



ONTARIO CURLING ASSOCIATION

1400 Bayly Street, Unit # 10, Pickering, ON L1W 3R2

October 22, 2018

With the ongoing evolution of CurlON from a competition based organization to a Member services and benefits association, CurlON has developed programs and services for our Affiliated Curling Centres and now for their curling members/participants.

The entire business plan for CurlON over the next two years 2018-2020 is based on one word:

VALUE

The value services to Affiliated Member Clubs has been enacted over the past two years with many benefits and opportunities (found on www.ontcurl.com Member Club Services Tab):

- Business of Curling (Services and Webinars)
- Curling Club Supplier Discount Program (VGM Club)
- Social Media Consultations
- Member Club Assistance Fund
- Elavon (Discounted Credit Card/Debit Transaction Terminals and online)
- Corporate Discount opportunities (BrokerLink, Best Western)
- Club Member Recruitment Program (TryCURLINGnow.ca, Adult Learn to Curl)
- Hit, Draw & Tap youth program
- Clinic Team Program (No Charge Clinics for club curlers)
- Ice Team Program (No Charge Consultations to Clubs)
- Club Volunteer Award Program
- Marketing and Promotional Materials

These services and many more help our clubs to continue, growing and expanding their business model while educating and informing the Club's Board on processes and products. (Rowan's Law, TSSA, Infrastructure Funding, Policies, Ontario Laws)

MEMBER / PARTICANT VALUE

The expansion this season is to show value to the members/participants of CurlON Affiliated Curling Clubs. To achieve this goal, CurlON has created a membership registration program that will allow participants to register a Member Card and receive information directly from CurlON on prizes, discounts and direct savings from suppliers. I want to guarantee to everyone that CurlON nor any staff, Board members or affiliations will ever sell, release or provide a member list to any person/business outside of CurlON. This would be a direct violation of the Canadian - Personal Protection and Electronic Documents Act (PIPEDA) that carries severe penalties including fines and prison.

All clubs will receive a supply of Member Cards (as shown below - separate mailing this month) we simply ask that you give them out to your members and the member can choose to register the card with CurlON. All registrants will receive a monthly email with special offers, prizes and much more.





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CurlON has negotiated special packages with many suppliers that will include free and discounted items that will show to each member the value of their \$ 19.95 membership. A major prize of a trip for two to the 2019 Men's Tankard and Women's Scotties including hotel rooms, tickets and spending money will be drawn mid-January. Each month a supplier package will also be drawn from all registrants.

The entire CurlON team looks forward to continue working with you to benefit your Affiliated Curling Club and your members/participants.

Good Curling this season,

Stephen Chenier
Executive Director