

Crestwood Showdown Sponsorship Options

Our Goal

We aim to become one of the premier men's and women's curling tournaments in Western Canada, attracting top teams and generating widespread interest throughout the region.

The Showdown

The Crestwood Showdown is a World Curling Tour Event taking place November 20-23, 2025 at the Crestwood Curling Centre. It will feature 32 of the best Men's and Women's curling teams in Alberta, Canada and the World, competing over 4 days for a large cash purse as well as World Curling Tour Points.

Sponsorship

We are asking for your support in helping make this event world class and highlighting the premier hospitality of the Crestwood Curling Centre and the City of Edmonton. The Showdown will have in-house spectator viewership and be live-streamed around the world on our YouTube channel which had over 35,000 views during last year's event.

Sponsor Tiers

Platinum \$5000+

- Two 4' In-Ice logo premium placement above the rings on the feature sheet that will be live-streamed every draw
- 1st Priority placement and promotion across all news outlets, social media, event marketing and print media
- 1st Priority placement on standing signs visible on the live-stream during the event (placed on the backboards away end of the rink)
- 1st Priority placement on Banner Roll Ups viewable at the Crestwood Curling Centre all season long
- Special Shout-out and Readable Ad coverage during all live-streamed games with commentary
- Option to run video Ad (<30 seconds) featured during live-streamed games
- 1st Priority placement on live-streamed games after each end and during the 4th end break

Gold \$3000+

- One 4' In-Ice logo premium placement above the rings on the feature sheet that will be live-streamed every draw
- 2nd Priority placement and promotion across all news outlets, social media, event marketing and print media
- 2nd Priority placement on standing signs visible on the live-stream during the event (placed on the backboards away end of the rink)
- 2nd Priority placement on Banner Roll Ups viewable at the Crestwood Curling Centre all season long
- Special Shout-out and Readable Ad coverage during all live-streamed games with commentary
- 2nd Priority placement on live-streamed games after each end and during the 4th end break

Silver \$1500+

- One 4' In-Ice logo placement above the rings on sheet that will be live-streamed every draw (priority placement given to Gold Sponsors)
- 3rd Priority placement and promotion across all news outlets, social media, event marketing and print media
- 3rd Priority placement on standing signs visible on the live-stream during the event (placed on the backboards away end of the rink)
- 3rd Priority placement on Banner Roll Ups viewable at the Crestwood Curling Centre all season long
- Special shout-out during all live-streamed games with commentary
- 3rd Priority placement on live-streamed games after each end and during the 4th end break

Bronze \$500+

- Placement and promotion across all news outlets, social media, event marketing and print media
- Placement on Banner Roll Ups viewable at the Crestwood Curling Centre all season long
- Placement on live-streamed games after each end and during the 4th end break

Please send all questions and inquiries to gm@crestwoodcurling.com

