sheet Sponsor</b> <ul style="list-style-type: none"><li>• 6 sheets of ice available for sponsorship</li><li>• Your logo will be printed and displayed by your sheet</li><li>• Sheet sponsors featured on online streaming games</li></ul>
	Starting at <b>\$3,000</b>	<b>Title Sponsor</b> <ul style="list-style-type: none"><li>• Exclusive title branding for the entire event</li><li>• Bonspiel banners will prominently feature logo</li><li>• Playoff games will feature logo</li><li>• Bonspiel flyer will feature logo</li></ul>

### Sponsorship Benefits Include:

- Media coverage
- Logos/Contact info printed out in event fliers, banners, and logos represented in the tournament. (*Note: size of logo depends on sponsorship tier*)
- Online ad at the [madisoncurlingclub.com](http://madisoncurlingclub.com) on the featured bonspiel page
- Complimentary tournament programs for each sponsor

### Other Sponsorship Opportunities:

If you are looking for other ways to sponsor and help out the tournament, please contact us. We can work out a way to feature you or your company in the program and through out the event. Other sponsorship opportunities could include:

- Food & drink sponsor for breakfast, lunch, dinner, snacks, or desserts
- Raffle prizes, Gift cards

### The tournament has featured in the past:

- Two players from the 2018 and 2022 **U.S. Olympic** Women's curling team, [Nina Roth](#) (McFarland, WI) & [Becca Hamilton](#) (McFarland, WI)
- The 2018 **U.S. Olympic** Mixed Doubles curling team, [Matt Hamilton](#) (McFarland, WI) & Becca Hamilton (McFarland, WI)
  - Matt: **2018 Gold Medalist** / 2022 - **U.S. Olympic** Men's curling
- 2018 Gold Medalist - [John Morris](#) from Canada
- 2018 Bronze / 2022 Silver Medalists - [Kristin Skaslien](#) and [Magnus Nedregotten](#) from Norway
- Many of the other athletes from the USA Curling High Performance Program
- Competitive World Curling Tour mixed doubles athletes from Europe, Canada

### How to sponsor:

If a sponsorship opportunity interests you, please send us an email at [madtowndoubledown@gmail.com](mailto:madtowndoubledown@gmail.com) to get started. We will need your company name, logo, and contact information, as well as your selected sponsorship tier.

### Message from Bonspiel Organizers:

Thank you for considering sponsoring the Madtown Doubledown this year! For more information about the spiel, please check out our bonspiel page [here](#). We hope to make this event a great success and the start of a popular world class bonspiel for years to come. Thanks from Steven Trac and Kroy Nernberger.