



KELOWNA 2025

CURLING.CA/TICKETS

FEBRUARY 28 - MARCH 9 | PROSPERA PLACE

Included in this deck is:

- Event Overview & Format
- Engaging with the Event
- How do Events Make you Feel?
- How to Leverage the Event
 - Pre-Event Ideas
 - During the Event Ideas
- Examples of SwiftCouver
- Examples of Previous Events
- How to Curl
- Social Media Tags



KELOWNA 2025

Event Overview & Format: What is the Montana's Brier?



KELOWNA 2025

Official Event Name: 2025 Montana's Brier

- The Montana's Brier is Canada's annual men's curling championship
 - Considered the world's largest curling event
 - Teams compete for the Montana's Brier Tankard Trophy
 - Winning team competes in the World Curling Championships
- The event will take place at Prospera Place from Feb 28 to Mar 9, 2025 (10 days)
- Thousands of people attend from all over the country
- The full event is televised nationally on TSN
- Economic impact of the event is estimated at \$10-15M
- The Original 16 Patch will be located at the Delta Grand Okanagan Resort
 - Nightly entertainment, food, & drink
 - Free entrance and open to the public

Event Overview & Format: What is the Montana's Brier?



18 teams compete in the championship. Each team has 4 players and a spare
The championships format consists of a round robin stage followed by playoffs

The event is divided into three stages:

- Opening Weekend: Feb 28 – Mar 2
- Weekday draws: Mar 3 - 6
- Championship Weekend Mar 7 – 9

Championship Weekend will be the busiest, followed by the Opening Weekend

The event will have a total of 24 draws. Mostly 3 draws a day (approximately 3 hours long)

- 8:30 am
- 1:30 pm
- 6:30 pm

Full draw schedule available in the toolkit

Event Overview & Format :

What is the Montana's Brier?



KELOWNA 2025

- Anticipated ticket sales and peak times:
 - Over the 10 days there will be 24 draws at Prospera Place
 - Event is grouped as:
 - Championship Weekend: March 7 – 9 will likely be the busiest with ticket sales close to reaching capacity
 - Opening Weekend: Feb 28 – Mar 3 ticket sales are also very strong and will be second busiest block of days
 - Weekday Draws: Mar 3-6 are typically a little slower
- Evening draws tend to be the busiest as well as draws where Team Canada is playing. Keep an eye on the schedule for this information.

Engaging with the Event

Engaging with the event has several benefits:

- **Drives traffic.** Event attendees are more likely to visit businesses actively engaging with them during the event
- Can **introduce your business to the local community**, potentially attracting new customers who may be discovering you for the first time
- **Enhances the visitor experience**, increasing the likelihood of turning first-time visitors into loyal, repeat visitors

How does attending an event make you feel?

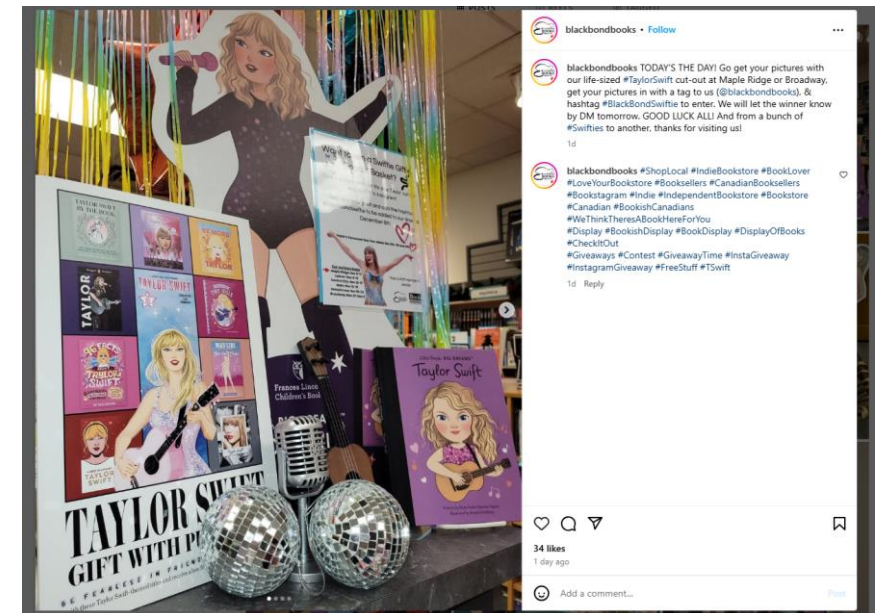
- What have been some of your favorite events attended to date?
- Why did you enjoy it?
- How can we replicate that experience?

Pre-Event

- Generate local and target market hype by hosting curling themed events
- Host a curling themed trivia, tour, display, menu, etc.
- Add limited time themed offerings: drink, food, tour, experiences, etc.
- Let the community and visitors know you are engaging with the event by sharing on your social media channels
- Gives visitors a reason to come back in the spring and fall of 2025
- Share with Tourism Kelowna any activations/promotions you're offering so we can help amplify the message

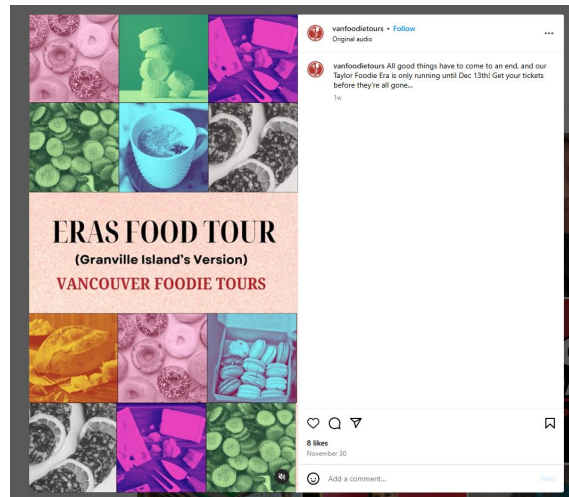
During the Event

- Use the event to **theme existing menus, tours, drinks, experiences, etc.**
- Breweries/Wineries/Cideries/Distilleries: **name a special beer or menu.** Examples: the Brier Brew, Brier Beer Flight, Curling Wine Tasting, etc.
- Create a specific **Curling or Montana's Brier menu**
- Set up a **curling themed display** in your lobby or your location
- **Welcome curlers** into your business. Use sandwich boards to attract curlers attention



During the Event

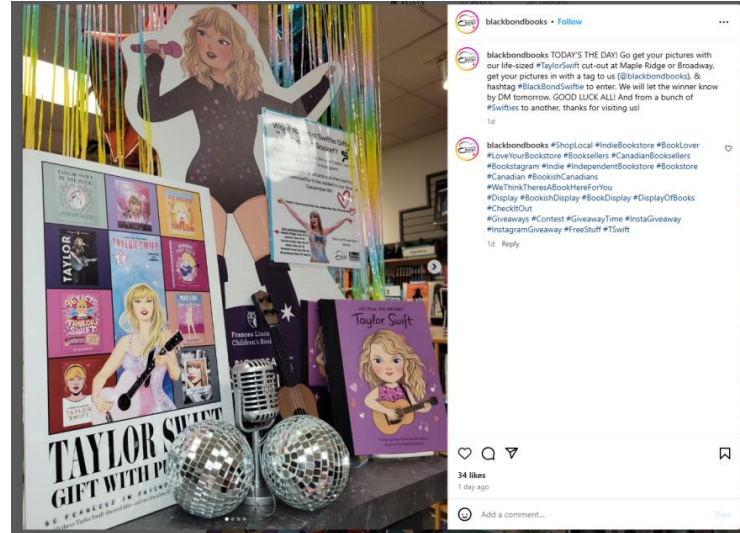
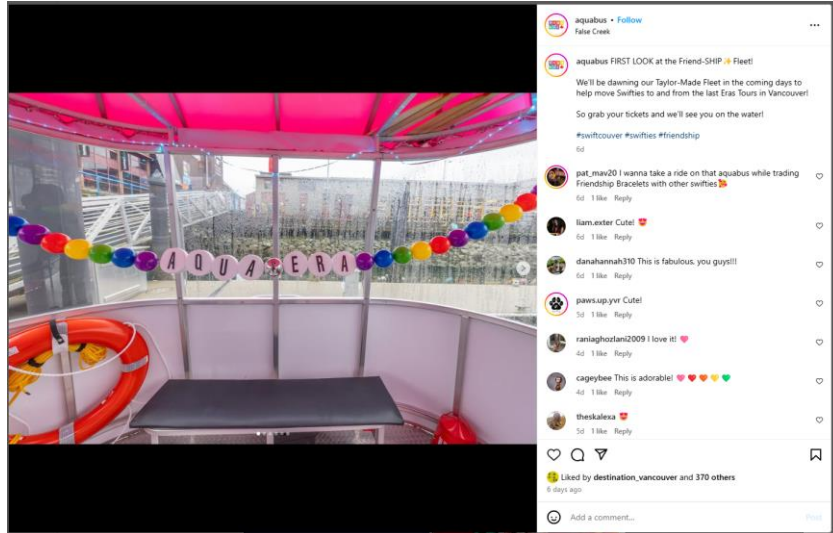
- Decorate your storefront with curling window paintings
- If you have TVs in your business, **play the Montana's Brier draws** on for those that don't have tickets
- **Tip jars** with the curling teams
- Invite attendees to your venue for an "after-party" or "special event-inspired" dishes
- Guided or walking tours: Give them a **curling specific name** – make sure they don't conflict with draw schedules



During the Event

- **Offer Discounts or Specials** for event attendees – Ex: Show your Montana’s 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 the event are available. Connect with Sara Correa at sara@tourismkelowna.com for more information

Examples of Taylor Swift in Vancouver

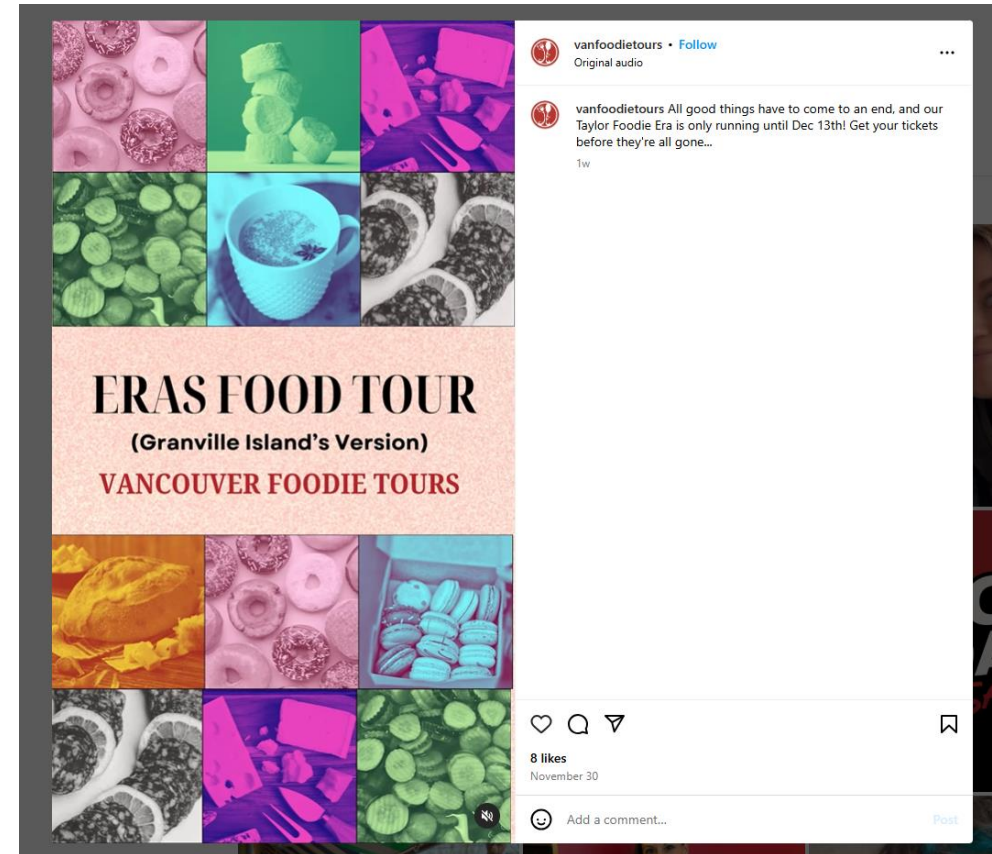
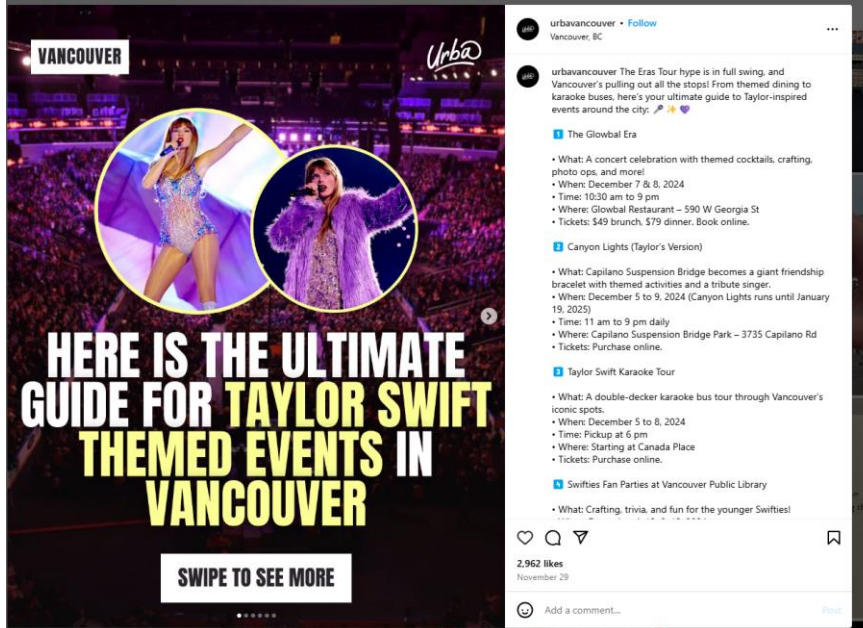


Examples of business led activations in Vancouver during the recent Taylor Swift concerts include:

- Taylor Swift donuts
- Taylor Swift book display
- Taylor Swift inspired cocktails
- Taylor Swift inspired Menu
- The Eras Foodie Tour
- Taylor Swift related events



Examples of Taylor Swift in Vancouver



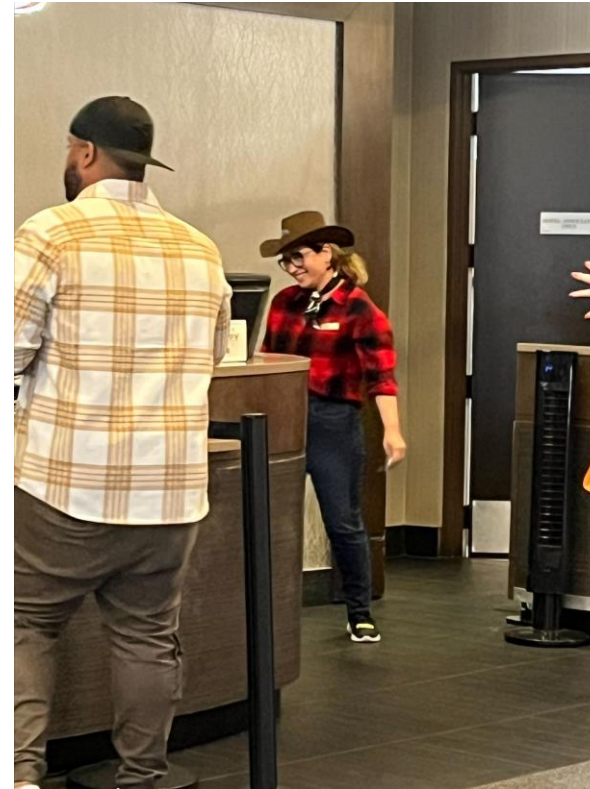
Examples of Activations



Curling and winter sports display at hotel in Regina for the 2024 Montana's Brier



Curling and Montana's Brier Decals



Hotel staff in country related outfits during the 2024 CCMA's in Hamilton

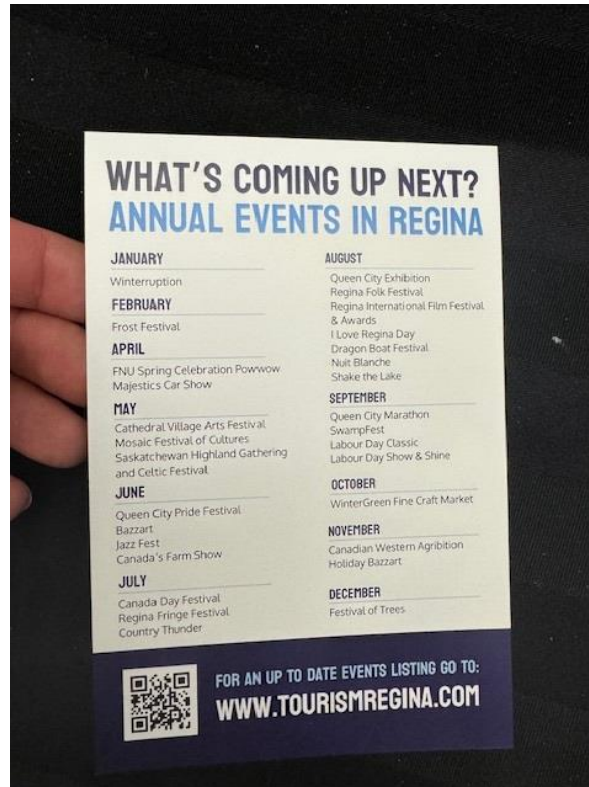


Hotel wraps during the 2024 CCMA's in Hamilton

Examples of Activations



Brier theme menu at a hotel in Regina during the 2024 Montana's Brier



What's coming up next pop ups during Regina Montana's Brier



Various activations during 2024 Montana's Brier in Regina and the CCMA in Edmonton



Window Clings and posters during the 2023 Scotties Tournament of Hearts (women's curling and the Memorial Cup in Kamloops

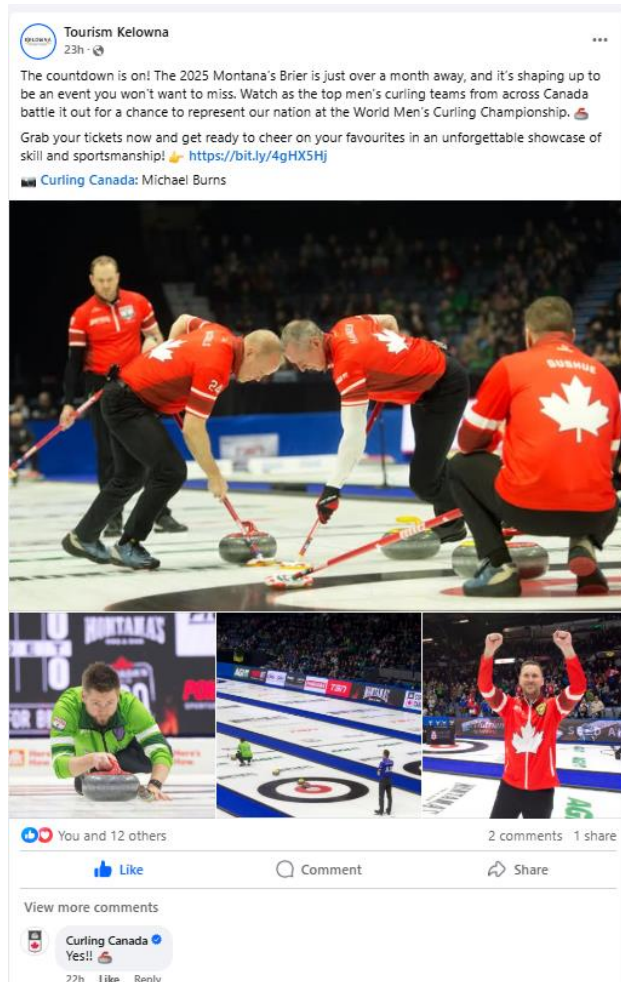


Examples of Activations

Window Clings and posters during the 2023 Scotties Tournament of Hearts (women's curling and the Memorial Cup in Kamloops



Social Media



- Using hashtags and tagging accounts will allow Tourism Kelowna, Curling Canada, and others to find and share posts, helping amplify your message
- Tourism Kelowna
 - Tag @tourismkelowna
 - #explorekelowna
- Curling Canada
 - Tag @curlingcanada
 - #BRIER2025

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

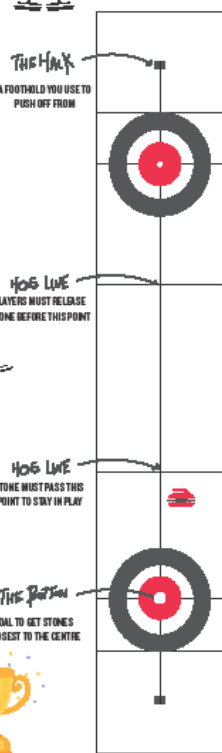
END	1	2	3	4	5	6	7	8	9	10	TOTAL
TEAM A											
TEAM B											

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.

Thank you