

# Are YOU taking Advantage of your USA Curling Benefits ?



## **USA Curling Tools Help Clubs Gain and Retain Members:**

- **CURLTV:** An annual subscription to the world's first and only Internet-TV curling network giving curlers direct access to exclusive live coverage of events in the US and Europe that aren't available on commercial TV networks. Add 24/7 on-demand access to a library of over 400 previously-recorded curling events from the past three years. Game analysis, tips, skills development tools, and educational resources can also be found.
- **COMPETE-AT:** Available to USA Curling's clubs providing end-to-end sport event management. Our partnership with Compete-At will help with the management of our national-level events and provide extensive event management and promotional tools and solutions such as bonspiel registrations and promoting social events at the local clubs.
- **"USA CURLING" BROCHURES** provide a colorful introduction for prospective curlers or those wanting to learn more about the sport.
- **EDUCATIONAL BROCHURES** discussing the basics of delivery, sweeping, strategy, spirit of fair play, curling with a stick, and wheelchair curling are provided to member clubs. These brochures are valuable tools for the introduction of curling fundamentals.
- **VIDEOS:** "Curling: A Lifetime Sport," "Rock Stars," and "Sweeping the Nation," provide an entertaining introduction to Curling and basic instruction for newcomers. New curlers can learn to play and enjoy the game in less than an hour!
- **RULES OF PLAY** pamphlets and wall posters help provide order and guidance to the sport of curling.

## **Communication with Members**

- **U.S. CURLING NEWS:** Issues are mailed to each member household containing bonspiels calendar and results, club news, strategy, and other items for the recreational curler, as well as championship coverage.
- **USA CURLING WEBSITE:** [www.usacurl.org](http://www.usacurl.org) provides end-by-end championship results, links to local clubs; and a wide array of club development information and news for individual members as well as the general public.
- **BETWEEN ENDS:** A monthly newsletter for your club management.
- **DIRECTORY & MEDIA GUIDE:** Updated annually, this provides a wealth of current curling information.
- **STONE SOUP:** A monthly e-Newsletter that gives updates on what is happening in the world of curling and the US Curling Association featuring a contest with official USA Curling merchandise prizes.

## **National Promotions**

USA Curling facilitates the development of national TV programming for the promotion of the sport and membership growth. Since 2002, USA Curling has secured over \$1 million in grants and value-in-kind support from sponsors to help with the production of this program. USA Curling has also built and nurtured relationships with major U.S. TV networks—including NBC and ESPN—which has led to the increase in national and Olympic programming.

## **Instruction for All Ages**

- Annual youth curling camps help junior curlers increase their knowledge of the sport and improve fundamental skills. Camps help identify future Olympic talents.
- Adult seminars provide opportunity to increase knowledge of curling instruction, officiating, coaching, and ice-making (offered at various locations based on interest).
- Jr. Merit Program measures the achievement of junior curlers. This five-tiered program offers colored bars (red, blue, bronze, silver, and gold) for display on curling jackets and are earned through testing of knowledge and skills of the sport and on-ice.

## **College Curling**

USA Curling endorses college curling, which continues to grow in the US thanks to the help of the Illinois State Curling Foundation, which began a curling program back in the late 1980s. Successful National College Curling Tournaments have been held since the early 1990s. At the same time, the number of states offering regional college curling tournaments has also increased.

## **Liability Insurance**

- USA Curling provides access to liability insurance programs, usually with reasonable premiums and broader coverage than that which is typically available from local agencies.

## **Championships for Competitors**

- USA Curling Men's and Women's Club Championships
- USA Curling National Mixed Championship
- USA Curling National Jr. Men's and Women's Championships
- USA Curling World Wheelchair Team Selection Event
- USA Curling Senior Men's National Bonspiel
- USA Curling Senior Men's & Women's World Team Selection Events
- USA Curling Men's and Women's National Championships
- USA Curling Mixed Doubles Championship

## **Benefits for Hosting Championship Events**

- Added revenue and community awareness.
- A shot of enthusiasm for club members.
- Gratification of hosting players from around the country.
- "Media-Marketing Partnership Model" provides training to committee leaders by USA Curling personnel.
- USA Curling provides a detailed contract for each host site. It distinguishes USA Curling and Host responsibilities, and also serves as a comprehensive guide to assist you in hosting your event.

## **USA Curling Merchandise**

USA Curling is always adding to the line of apparel and accessories available through XP Apparel of Englewood, Colorado (an official licensee for the US Olympic Committee and USA Curling). Items may be ordered at [www.xpapparel.com](http://www.xpapparel.com) or [www.usacurl.org](http://www.usacurl.org).

## **USA Curling Database**

USA Curling and AmerAust Technologies have worked together to create an online database that provides many benefits to our membership clubs.

- Direct, internet-based access for clubs to update their membership information.
- Immediate and accurate membership information.
- Ability to generate a variety of reports.
- Each member of USA Curling gets his or her own password protected access for updating their personal information and visiting the Members-Only sections of the USA Curling website.
- Watch for additional benefits to become available as we evolve.

## **United States Curling Association (USA Curling)**

USA Curling promotes curling in all its aspects and represents members at the World Curling Federation and the U.S. Olympic Committee. We maintain close contact with other curling bodies such as the Canadian Curling Association (CCA), to stay abreast of the latest development in techniques and tools to benefit USA Curling members.

USA Curling's business office is located at 1100 CenterPoint Drive, Suite 101 (P.O. Box 866), Stevens Point, WI 54481. Business hours are from 8:30 am to 5:00 pm, Monday through Friday. Call the office for information and you'll be directed to the staff member or volunteer who can help you. Call toll-free 1-888-CURLERS (888-287-5377 or 715-344-1199) Fax: 715-344-2279; e-mail: [info@usacurl.org](mailto:info@usacurl.org) website: [www.usacurl.org](http://www.usacurl.org).