

Eau Claire Curling Club Campaign – Raising the Rocks

The Eau Claire Curling Club (ECCC) has a long tradition of taking the rock in hand and making good decisions. When a new club house was needed decades ago, members stepped forward and raised significant funds to jump start the development of the shared facility we now call home.

The Club's main asset is our curling rocks or stones. With 16 rocks on each of the four sheets of ice, we have a total of 64 granite stones (not to mention the rocks used by junior curlers). The curling rock of polished granite only comes from one location in the world - Ailsa Crai, Scotland. The Club purchased the current stones in 2010 – after a distinguished history of use. The stones have world competition heritage as they were manufactured and used for world and national championship events during the late 1980's & early 90's. After their time in the national and world limelight, the stones were reconditioned and sold to the Edina Curling club through the USCA rock purchase program. Unfortunately, the Edina Club closed shortly thereafter. ECCC member Geoff Goodland learned about the opportunity to purchase the stones at a deep discount and to assume the Edina payments to the USCA. ECCC purchased five sets of stones for approximately \$25,000.

These stones were some of the first stones from Kay's of Scotland, one of the two premier curling stone manufacturers, to be delivered with an inserted running surface, which is the standard for all world-sanctioned events. The stones were reconditioned when ECCC acquired them. Reconditioning removes material around the outer striking body of the stone. Pounds of material are slowly and meticulously ground and polished off the outer surface of the stone, decreasing the diameter and weight while at the same time reprofiling the striking surface. Reconditioning is a process that can be performed on curling stones two-three times through the usable life of the stones. The ECCC stones are at the legal limit for diameter and weight and cannot be reconditioned again.

Each stone costs approximately \$750, so the total minimum raise is \$50,000. The **Raising the Rock Campaign** seeks to raise that and more to cover shipping costs and other unexpected Club expenses coming out of COVID. Our membership took a dip last year because of COVID, so we want to use this campaign also to attract new members with the appeal of new curling rocks. And, with 2022 being an Olympic year, there always is an increase in memberships after people watch Olympic Curling.

Our goal is to use the upcoming Olympics in February 2022 as a springboard for the bulk of the fundraising. Given the length of production time to get the rocks, we need to be able to place an order by April 1, 2022, so that we can have the new rocks on hand and ready for play for the 2022-23 season.

And, once we order the rocks, we also can start planning a bonspiel schedule for 2022-23, as well as submit bids to host national curling competitions. Our past successes have made us a

competitive location as a bonspiel host. We already have a reputation for great ice and hospitality – consider the added benefit of playing with brand new rocks.

Raising the Rocks Fundraising Timetable

- February 1-April 1, 2022 – Active Campaign Phase where we will secure the majority of the gifts. Goal is to have at least 60% of the gifts and pledges in hand so that we can place the order for the rocks and make a down payment. There will be two campaign focuses – individual gifts from current, retired and former members of the Eau Claire Curling Club, and a corporate/community drive. The goal is to obtain 75% of the gifts from the membership, while 50% of the total funds will come from major corporate sponsorships. The power of this campaign is the ownership members take in working together to ensure the Club's future vitality.

Individual Campaign Giving Levels

The heart of the Eau Claire Curling Club is our members and friends. Generous support and collective involvement from our members, retired curlers and former members will be integral for our success in this initiative. All donors of \$250 or more will have names listed on the Raising the Rocks Campaign Donor Board in the Curling Club. Other recognition levels are cumulative. Gift and recognition levels are outlined below.

- **\$250 – LEAD – Name on Donor Board in Curling Club**
- **\$500 – SECOND – Commemorative Rock Donor Pin + Donor Board**
- **\$1,000 – VICE SKIP – Name/Short Phrase Inscribed on Handle of One Rock + Pin + Donor Board**
- **\$2,500 – SKIP – Name/Short Phrase on Handles of Two Rocks + Pin + Donor Board**
- **\$5,000 – BROOMSTACKER – Name/Short Phrase on Handles of all 8 Rocks of one Color on One Sheet + Pin + Donor Board**

How to Make a Gift

- Commitments to the Rocks Campaign can be fulfilled in one-time gifts or pledges spread over two years in 2022 and 2023.
- You can use check, credit card, cash or stock. The Curling Club is a 501(c)(3) so all gifts to the campaign are fully deductible.
- If you have an IRA and a required minimum distribution (RMD) you can roll that over to the Curling Club for this project. Talk to your IRA manager.
- Consider partnering with your teammates to make a team gift in honor of your team.

Corporate/Community Campaign & Benefits

Building off increased interest curling has gained since the U.S. won gold at the 2018 Winter Olympics and in celebration of the 2022 Olympics, organizations can generate goodwill and exposure through corporate sponsorship. All donors of \$250 or more will have names listed on the Raising the Rocks Campaign Donor Board in the Curling Club.

- **\$1,000 – BRONZE – Corporate name/logo on one rock + Eau Claire Curling Club Web Site for Two Years + Donor Board**
- **\$5,000 – SILVER – Corporate name/logo on all 8 rocks of one color on one sheet + name on ECCC Website + Donor Board. Ability to have one corporate event a year at the Club for two years.**
- **\$10,000 – GOLD – Corporate name/logo on 16 rocks + Name on ECCC website + Donor Board/Corporate Logo in ice for one year + Donor Board. Ability to host one corporate event a year for three years.**
- **\$25,000 – PLATINUM – Corporate name/logo on 32 rock + Name on ECCC website + Name/Corporate Logo in Ice for Five Years + Donor Board. Ability to host one corporate event a year for five years.**

The Benefits of Investing in the ECCC Raising the Rocks Campaign

- Rocks will be used by the Club for at least 25 years, so consider this a long-term investment in visibility and publicity.
- The Club hosts national tournaments, bonspiels and other events that bring in curlers and fans from around the state and country. The visibility for the named sponsors will be substantial.
- The Eau Claire Curling Club has an average annual membership of 300 with a significant increase in the year of Olympic curling. With the help of our robust membership of over 300 curlers, ECCC hosts several local and regional bonspiels every year. These events bring community members, club members and regional curlers to the Club. Each of these events typically brings in more than 125 curlers for a weekend long event of curling, dinners and camaraderie.
- Over the past five years the ECCC has also hosted four national championships for mixed doubles, college, senior and junior curlers. These events bring spectators from across the country adding to the hundreds of visitors the club entertains throughout each year. The curling stones take center stage at every event. Unfortunately, the ECCC has had to bring in different curling stones for these national events due to our club rocks not being suitable for national level competitions.
- Consider that during the curling season, which runs from November – March, there is curling every weeknight and on Sundays at the Club. In addition, there are bonspiels, regional and national events, “learn to curl” sessions and corporate events. Everyone is an opportunity for people to see the corporate name and sponsorships. During an

average curling season, there will be more than 10,000 “views” of your corporate name/logo in the Club. Name recognition and visibility is substantial.

CONTACT for MORE INFORMATION: