

NOV. 4 - DEC. 10, 2019

4 ROCK CHARITY CHALLENGE

Take your best shot against
Team Howard & Team Homan



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Objectives

- Engage CurlON / NOCA members to further awareness of BrokerLink group insurance, generating quote opportunities
- Promote BrokerLink's curling offering through support of Teams Howard and Homan
- Raise money for chosen charities



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Challenge Summary

- **Contest Period**
 - » November 4 - December 10, 2019
- **Eligible Participants**
 - » A member of a registered CurlON and/or NOCA Curling Club
 - » Permanent resident of Ontario
 - » Team of four players
- **Entry Fee**
 - » \$20 donation per team and game
 - » Multiple entries are accepted with additional \$20 increments
- **Prize**
 - » Bragging rights and commemorative pin
- **Chosen Charities**
 - » Team Howard - Sandra Schmirler Foundation
 - » Team Homan - TELUS Wise #EndBullying





Challenge Details

1. Team of 4 curlers register by filling in a registration form and donating \$20.
2. Each team member attempts one of the challenges.
 - The Guard
 - Cold Draw
 - The Raise
 - The Hit
3. Club teams can curl these challenges multiple times with additional donations of \$20 for each attempt.
4. Teams Howard & Homan curl the challenges. The winning pro team's score will be the score to beat.
5. Those club teams who meet or beat the winning pro score will receive a commemorative pin and bragging rights.
6. Donations will be equally split between the two charities.

Registration & Payment Details

Curlers have **two options** on how to register and donate to the challenge.

1

Fill in the registration sheet, leave it with the club and pay the entry fee with the club as well.

2

Fill in the registration sheet, scan and email it to dmathers@brokerlink.ca and make a donation at the Challenge GoFundMe page.

<https://www.gofundme.com/f/ocanoca-charity-4-rock-challenge>

Print Marketing Materials

- Poster (8.5" x 11" or 11" x 17")
- Buckslip
- Tent Card (4" x 6")
- Stand-Up Board (8.5" x 11")
- Print Ad
 - For all print ads, contact marketing with size requirements. For black and white ads, please specify in the email.

Stand-Up Board and Tent Card designs are based on the Poster design.

All marketing material will be customized with branch details.



Poster



Buckslip

Submit your order form for branch materials to marketing@brokerlink.ca by **Wednesday, November 6th.**

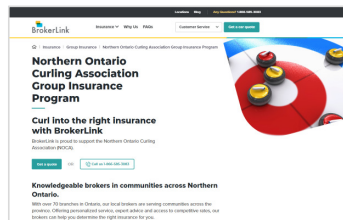
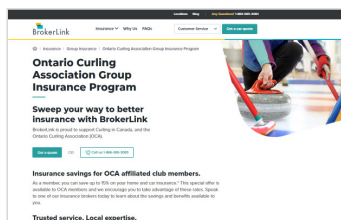
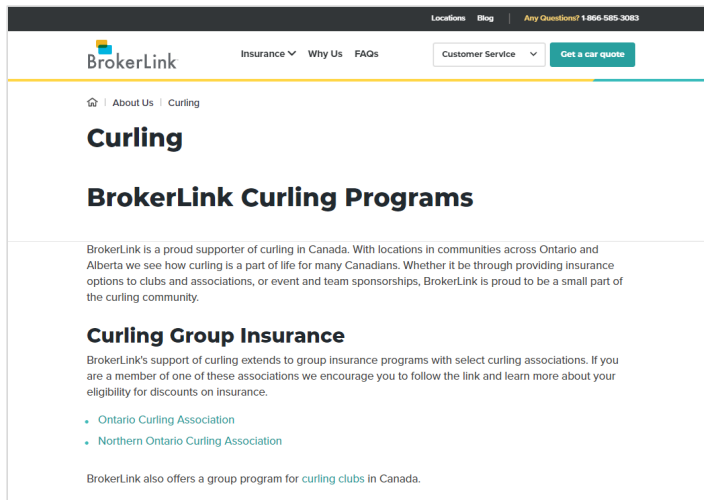
Advertising

BrokerLink Online Initiative

- Social Media
- BrokerLink CurlION/NOCA Landing Pages

Curling Club Opportunities

- Print / Electronic Newsletters
- Curling Club Events
- Club Website / Social Media
We encourage clubs to share posts from BrokerLink as well as CurlION and NOCA to draw more traffic



Marketing Opportunities

Potential opportunities could include:

- Curling rink video / static monitor ads
- Score / rink boards
- Display advertisements in curling rink facilities

Got a marketing opportunity?

Contact the Marketing team with your request at marketing@brokerlink.ca



Partner Support



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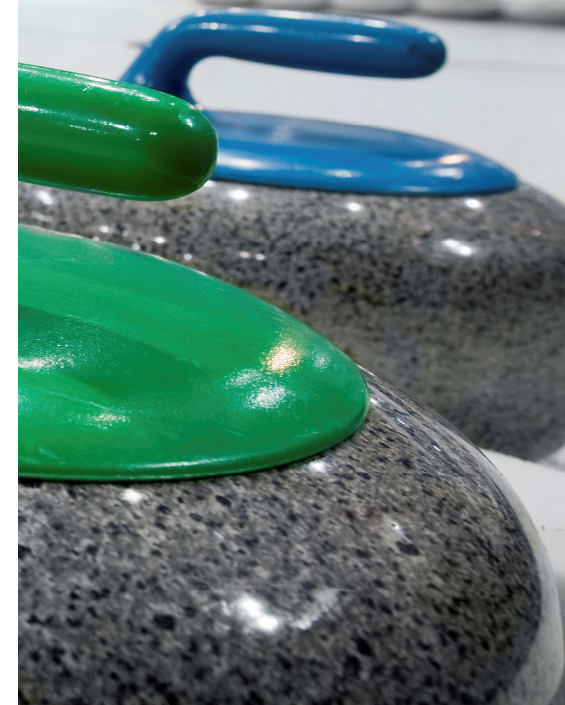


- Team Glenn Howard
- CurlON
- Sandra Schmirler Foundation
- Team Rachel Homan
- NOCA
- TELUS Wise #EndBullying



Engage with clubs near you

- Contact local clubs assigned to your branch, visit clubs, promote the challenge. Through this, there may be opportunities to engage with the membership to gain quote requests and establish relationships.
- Pick up registration sheets and/or donations.



Contact

For more information on the 4 Rock
Charity Challenge, please contact:

David Mathers

613.596.9697 x 82455

dmathers@brokerlink.ca