



KELOWNA 2025

CURLING.CA/TICKETS

FEBRUARY 28 - MARCH 9 | PROSPERA PLACE

What is it the Montana's Brier?

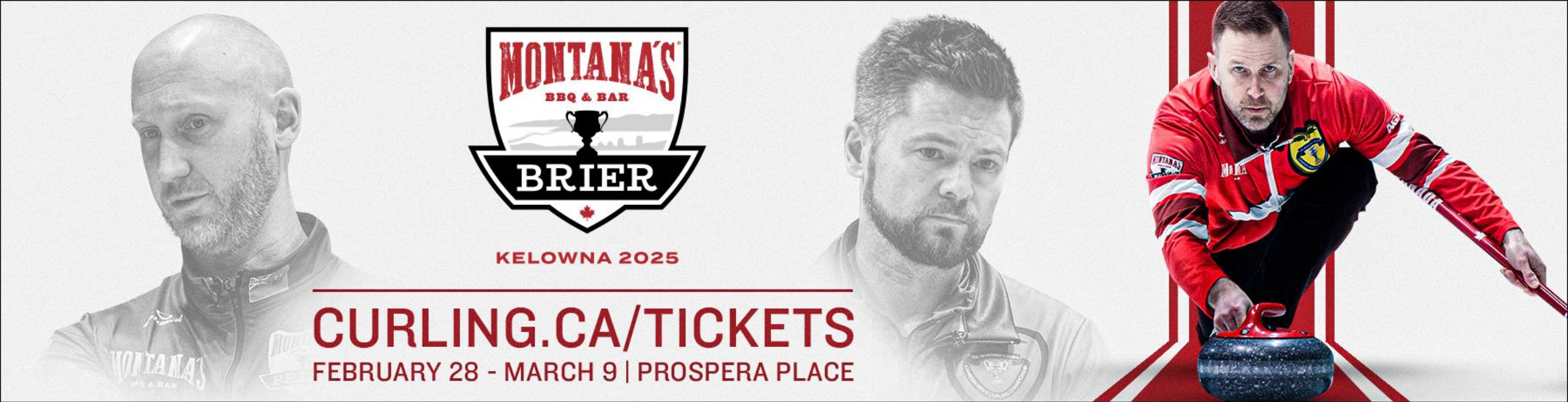


- Feb 28 to Mar 9, 2025. 10 day event
- Curling's largest event
 - Compete for the Brier Tankard Trophy
 - Winning team competes in the World Curling Championships.
- Thousands of people attend from all over the country
- Prospera Place will host the event
- Televised nationally on TSN.
- Economic impact: \$10-15M estimated

What is it the Montana's Brier?



- Event is divided into three stages:
 - Opening Weekend
 - Weekday draws
 - Championship Weekend
- Total of 24 draws
 - Mostly 3 draws a day: morning, afternoon, and evening. Each one approximately 2:30 to 3 hours long.
- The Original Patch
 - The Brier's Beer Patch
 - Located at the Delta Grand Okanagan Resort
 - Nightly entertainment, food, & drink
 - Free entrance



- Ticket sales are very strong.
- Curling Canada is very happy with the pick-up.
- Championship Weekend Packages are the main revenue drivers with 2529 sold as of late October.
- Group Sale tickets are available at discounted pricing

- Packages for sale:
 - Full Event Package
 - Opening Weekend
 - Championship Weekend
 - Weekday Packages
 - Single Draw tickets

Community Collaboration

- Kelowna Event Strategy
- Major Event Strategy
- Working with Curling Canada



KELOWNA
EVENT STRATEGY



Community Involvement / Activations

- Kelowna International Airport
- Prospera Place – Delta corridor
- Stuart Park
- Banner Program
- Collaboration with TK



KELOWNA 2025



How does attending an event make you feel?

- What have been some of your favorite events attended to date?
- Why did you enjoy it?
- How can we replicate that experience?

Pre-Event Ideas

- Generate local and target market hype
- Host a curling themed night, day, tour, etc.
- Add limited time themed offerings: drink, food, tour, experience.
- Let the community and your visitors know you are engaging with the event.
- Gives visitors a reason to come back in the spring and fall of 2025
- Share with Tourism Kelowna any activations/promotions you're offering.



During the Event

Engaging with the event has several benefits:

- Enhances the visitor experience, increasing the likelihood of turning first-time attendees into loyal, repeat visitors.
- Can Introduce your business to the local community, potentially attracting new customers who may be discovering you for the first time.
- Drives traffic. Event attendees are more likely to visit businesses actively engaging with them during the event.
- Make sure you are taking into account draw times and dates for activations. The draw schedule can be found on the Brier's website. Draw's last 2:30 to 3 hours.

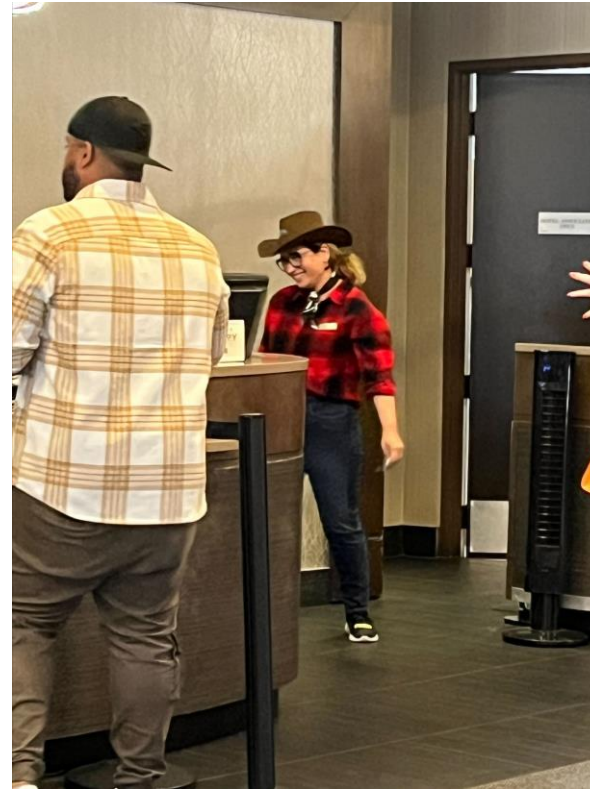
How to Engage with the Event and its attendees

- Be creative and use the event to **theme existing menus, tours, drinks, experiences, etc.**
- Breweries/Wineries/Cideries. etc. can **name a special beer or menu.** Alliteration is great for these.
- Set up a **themed display** in your lobby or if your location.
- **Window paintings** or vinyl stickers.
- If you have TVs in your business, **play the Brier draws** on for those that don't have tickets.
- **Tip jars** with the curling teams.
- Leverage Event Hashtags and **share event-related content.** Invite attendees to your venue for an "after-party" or "special event-inspired" dishes.

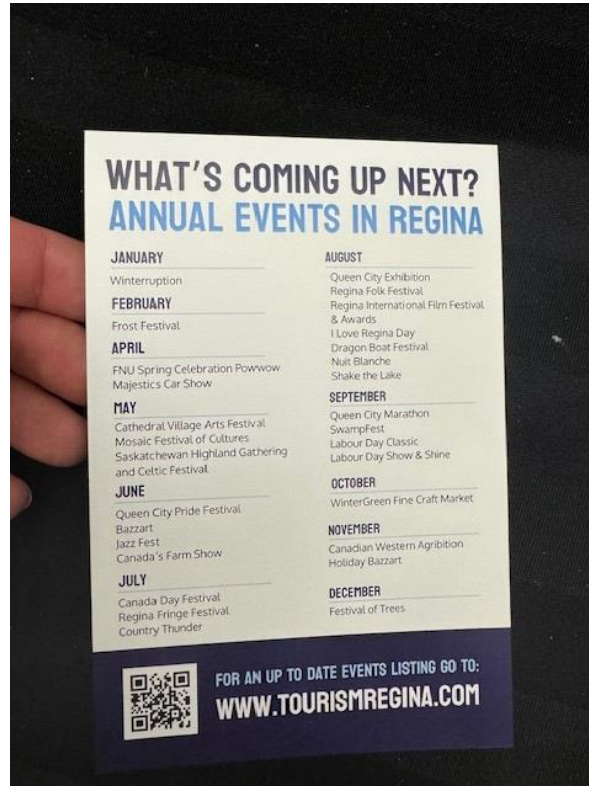
How to Engage with the Event and it's attendees

- **Offer Discounts or Specials** for Event Attendees – Show your Brier ticket and get a free order of fries, a discount, an exclusive offering, etc.
- **Pre-Event or Post-Event Meals:** Offer quick bites for those rushing to the event or a relaxed setting for after.
- Make sure you're **promoting anything you do:**
 - Use social media to promote your activations.
 - Use sandwich boards outside your business or window displays to grab attention.
 - Share with Tourism Kelowna to help amplify the message.
- **Paid sponsorship/partnership** opportunities with event the event are available. Connect with Sara Correa at sara@tourismkelowna.com

Examples of Activations



Examples of Activations



First Aid

 **Scotties**
TOURNAMENT OF HEARTS
KAMLOOPS 2023



First Aid

 **Scotties**
TOURNAMENT OF HEARTS
KAMLOOPS 2023



Training Center

2023 Memorial Cup
Go Blazers Go



Examples of Activations



Post Event

- Give your visitors a reason to come back in the future.
- Give locals a new favourite activity or hangout spot.
- Post your upcoming activations during the major event.
- Generate hype for the next community or major event.
- We welcome feedback following the event.

Here is a quick visual that has some great curling terminology that can help you theme your services.

- Skip
- Stone or Rock
- House
- Button
- The hack
- Hog Line
- Sweep
- Hurry

LEARN HOW TO CURL



MAKE **2x TEAMS** OF 4 PLAYERS



A COIN FLIP determines who throws first.

PLAYERS TAKE TURNS THROWING

44 LB (19.96 KG) stones down a sheet of ice.



EACH PLAYER GETS 2 STONES 8 STONES PER TEAM
TEAMS ALTERNATE THROWING

THE THROWER

Pushes off from the hack to throw the stone
They must let go of the stone before the hog line, and the stone only counts if it crosses the far hog line and doesn't touch the sidelines or go through the house.

THE SWEEPERS
Brush ice in front of stone to control its path.

KEEPING SCORE

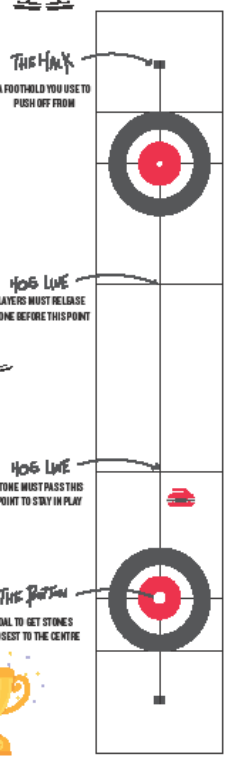
END	1	2	3	4	5	6	7	8	9	10	TOTAL
TEAM A											
TEAM B											

The team closest to the button after ALL the rocks are thrown wins **THE END** and gets one point plus an additional point per stone in the house that is closer to the button than the other team's closest stone.

This process is repeated for 6-10 rounds called ends
UNTIL ONE TEAM IS VICTORIOUS!



THE CURLING SHEET



THE "CURL"
ROTATING THE ROCK ENABLES THE ROCK TO CURL



FUN FACT!
The ice isn't smooth, it has tiny droplets of ice all over it which cause the curling rocks to curl - which is why it's called **CURLING!**

TYPES OF SHOTS

- DRAW**
Thrown to reach the house.
- TAKEOUT**
To knock other stones out of play.
- GUARD**
Stops in front of another stone.

BE SURE TO FOLLOW @CURLINGCANADA AND #CURLINGCANADA TO LEARN MORE ABOUT THE GREAT SPORT OF CURLING!

QUESTIONS?