

WHOLESALE CHANGES

NEW TEAM FOR 2022/23 SEASON



RYAN
HARNDEN



COLTON
LOTT



B.J.
NEUFELD



MATT
DUNSTONE

LEAD

SECOND

THIRD

SKIP



**PARTNERSHIP
OPPORTUNITY**



WHAT IS A PARTNERSHIP WITH TEAM DUNSTONE?

The biggest advantage of sports marketing is that it allows companies to piggyback on the popularity and devotion fans feel towards their favourite teams and athletes. If a baseball fan has loved a specific team since childhood, any company that associates themselves with that team gains instant credibility in that fan's mind.

Between travel, time away & competition costs, Team Dunstone's budget will once again be over \$200,000 to compete this season. The revenue generated through corporate partnerships will cover team competition and provide Team Dunstone with the support required to become Olympic & Brier Champions for Manitoba!

Through competitions and television appearances across Canada and around the world, your brand will be known by curlers and curling fans as a company who is associated with four athletes who embody hard work, dedication, professionalism, winning and community involvement.

Team Dunstone is recognized as leaders in the community through charity work and giving back to junior curlers all across the country. Exposure entails live events, social media platforms, provincial & national television, community involvement and print media across Manitoba, Canada & the world.

MEET TEAM DUNSTONE

BACKGROUND

Since 2018, New-Look Team Dunstone has combined to win:

- Three World Cup of Curling titles
- One Brier Gold, Two Brier Silver & Two Brier Bronze
- Six Grand Slam of Curling titles
- Two Canadian Olympic Trials Silver medals



**Ryan
Harnden**

LEAD



**Colton
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SECOND



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THIRD



**Matt
Dunstone**

SKIP

TEAM DUNSTONE GOALS

- 1** 2026 Olympic Gold Medal
Milano, Cortina, Italy
- 2** 2023 Tim Hortons Brier
Champions
London, ONT
- 3** Top 3 ranked team in the world
- 4** Continuing to grow a brand
that is synonymous with
professionalism, winning and
being leaders and role
models in the community



WHO IS WATCHING TEAM DUNSTONE?



How much TV time did Team Dunstone generate last season?

32 HOURS

(TSN AND SPORTSNET)

How much would it cost your company to advertise on those channels for 32 Hours?

\$2.1 MILLION

MATURE, ESTABLISHED, IDENTIFIABLE & EQUAL VIEWERS

- Mature: 92% of Curling viewers are over the age 35
- Established: 83% of Curling viewers are homeowners & 36% have a HHI over \$75,000
- Identifiable: 43% of Curling viewers live in the prairies
- Equal: viewership is split 46/54 Male/Female

DID YOU KNOW?

- Over the course of the 2021-2022 season, Team Dunstone accumulated over 32 hours of national TV time.
- Over 7 Million Canadians have tuned in to watch TD over the past two seasons.
- Curling is ranked #1 on TSN, #2 on Sportsnet among all sports broadcast for viewership.
- Team Dunstone's Brier semi-final game in 2021 averaged more viewers than Hockey Night in Canada.

SOCIAL MEDIA



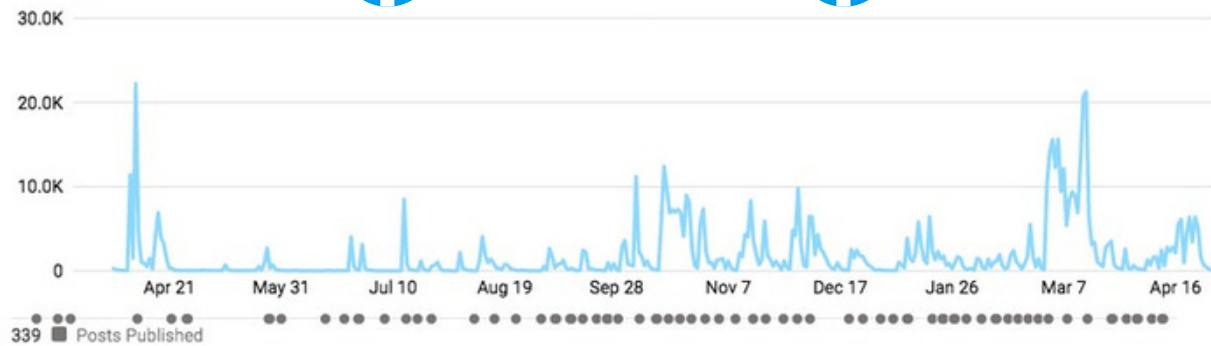
Imagine having access to an untapped resource that boasts 10's of 1000's of followers that have possibly never heard of your product or company? Team Dunstone's social media following gives our partners access to a reach they never had before and an instant advantage over their competitors. TD works directly with your company to make sure our social media channels are utilized to send direct, tailored messages through our channels. Whether it's an upcoming trade show, a new product, or an community involvement initiative. Our channels provide a great resource to reach your audience.

Facebook Page Reach ⓘ

140,271 ↑ 82.1%



FACEBOOK

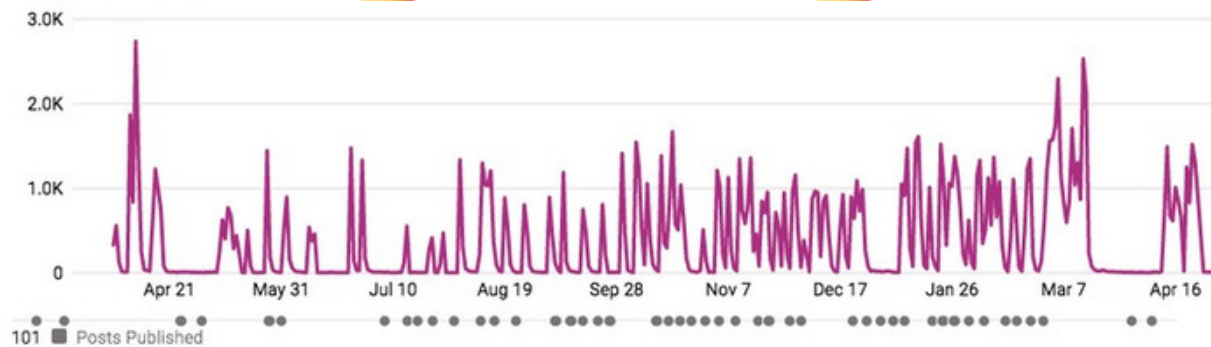


Instagram Reach ⓘ

10,356 ↑ 6.6%



INSTAGRAM



TWITTER



2.5 MILLION - TOTAL TWEET IMPRESSIONS | APRIL 1, 2020 - MAY 1, 2021

April 2020 | 136 K

July 2020 | 23.8 K

October 2020 | 243K

January 2021 | 158K

May 2020 | 35.9 K

August 2020 | 43 K

November 2020 | 141K

February 2021 | 92.3K

June 2020 | 43.3 K

September 2020 | 50.5 K

December 2020 | 168K

March 2021 | 1.1M

SEE A FEW EXAMPLES OF THE TWEET ACTIVITY GARNERED AND THE TOTAL REACH OF OUR PLATFORMS ON THE NEXT PAGE.

SOCIAL MEDIA



td Team Dunstone is in Regina, Saskatchewan.
 January 18 · 🌐

Calling on all **CURLSASK** area juniors for our upcoming **CORR GRAIN Systems INC.** Community Rocks Tour presented by SaskCanola.
 It's virtual and you can sign up below!

More info/registration: teamdunstone.ca/community-rocks
 #sask #curling



← Tweet
 Thanks for tuning in! 😊

See you again tomorrow! 📺

Game score ➡ @InlettInc & @HardlineCurling









POST PERFORMANCE

Platform: Facebook & Twitter
 People Reached: 20,028 Post
 Engagements: 273

POST PERFORMANCE

Platform: Facebook & Twitter
 People Reached: 13,791 Post
 Engagements: 684

PLATFORM		MARCH 22, 2022 FOLLOWERS	
	FACEBOOK		5,200
	TWITTER		5,096
	INSTAGRAM		3,501

COMMUNITY INVOLVEMENT



The team works hard to give back to the community through donations, engagements and appearances wherever possible to help build their home and the people in their communities, as well as drive value to their sponsors brands as companies that give back to the places where they live and work.

2022-2023 SEASON SCHEDULE



- September 9-12: Oakville Tankard | Oakville, ON
- September 21- 25: Points Bet Single Knockout | Fredericton, NB
- Sept 30- Oct 3: Major League Western Showdown | Swift Current, SK
- October 4-9: GSOC National | North Bay, ONT
- October 18-23: GSOC Tour Challenge | Grande Prairie, AB
- November 4-7: Nufloors Penticton Classic | Penticton, BC
- December 6-11: GSOC Masters | Oakville, ONT
- Dates/Location TBD: Home Hardware Canada Cup
- January 10-15: GSOC Canadian Open | Camrose, AB
- February 9-13: Viterra Manitoba Provincial's | Neepawa, MB
- March 5-13: Tim Hortons Brier | London, ONT
- April 1-10: World Men's Championship | TBD
- April 11-16: GSOC Players Championship | Toronto, ON
- May 2-7: GSOC Champions Cup | Regina, SK



Team Dunstone will again spend over 150 days away from home competing across Canada, and around the world in the 2022/23 season. Your investment in Team Dunstone allows the team to travel and compete against the best in the world. Without having corporate partners to support Team Dunstone, the journey to becoming Brier & Olympic champions would be impossible.



RETURN ON INVESTMENT (R.O.I.)



Team Dunstone has goals of winning the Brier & Olympics and we realize your company has goals as well. While our goals may differ, helping your company reach your sales, marketing or community involvement goals is just as important as our on-ice goals.

All of our partnerships are unique and Team Dunstone customizes each partnership to align with helping your company meet its goals.

Here is just a few examples of ways we currently, and previously have created exposure and goodwill for our corporate partners:



- Your Company Logo/Brand prominently displayed on all team on-ice jerseys. (National television time: 30 Hours & viewed by over 3 Million People/Season)
- Social Media Exposure (Leverage the TD social media channels to get your story out to a new, large, diverse and loyal audience)
- Learn to curl & fun spiel with your company, employees and customers/clients.
- Your Company Logo/Brand displayed on all off-ice gear that the team wears while travelling & in the community
- Team or individual members appearing at company events, speaking engagements, golf tournaments, Christmas staff parties, trade shows, etc..
- National television commercials in partnership with Sportsnet/TSN
- Company name, logo and link on our website, team newsletter and social media channels.
- Company logo on team autograph cards. (Over 10,000 produced and dispersed to fans in 2021 season)
- Community involvement - Your company logo prominently displayed on banners & all marketing materials for The Junior Curling Tour
- Co-Sponsorship and support of a Charity of sponsors choice
- Use of all team names, pictures and content for promotional and/or advertising items.
- Promotional items with your logo can be distributed to fans.
- Promotional videos and/or Commercial Ads with team for company use.



We're looking forward to discussing this opportunity further and building and creating a healthy partnership that is targeted toward your business and its marketing and community investment goals.

For more information, please contact:

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