

Good Curling!

“Good curling” is the warm greeting teams exchange before the start of a game.

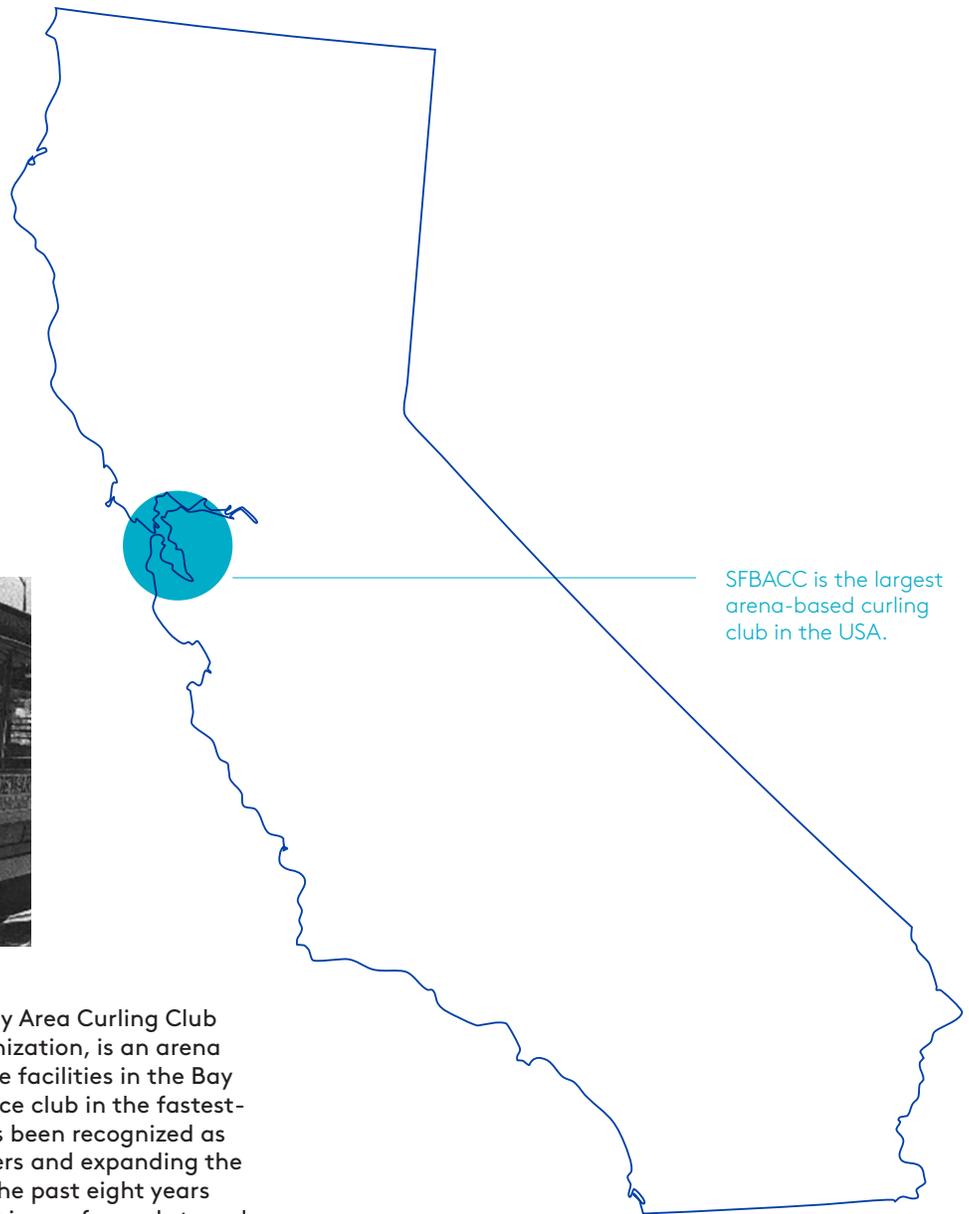
Our capital campaign to establish a bright and secure future for curling in the San Francisco Bay Area



2125 Bryant Street, #5, San Francisco CA 94110

dedicatedice.com

Our story



SFBACC is the largest arena-based curling club in the USA.

Founded in 1958, the San Francisco Bay Area Curling Club (SFBACC), a 501(c)(3) nonprofit organization, is an arena ice club currently playing in shared use facilities in the Bay Area. The SFBACC is the oldest arena ice club in the fastest-growing region in the country and has been recognized as a national leader in training new curlers and expanding the sport across a diverse population. In the past eight years alone, it has quadrupled its membership, performed strongly in both regional and national competitions, developed innovative community outreach initiatives, and launched the first Junior curling program in California. It is poised to continue expanding these programs — but is quickly running out of available ice.

Averaging over 200 members, SFBACC is the largest arena-based curling club in the USA. We run several leagues a week while hosting frequent learn-to-curl events for adults and youth, lesson series, corporate events, the annual Golden Gate Bonspiel tournament, and multiple community events. Our current members come from a broad spectrum of backgrounds, ranging in age from the teens into their 70s and work and reside throughout the Bay Area and surrounding communities. Among the most urban and ethnically diverse clubs in the country, SFBACC has taken a leadership role in actively promoting diversity within the sport. It was the first curling club to march in a gay pride parade, and it fosters socio-economic diversity through its scholarships for local youth.

1958

The year the San Francisco Bay Area Curling Club was founded

200+

diverse members playing in shared use facilities

4x

membership growth over the past eight years

What is curling?



Curling is an international sport dating back to the 16th century. Compared to Canada which has almost one million curlers, the United States is relatively new to the curling landscape. Curling's presence in this country is among the fastest-growing in the world. When curling became an official Olympic sport in 1998, a new generation of Americans discovered curling. Sometimes referred to as "chess on ice," curling is a sport with a unique combination of strategy, finesse, teamwork and camaraderie — well suited to the Bay Area's population. In a metropolitan area of over six million people from San Francisco to Silicon Valley, SFBACC is ideally located to continue its legacy of growing the sport in the western United States. With its focus on recreational, junior and competitive development, the Bay Area is well positioned to become a curling destination.



The Challenge



Our mission

To develop recreational and competitive curlers of all ages and abilities, and be a champion for diversity, equity, and inclusion in the sport

SFBACC's mission is to expand the sport of curling and train athletes of all ages and abilities. Our mission is currently hindered by insufficient access to a dedicated curling facility. The club currently operates in shared-use facilities, which limits our access to available ice. These shared use facilities can not offer SFBACC favorable playing times which limits our ability for growth, outreach and new programs.

Further, the cost of renting ice at these facilities has steadily increased over the years which limits our socioeconomic outreach and our ability to start low-cost, low-volume and subsidized programs to youth and others. Operating expenses are substantially lower, and revenue opportunities substantially higher, with a single use dedicated curling facility. The additional revenue can be funneled into new programs. Finally, operating out of shared-use facilities prevents the attainment of skills needed to compete at an elite level.

A dedicated curling facility is a single-purpose location with ice groomed specifically for the sport. This facility will enable the SFBACC to expand its programs and achieve our mission, which is to continue to grow the sport of curling—not merely to provide opportunities for our existing members to play. SFBACC has secured a long term lease on a building in Oakland that would allow us to build California's only dedicated ice facility, which will support the growth of curling in recreational and competitive leagues and serve the needs of the junior, wheelchair, and adaptive curling programs.

Goal 1

Increase diversity and access in the sport of curling

As an urban and demographically diverse organization, SFBACC has taken a leadership role in actively promoting diversity within the sport. A dedicated facility will allow the club to expand the following programs.



Junior programs

SFBACC has an active junior program supporting youth curlers of all ages. The club has hosted a number of events for children from elementary through high school, partnering with local schools and organizations. There are several juniors participating in weekly leagues and at local tournaments. Our fledgling competitive teams competed in the inaugural Under-18 Championships and Western Regional Junior Qualifiers for Junior Nationals in 2017.

SFBACC is set to provide youth programs for both recreational and competitive curling with coaching and training camps to foster the necessary skills and competitive advantage needed to advance teams to a high level of competition year after year.

Wheelchair and adaptive curling

SFBACC has been proactively engaging in adaptive curling ranging from wheelchair, auditory restrictions, and intellectual disabilities. We have built relationships with local organizations including the Center for Independent Living, Palo Alto VA, and All Access Sports & Recreation and seek to develop new relationships with other organizations.

A dedicated facility will allow us to expand our wheelchair and adaptive curling program with the following goals:

- To provide an inclusive venue for anyone with restricted mobility to participate in a sport of skill and camaraderie.
- To develop a competitive wheelchair curling team to represent our country in future national, international, and Paralympic competitions.
- To include persons with all other types of restricted physical and intellectual abilities in the sport of curling.

Goal 2 Expand operational programming

Curling is a sport for life, and can be started at 8, 80, or anywhere in-between. We guide people from their first slide on the ice to playing in leagues and tournaments. Having a dedicated curling facility will help us start more people in the sport, and let them pursue it as far as they desire.



Increase opportunities to educate new curlers

Learn-to-curl clinics (LTCs) are offered on a regular basis throughout the year. These clinics introduce the basic skills and principles of curling to participants concluding with a friendly scrimmage. Through LTCs, SFBACC has introduced curling to thousands of individuals, including to over 4,000 during the 2018 Olympic season. The club also offers a lesson series with classes taught by United States Curling Association (USCA) certified instructors and consist of on and off ice instruction. The lesson series are a great transition from a LTC to a recreational league.

Offer additional corporate or community events

Similar to LTCs, SFBACC offers sessions to corporations and private parties to experience curling. SFBACC annually conducts hundreds of corporate events teaching curling to thousands of employees, from the Bay Area. Curling's focus on teamwork, communication, sportsmanship and camaraderie make it an excellent team building opportunity.

Accommodate league demands

SFBACC offers four seasonal leagues at locations around the Bay Area. League play consists of teams with a broad range of experience including seniors and youth. Leagues provide a social atmosphere for club members and an opportunity to refine skills. Instructional leagues are offered periodically to newer members looking to gain fundamental understanding of the sport. Leagues often fill up quickly leaving curlers without an opportunity to curl every season.

Host competitive and social tournaments

SFBACC hosts an annual tournament, the Golden Gate Bonspiel, over Memorial Day weekend, bringing together 32 teams (128 curlers) from across North America and beyond. SFBACC seeks to host additional tournaments sponsored by USA Curling and the Mountain Pacific Curling Region.

Goal 3

Develop competitive curling programs for national and international level competitions

SFBACC members have received accolades and awards despite the challenging array of conditions related to our current facilities. Members have participated in competitive play up to and including the US Olympic Trials. For several consecutive years, SFBACC women's teams have won medals at the US Arena Curling National Championships, including back-to-back gold medals in 2015 and 2016.

Building off of competitive curling success and our development of coaches and instructors, we are well situated to begin a competitive curling program with US Olympic Team Trials as our goal. Our specific intent for our competitive curling program includes:

- Continued junior program improvement focused on U18 and Junior National tournaments.
- Creation of an adult competitive curling program focused on national competitions and mentoring recreational curlers with an interest in competitive curling.
- Developing performance camps to enhance all curlers in their dedication to achieving the next level of competition.
- Field the first all-California team to the Olympic Trials.



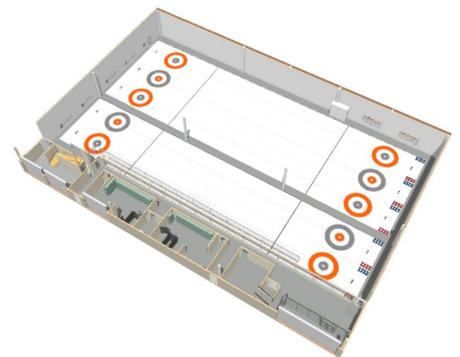
Funding



Our capital and operating expenditures require that we raise \$1,500,000 to enable us to open the only California dedicated ice facility. We have raised a significant amount already, and are in search of contributors to assist us in reaching our goal.

We are set to begin construction which will focus on building the ice house, setting up all equipment, updating the building with fire sprinklers, ensuring ADA accessibility, spectator viewing room (warm room), locker rooms, an office, and other amenities. Our anticipated schedule would have our doors open by the late 2019 making the club a unique sporting and community destination for the greater Bay Area.

With your support, San Francisco Bay Area Curling Club will build the only dedicated ice facility in California allowing us to achieve the following goals.



Capital Budget

The capital budget required to build a five sheet curling facility is below. This budget is derived from estimates received from vendors and individuals familiar with construction of similar facilities. Phase 1 represents the minimum capital requirements for the facility to be operational. Phase 2 represents the remaining buildout of the facility providing additional amenities needed to support the mission and goals of SFBACC.

Capital Item	Phase 1	Phase 2
Investigation	\$3,000	
Design & Permitting	\$75,000	\$15,000
Site Improvements	\$5,000	\$5,000
Ice Making & Maintenance Equipment	\$303,000	\$20,000
Fire Protection	\$71,000	
General Construction	\$742,000	\$300,000
Carrying Costs	\$320,000	
Total	\$1,519,000	\$340,000

Fundraising Strategy

The website www.dedicatedice.com has been created as a destination for our members and donors. This site is dedicated to providing information about SFBACC programs and the latest developments in project.

Fundraising efforts will focus on:

- Member-supported donations in the form of cash, corporate matching programs, gifts of stock, and loans
- Donations and loans from the at-large USA curling community
- SFBACC sponsored events
- Local companies for donations of cash and labor/materials
- Local companies for advertising/sponsorship
- Capital and programming grants

SFBACC will draw upon its current member population to provide loans at low interest with no less than 5-year terms. The Fundraising Events committee is planning events which focus on soliciting the general public for donations via event attendance. Companies located near the facility will be approached to support this unique opportunity in the way of cash, labor and/or materials, and advertising opportunities.



In-kind donations will be focused on supporting the building and operation of the facility. This includes goods and services related to the construction of the facility. Political contacts, community support, and business participation will be leveraged in Oakland to encourage both public and financial support. Our incentive will be to popularize the fact that this will be the only dedicated curling facility in California, will be unique to their location, and will offer programs of value to the community (junior, senior, wheelchair & adaptive, and deaf programs).

Individual Donations and Sponsorship Opportunities

Individual donors who give \$250 or more through a cash donation, gift or stock, or company match will receive a specially crafted Donor Pin plus their choice of benefit at or below their donation level.

Benefit*	Donation Level
Good Curling: SFBCC donor pin	\$250
You Rock: Name or message inscribed on a curling stone (limit 8)	\$500
Bonspiel'd: Individual entry into an future bonspiel	\$1,000
Cheers: Name inscribed on bar	\$1,500
Hog Line: Personal locker with name plate for every membership year	\$2,500
Ice, Ice, Baby: In-ice recognition for one season	\$5,000
Bronze: House-of-Honor plaque, warm room table dedication	\$10,000
Silver: House-of-Honor plaque, auxiliary room dedication	\$25,000
Gold: House-of-Honor plaque, bar/cafe dedication	\$50,000
Diamond: House-of-Honor plaque, ice hour or warm room dedication	\$100,000

*The tax deductibility of some donations may be reduced by the value of benefits received.

In addition to cash contributions, there are a variety of in-kind donation opportunities that will also support the SFBACC's effort to build a dedicated ice facility.

Corporate Donations and Sponsorship Opportunities

There are several ways to support the San Francisco Bay Area Curling Club's endeavor to become the first and only dedicated curling facility in the state of California. All donors and sponsors will be recognized on a newly-rebuilt San Francisco Bay Area Curling Club website. Additional donor and corporate sponsor benefits include:

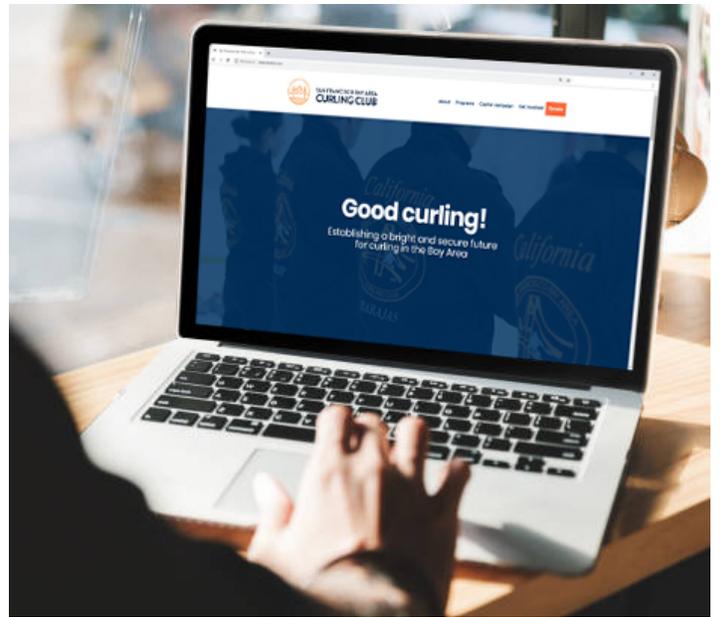
Benefit*	Bronze \$2,000	Silver \$5,000	Gold \$7,500	Platinum \$10,000	Diamond \$25,000	Olympic \$50,000
Recognition on our corporate sponsor page for one year	✓	✓	✓	✓	✓	✓
Recognition in our social media	✓	✓	✓	✓	✓	✓
Name recognition on "Founders" plaque in the dedicated curling facility		✓	✓	✓	✓	✓
Name on new SFBACC curling T-shirt			✓	✓	✓	✓
Sponsor display at future tournaments			✓	✓	✓	✓
Competitive team sponsor including logo on team's apparel and on team's social media presence.				✓	✓	✓
Logo on commemorative glass in the warm room bar and snack area (up to 10 glasses)					✓	✓
Private Learn-to-Curl					✓	✓
Two Private Learn-to-Curls						✓
Logo in the ice on one curling sheet for one year.						✓
Name a Tournament						✓

* The tax deductibility of some donations may be reduced by the value of benefits received.

In addition to cash contributions, there are a variety of in-kind donation opportunities that will also support the SFBACC's effort to build a dedicated ice facility.

Advertising

In lieu of a donation, there are also numerous advertising opportunities within the new dedicated curling facility as well as online.



Interior advertising

The dedicated curling facility provides ample space and opportunities to display your company or organization logo both in the playing area itself and throughout the rest of the facility. Advertising spaces include banners on the walls of the warm room and playing area, scoreboards, and locker rooms.

Logos can also be placed directly in the ice surface for a unique advertising opportunity. In addition to the membership, thousands of people attend Learn to Curl events, corporate events, and tournaments at the facility each year with tournaments also streaming online to viewers across the US.

For more details about advertising opportunities please contact us for a price sheet.

San Francisco Bay Area Curling Club
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510-972-8750

Website advertising

The SFBACC website is viewed by club members, learn-to-curl registrants, individuals who participate in our corporate and community events, and others who are interested in learning about the sport of curling. 2018 brought more than 30K unique visitors to our website, with over 80% located in the greater Bay Area.