

A photograph of a curling rink with several stones on the ice. The stones are dark grey with a lighter band around the middle and a colored handle (blue or red). The ice has blue and red markings. The text is centered over the image.

**discover curling**  
**curling club**  
**tool kit**

# about

Curling Canada has teamed up Cossette, Cossette Media and Member Associations to develop a campaign to help bring awareness to the sport of Curling and help reinvigorate club membership this Fall.

Goal: To show Canadians that Curling has a lot offer—It's fun, welcoming, exciting, active/physical (yet not exhausting) and accessible to everyone. It's the perfect place to get active with friends, neighbours and family as well as make new connections and friendships. It's a community that is welcoming and inclusive.

Campaign target: light users and those who have always wanted to curl but for whatever reason haven't. They tell themselves, "some day I'll play." There may be several reasons why they haven't tried curling yet, including not being able to find the time or the motivation to leave the house. Now that we're 18 months into the pandemic and vaccines have been introduced, people are looking to make that some day a reality. For those that used to play, they will be reminded of the reasons that first drew them to the sport and how fun it was when they belonged to a club.

Outcome: **Get people to their local clubs this season.**

# how

To bring this campaign to life, we'll bring awareness to the sport by highlighting a few of the key aspects of the curling experience, including: the on-ice excitement, the sense of community it creates as well as the Challenge.

The initiative will be supported by paid social media tactics, aimed at directing traffic to Curling Canada's unique landing pages, [discovercurling.ca](https://discovercurling.ca) and the french equivalent of [vivezlecurling.ca](https://vivezlecurling.ca)

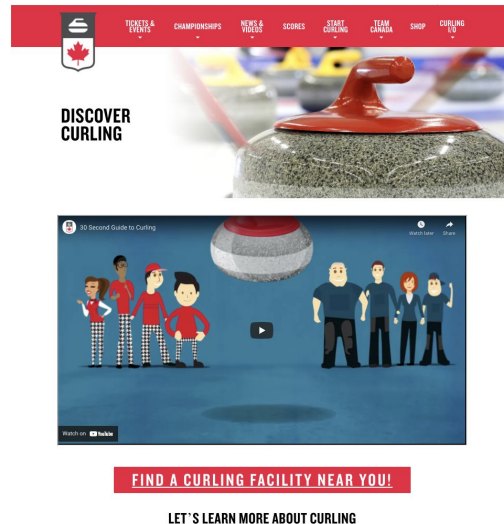
Curling Canada will use the site to direct those interested in trying the sport or getting back into the sport, to find their nearest local club to get started.

As part of the initiative, toolkit assets are available for local club use, to promote specific club activation at the local level. The list of assets and instructions on how to add local club co-branding to the assets can be found on the next few page.

# discover curling *Landing Page*

Curling has a lot to offer and the motivations for getting into curling can depend on the individual. No matter what you're looking for, curling has something for everyone.

The goal of the landing pages is to provide a quick overview of curling to generate interest and to help convert non-players through the "find a curling centre" link.



# co-branding tool kit assets

This next set of pages contains a snapshot of the templatable creative as well as step-by-step instructions on how to adapt the content to add your **local club** information, using InDesign program. *Note: If you don't have access to a design program, we've also included high res PDFs that you can download and open with Adobe Acrobat (or any other editing program) to add in your club details. Please use the font Helvetica bold.*

The toolkit includes English and French resources:

1. Social media statics (3 creative versions and sample copy)
2. Print
  - i. 11" x 17" poster—to leverage for local promotion of your club
  - ii. 8.5" x 11" double-sided flyer
  - iii. 3.9" x 8.3" brochure - cover only

A 30 second You Tube video as well as social media videos are also being developed as part of the initiative and will be available to you in October.

Files are available at: [www.curling.ca/discover-curling-club-toolkit/](http://www.curling.ca/discover-curling-club-toolkit/)



# TOOLKIT CREATIVE

## English



# Facebook & Instagram social media options

Option 1

Copy: Discover the community /  
Vivez la Communauté



**Instructions:**

**Write your own unique post that highlights the curling experience. Be sure to include your registration dates and/or process.**

POST COPY: There's never been a better time to discover the sport of curling. Join us and learn how social, accessible, and just plain fun it is to play. Visit [discovercurling.ca](https://discovercurling.ca) to get started.

C'est le moment idéal pour découvrir le curling. Joignez-vous à nous et voyez à quel point c'est une activité sociale, accessible et tout simplement amusante. Visitez [vivezlecurling.ca](https://vivezlecurling.ca) pour en savoir plus.



Option 1b

Copy: Discover the community /  
Vivez la Communauté



**Instructions:**

Write your own unique post that highlights the curling experience. Be sure to include your registration dates and/or process.

Option 1c

Copy: Discover the community /  
Vivez la Communauté



**Instructions:**

Write your own unique post that highlights the curling experience. Be sure to include your registration dates and/or process.

Option 2

Copy: Discover the excitement /  
Vivez L'Excitation



**Instructions:**

Write your own unique post that highlights the curling experience. Be sure to include your registration dates and/or process.

POST COPY: There's never been a better time to discover the sport of curling. Join us and learn how vocal, engaging, and just plain fun it is to play. Visit [discovercurling.ca](http://discovercurling.ca) to get started.

C'est le moment idéal pour découvrir le curling. Joignez-vous à nous et voyez à quel point c'est une activité dynamique, emballante et tout simplement amusante. Visitez [vivezlecurling.ca](http://vivezlecurling.ca) pour en savoir plus.

Option 3

Copy: Discover the challenge /  
Vivez le défi



**Instructions:**

Write your own unique post that highlights the curling experience. Be sure to include your registration dates and/or process.

POST COPY: There's never been a better time to discover the sport of curling. Join us and learn how smart, strategic, and just plain fun it is to play. Visit [discovercurling.ca](http://discovercurling.ca) to get started.

C'est le moment idéal pour découvrir le curling. Joignez-vous à nous pour apprendre à pratiquer ce sport aussi stratégique qu'amusant. Visitez [vivezlecurling.ca](http://vivezlecurling.ca) pour en savoir plus.

# how to boost your post on Facebook & Instagram

## 1

### **create an audience**

When creating an audience, please make sure to select the geo-targeting to cover the area near your club. Then, you can add some filters such as “interest” targeting. Some of the interests below index highly among other curlers. You can add as little or as many as you need, based on your budget.

**Interest targeting:** curling, bowling, golf, tennis, skiing, snowboarding, snowmobiling, ice skating, motorcycling, archery, hunting, basketball, baseball, fishing, softball, football, soccer, volleyball, ice hockey, powerboating, sailing, windsurfing & rowing.

**Geo Targeting:** Select priority cities/locations for your club.

## 2

### **set a budget**

Based on your club’s budget, allocate a budget for your boosted post. If you are boosting multiple posts consider splitting the budget per post.

## 3

### **set a duration**

Based on the number of posts you are boosting you will want to create a calendar that tracks when post boosting starts and stops as you do not want to have too many messages in market.

For more information: [how to boost post \(Facebook website resource\)](#)



Poster  
11" x 17" options

Option 1

COPY

**Headline:**

Discover the community / Vivez la communauté

**Body:**

There's never been a better time to discover the sport of curling. / C'est le moment idéal pour découvrir le curling.

Learn more at [discovercurling.ca](http://discovercurling.ca) / Visitez [vivezlecurling.ca](http://vivezlecurling.ca) pour en savoir plus



**DISCOVER  
THE  
COMMUNITY**

THERE'S NEVER BEEN A BETTER TIME  
TO DISCOVER THE SPORT OF CURLING.  
LEARN MORE AT [DISCOVERCURLING.CA](http://DISCOVERCURLING.CA)

<Club name,  
address,  
phone number>



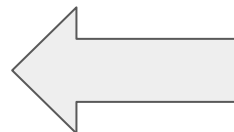
**VIVEZ  
LA  
COMMUNAUTÉ**

C'EST LE MOMENT IDÉAL POUR  
DÉCOUVRIR LE CURLING.  
VISITEZ [DISCOVERCURLING.CA](http://DISCOVERCURLING.CA) POUR EN SAVOIR PLUS

<Nom du club,  
adresse et  
numéro de téléphone>



**Instructions:**  
Replace placeholder  
copy on Footer  
Club name, address, &  
phone number



**Option 1b**

**COPY**

**Headline:**

Discover the community / Vivez la communauté

**Body:**

There's never been a better time to discover the sport of curling. / C'est le moment idéal pour découvrir le curling.

Learn more at [discovercurling.ca](http://discovercurling.ca) /  
Visitez [vivezlecurling.ca](http://vivezlecurling.ca) pour en savoir plus



**DISCOVER  
THE  
COMMUNITY**

THERE'S NEVER BEEN A BETTER TIME  
TO DISCOVER THE SPORT OF CURLING.  
LEARN MORE AT [DISCOVERCURLING.CA](http://DISCOVERCURLING.CA)

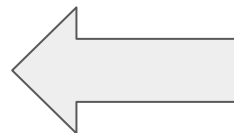


**VIVEZ  
LA  
COMMUNAUTÉ**

C'EST LE MOMENT IDÉAL POUR  
DÉCOUVRIR LE CURLING.  
VISITEZ [VIVEZLECURLING.CA](http://VIVEZLECURLING.CA) POUR EN SAVOIR PLUS



**Instructions:**  
Replace placeholder  
copy on Footer  
Club name, address, &  
phone number





**Option 1c**

**COPY**

**Headline:**

Discover the community / Vivez la communauté

**Body:**

There's never been a better time to discover the sport of curling. / C'est le moment idéal pour découvrir le curling.

Learn more at [discovercurling.ca](http://discovercurling.ca) /  
Visitez [vivezlecurling.ca](http://vivezlecurling.ca) pour en savoir plus



**DISCOVER  
THE  
COMMUNITY**

THERE'S NEVER BEEN A BETTER TIME  
TO DISCOVER THE SPORT OF CURLING.  
LEARN MORE AT [DISCOVERCURLING.CA](http://DISCOVERCURLING.CA)

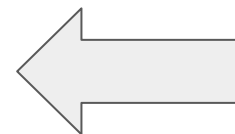


**VIVEZ  
LA  
COMMUNAUTÉ**

C'EST LE MOMENT IDÉAL POUR  
DÉCOUVRIR LE CURLING.  
VISITEZ [VIVEZLECURLING.CA](http://VIVEZLECURLING.CA) POUR EN SAVOIR PLUS



**Instructions:**  
Replace placeholder  
copy on Footer  
Club name, address, &  
phone number



Option 2

COPY

**Headline:**  
Discover the  
Challenge / Vivez le  
défi

**Body:**  
There's never been a  
better time to discover  
the sport of curling /  
C'est le moment idéal  
pour découvrir le  
curling.


Learn more at  
discovercurling.ca /  
Visitez  
vivezlecurling.ca pour  
en savoir plus



**DISCOVER  
THE  
CHALLENGE**

THERE'S NEVER BEEN A BETTER TIME  
TO DISCOVER THE SPORT OF CURLING.  
LEARN MORE AT DISCOVERCURLING.CA


< Club name,  
address,  
phone number >



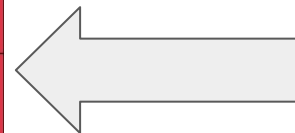
**VIVEZ  
LE  
DÉFI**

C'EST LE MOMENT IDÉAL POUR  
DÉCOUVRIR LE CURLING.  
VISITEZ DISCOVERCURLING.CA POUR EN SAVOIR PLUS

< Nom du club,  
adresse et  
numéro de téléphone >

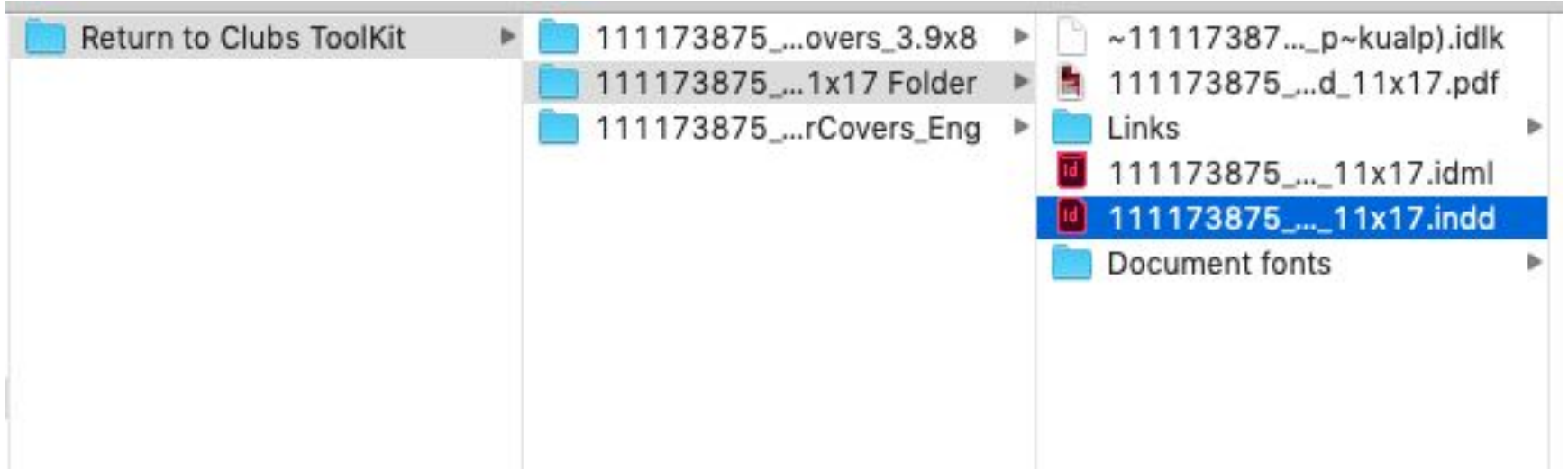


**Instructions:**  
Replace placeholder  
copy on Footer  
Club name, address, &  
phone number



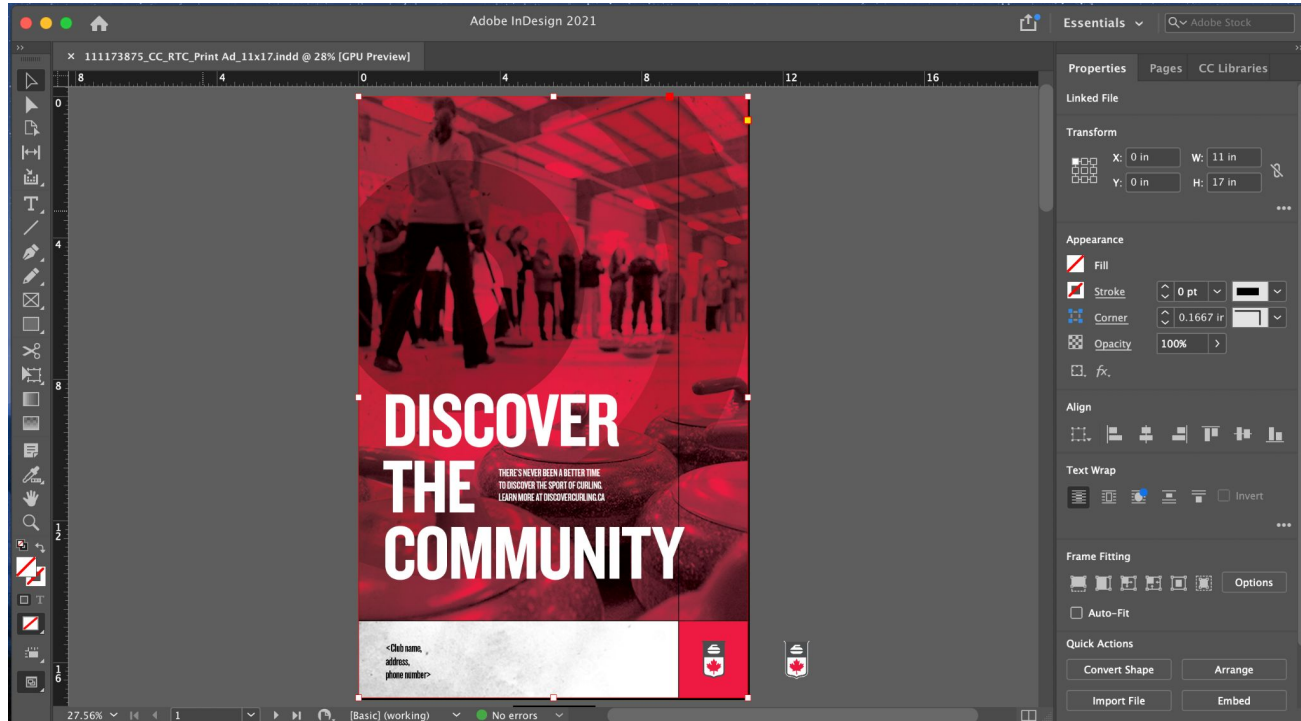
# how to

1. Download the desired file and unzip the packaged files.  
This package will contain working files (including document fonts and images).



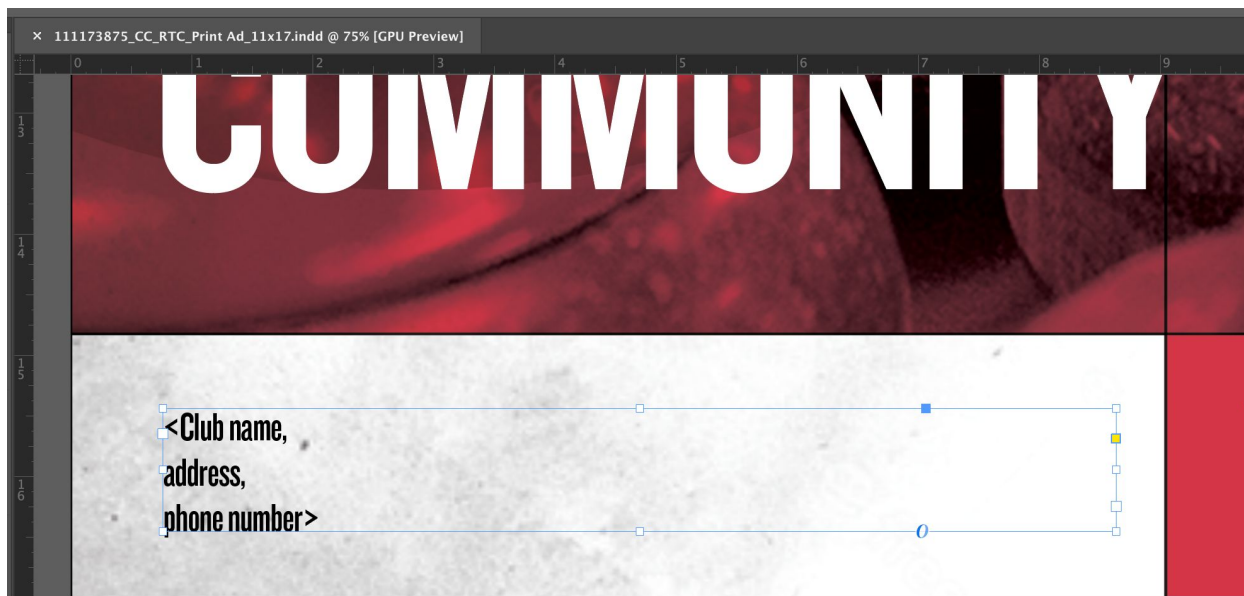
# how to

2. Open the .indd file in Adobe InDesign.



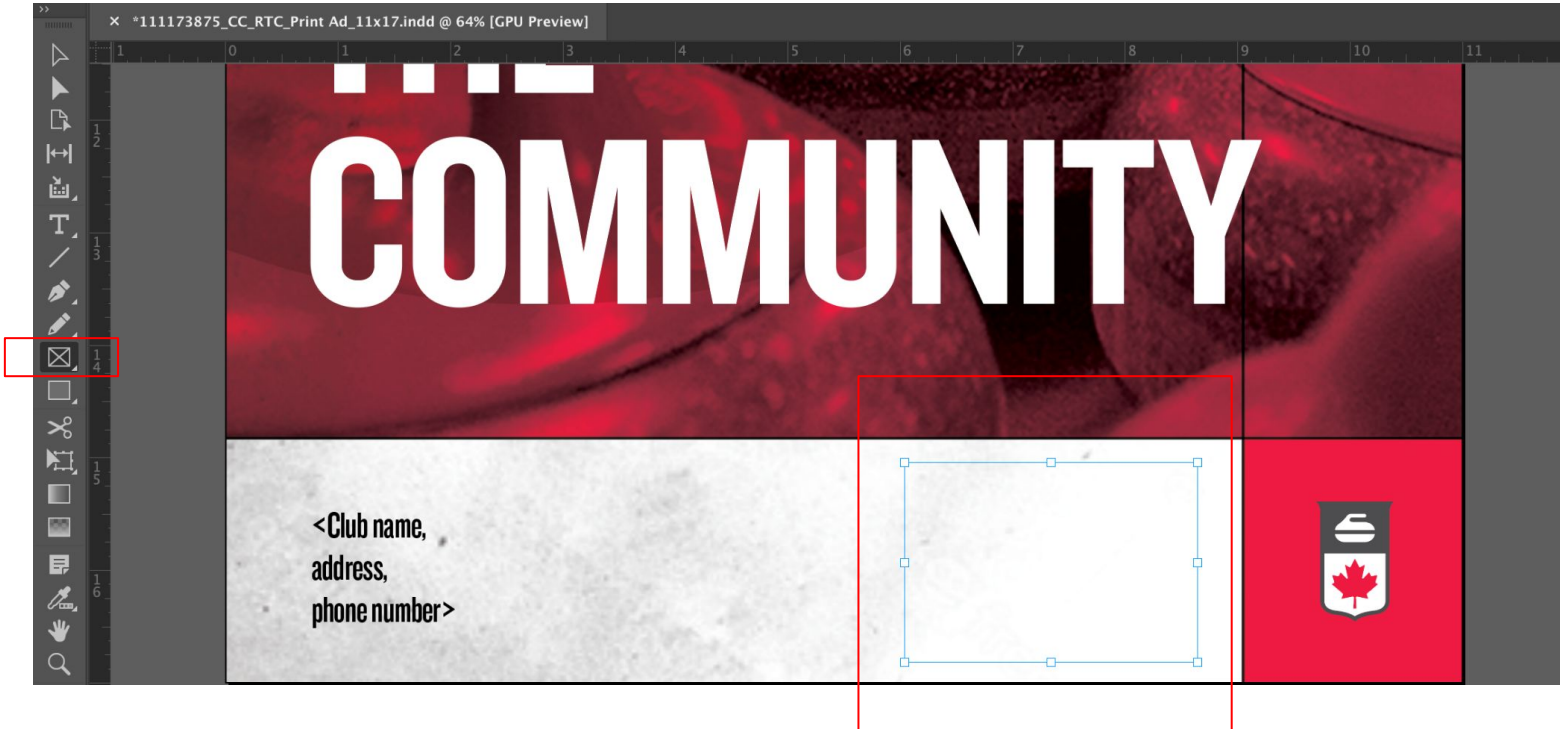
# how to

3. Using the Select Tool - select the text box containing the fields for your club name and information. You can then double click in this box and type in your information. Please use the pre-selected font provided. **Note:** there are multiple versions in this document – make sure you edit all versions you require. There is also space to add your logo on the RHS in grey, so it's sitting next to the Curling Canada logo - See steps 4 through 6. If you are not adding your logo - please go to step 7.



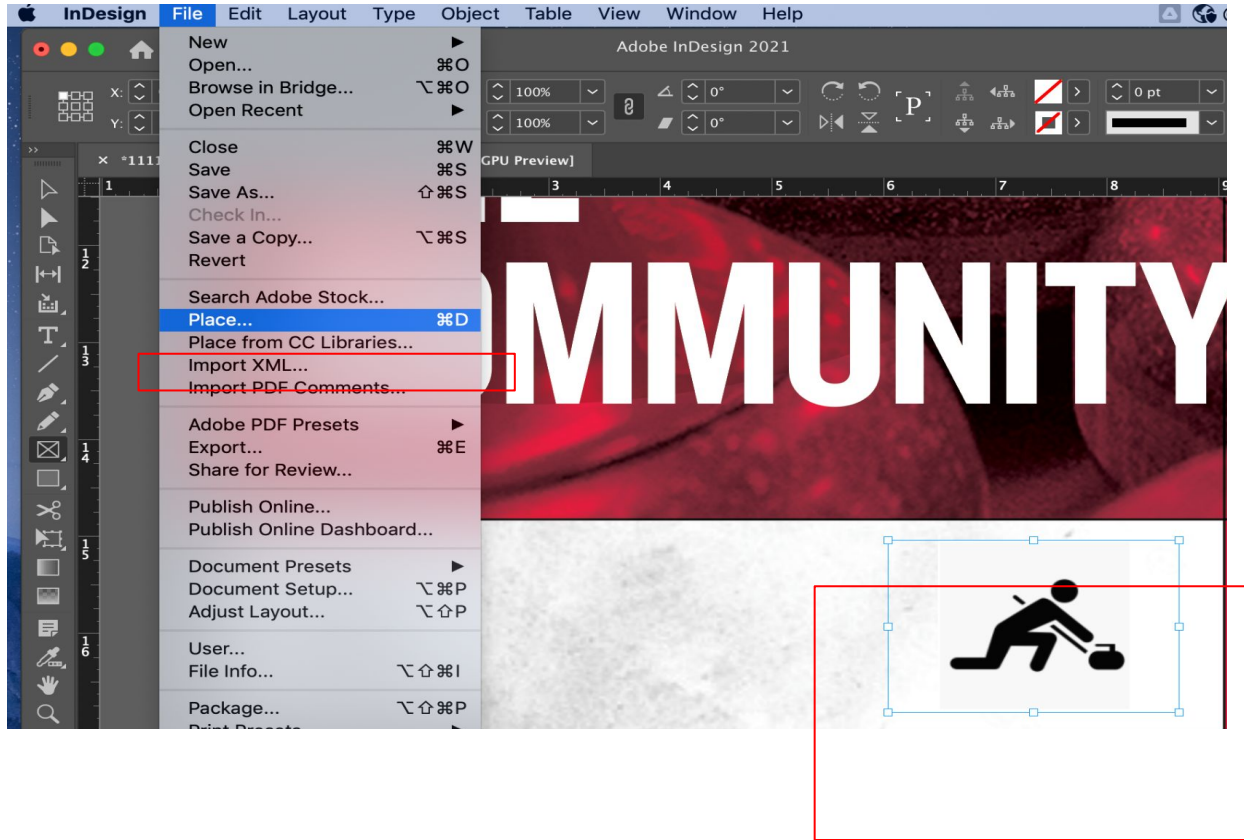
# how to

4. To insert your club logo select the Rectangle Frame tool on the left tool bar. Using this tool drag a box with in the grey area the size you would like your logo to be. This box will be where you insert your logo.



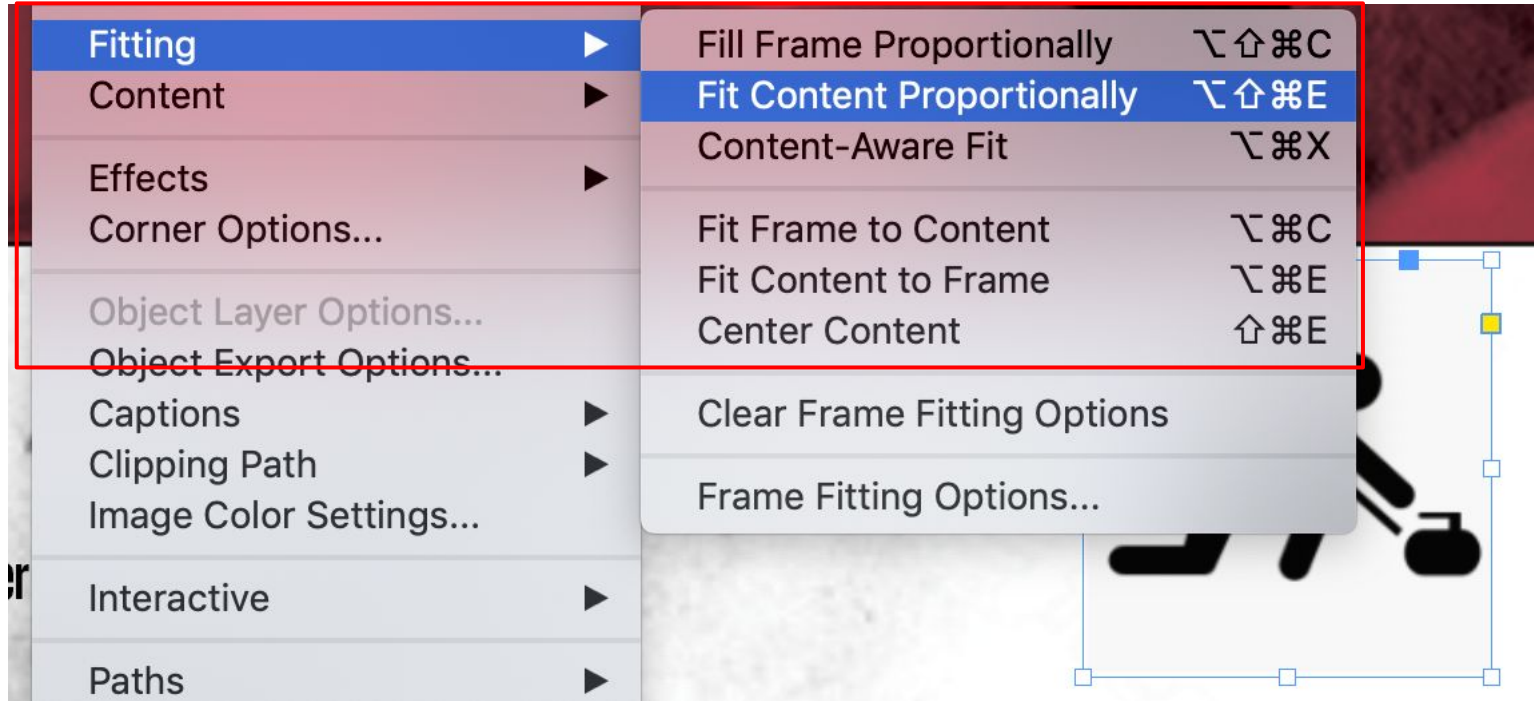
# how to

- Next, with your image box still selected, navigate to **File > Place** and select your logo. Click Open and your logo should appear in the image box you previously created.



# how to

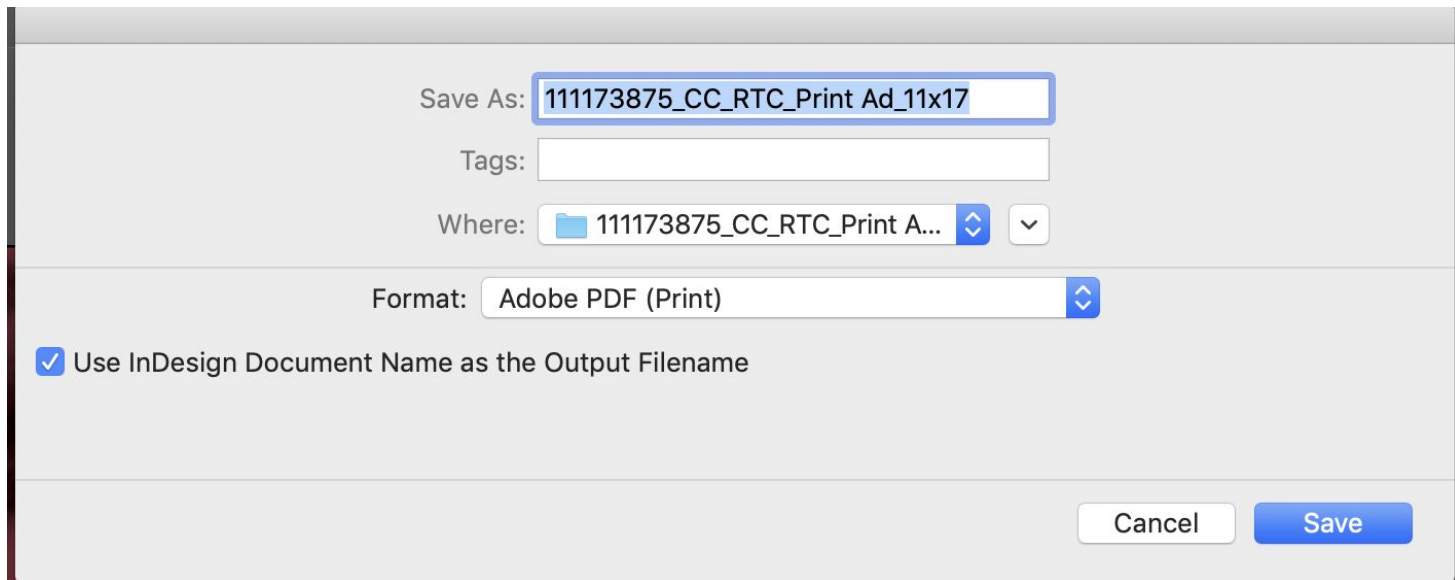
6. Your logo may need to be resized at this point. If this is the case, navigate to **Object > Fitting** and use the options in this tool to fit your content. You may need to adjust the frame you originally created to get the best result.





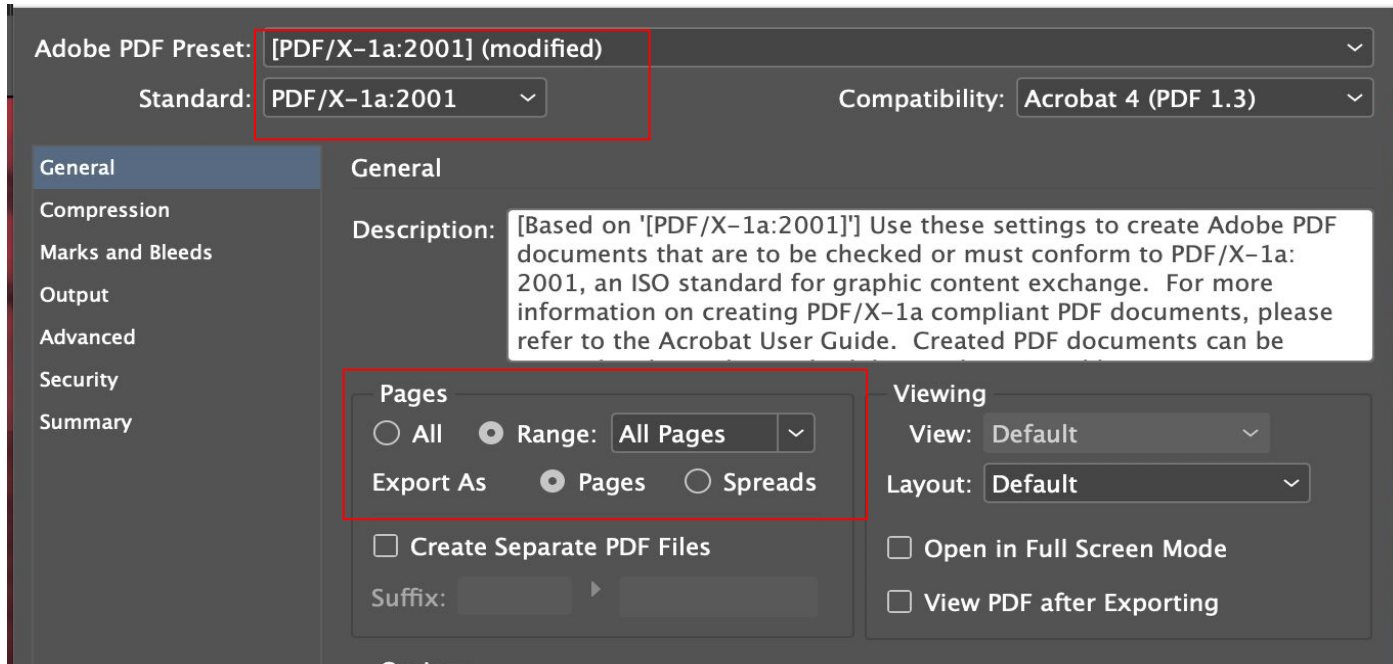
# how to

7. Save your file by clicking **File > Export...** This will bring up a dialogue box that will allow you to save this file as a print ready PDF.



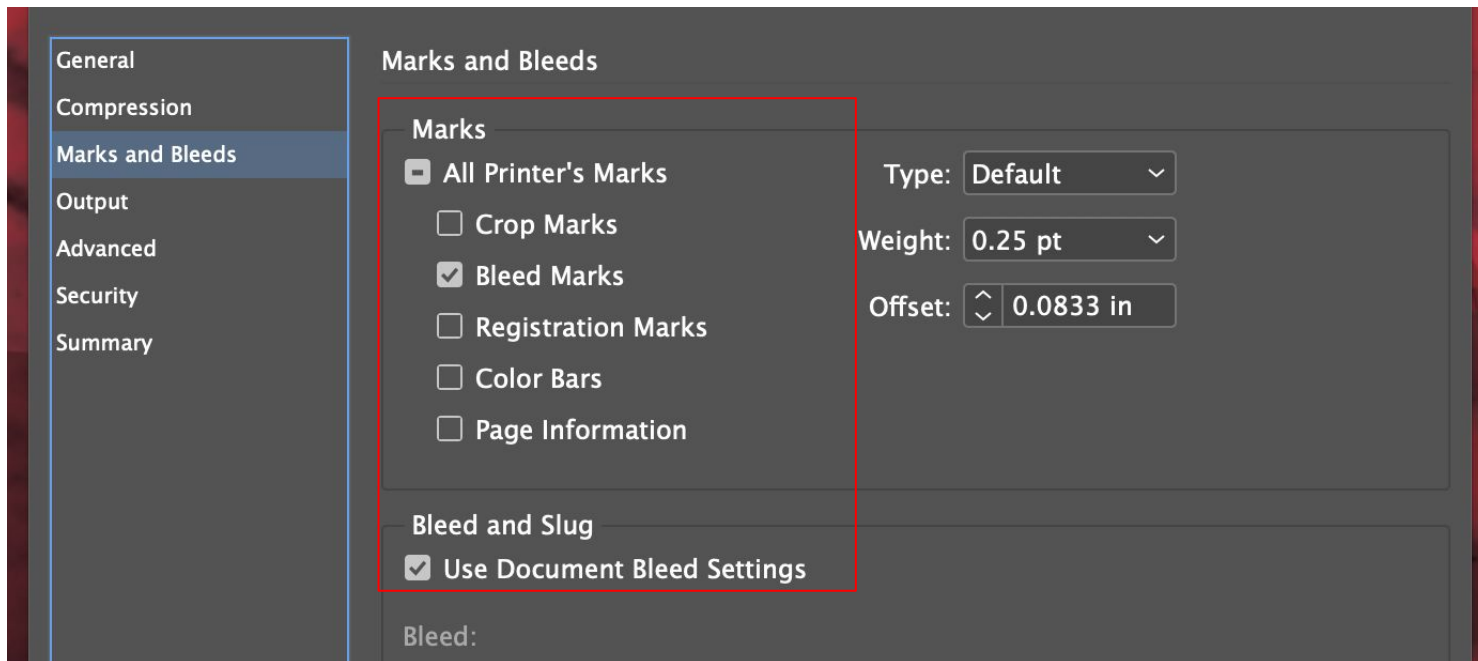
# how to

8. After hitting Save, a second dialogue box will appear. Under Adobe PDF Preset, select [PDF/X-1a:2001] Select the page range you would like to save - you can find this under the heading Pages.



# how to

9. Navigate to Marks and Bleeds. Then select “Use Document Bleed Settings” and under Marks select “Bleed Marks.”



# how to

10. Then click **Export** to save your file. Note - your file has been saved into the original folder with the packaged document files.





**Flyer 8.5" x 11"**

**COPY**

**Headline:**

Discover the community

**Body:**

Come learn how to curl or cheer on your friends.

**Right copy:**

[registration date or website registration address]

**Footer:**

Club name, address, & phone number

**Back cover:**

There's never been a better time to discover the sport of curling. Join us and learn how social, exciting, accessible, and just plain fun it is to play.



**Instructions:**  
Replace placeholder copy on Footer (front and back)  
Club name, address, & phone number

**Instructions:**  
Replace placeholder copy  
Add registration date or website address

**COPY**

**Headline:**

Vivez la communauté

**Body:**

Venez vous initier au curling ou encourager vos amis.

**Right copy:**

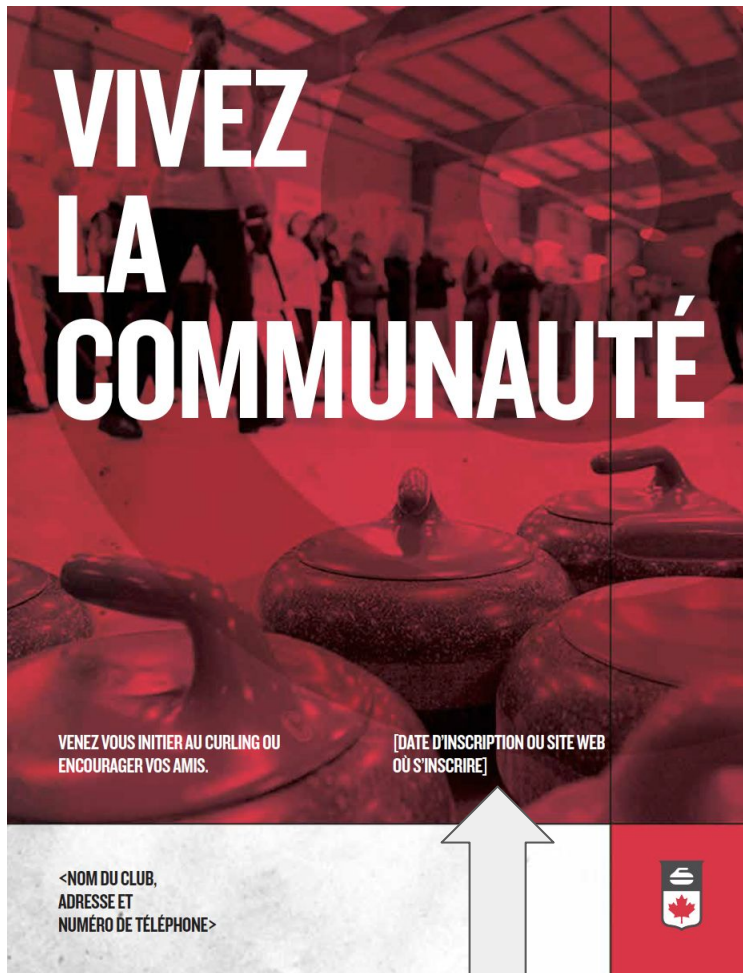
[date d'inscription OU site web où s'inscrire]

**Footer:**

Nom du club, adresse et numéro de téléphone

**Back cover:**

C'est le moment idéal pour découvrir le curling. Joignez-vous à nous et rencontrez de nouvelles personnes tout en vous familiarisant avec un sport amusant, excitant et accessible à tous.



**Instructions:**  
Replace placeholder copy on Footer  
Club name, address, & phone number

**Instructions:**  
Replace placeholder copy  
Add registration date or website address

# how to

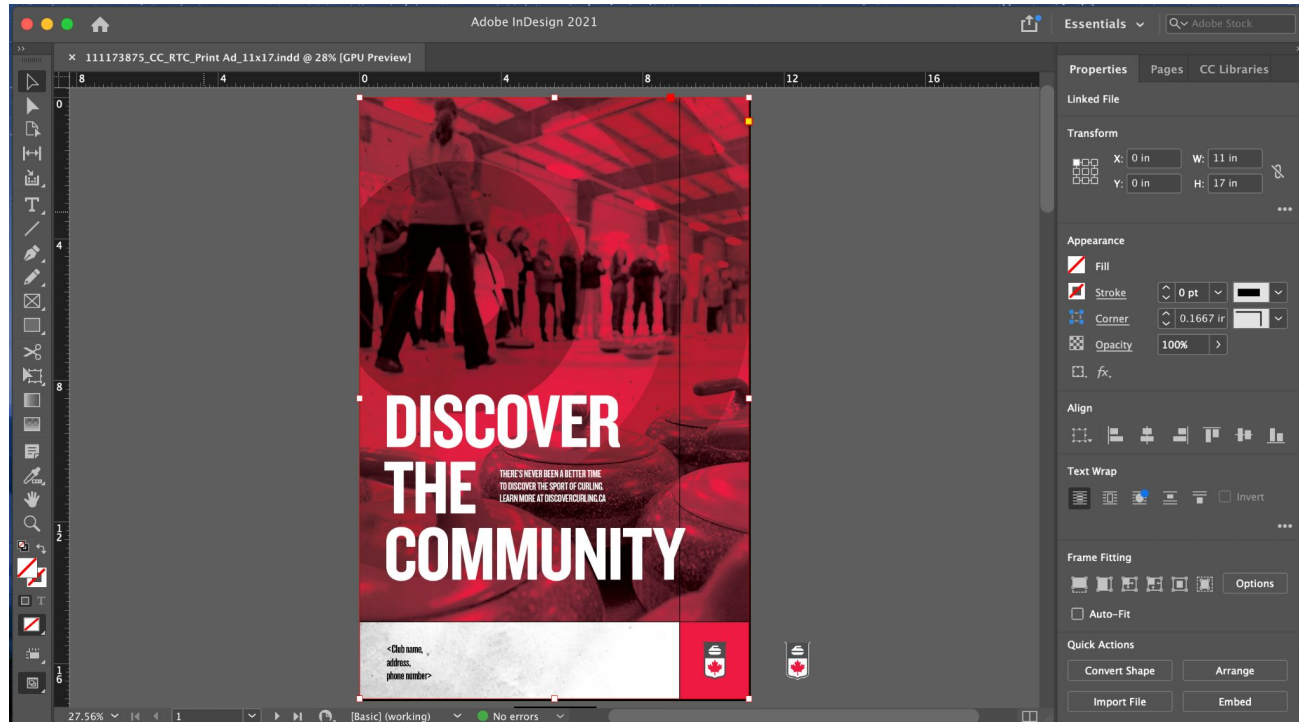
1. Download the desired file and unzip the packaged files.  
This package will contain working files (including document fonts and images).





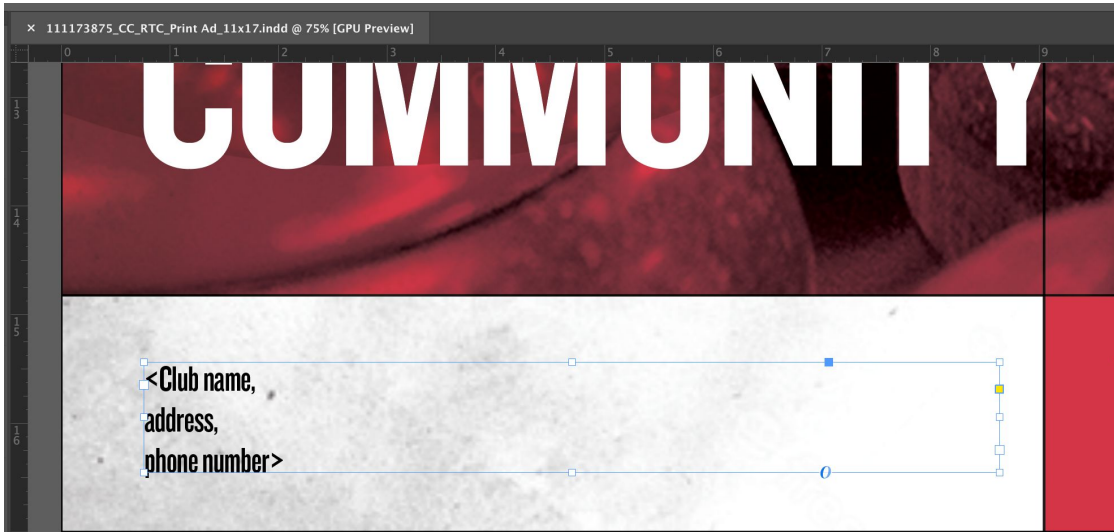
# how to

2. Open the .indd file in Adobe InDesign.



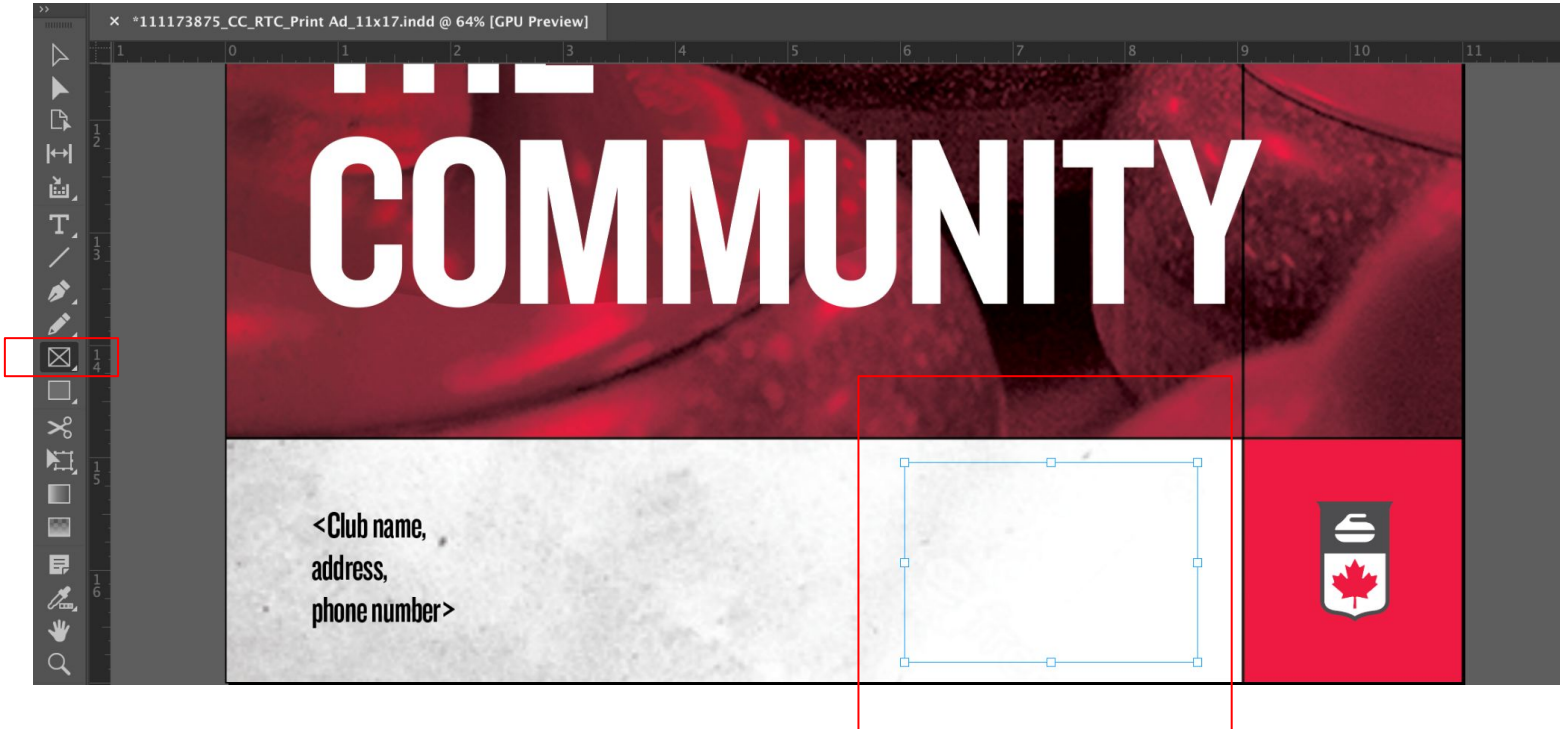
# how to

3. Using the Select tool - select the text box containing the fields for your club name and information. You can then double click in this box and type in your information. Please use the pre-selected font provided. There is also space to add your logo on the RHS in grey, next to the CC logo - See steps 4 through 6. If you are not adding your logo - please go to step 7. Note: Repeat steps to add your registration date or website registration address



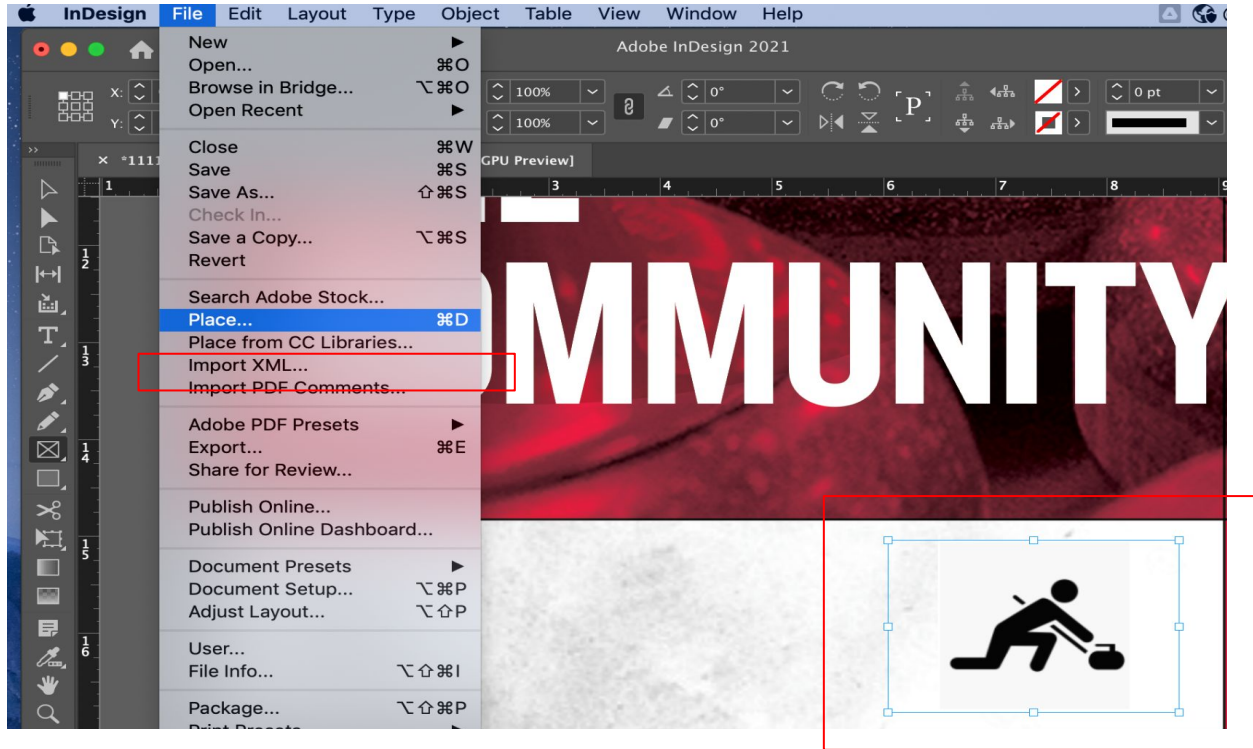
# how to

4. To insert your club logo select the Rectangle Frame tool on the left tool bar. Using this tool drag a box with in the grey area the size you would like your logo to be. This box will be where you insert your logo.



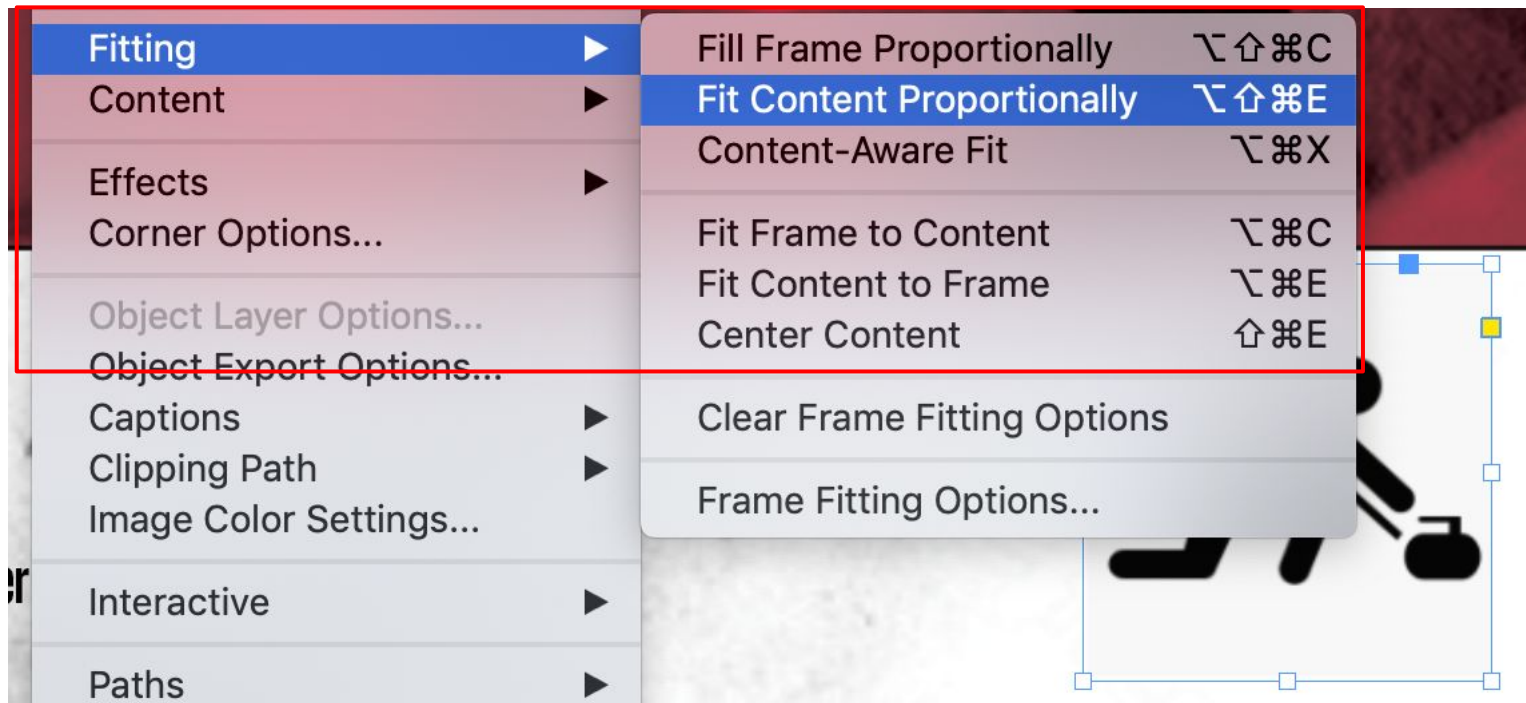
# how to

- Next, with your image box still selected, navigate to **File > Place** and select your logo. Click Open and your logo should appear in the image box you previously created.



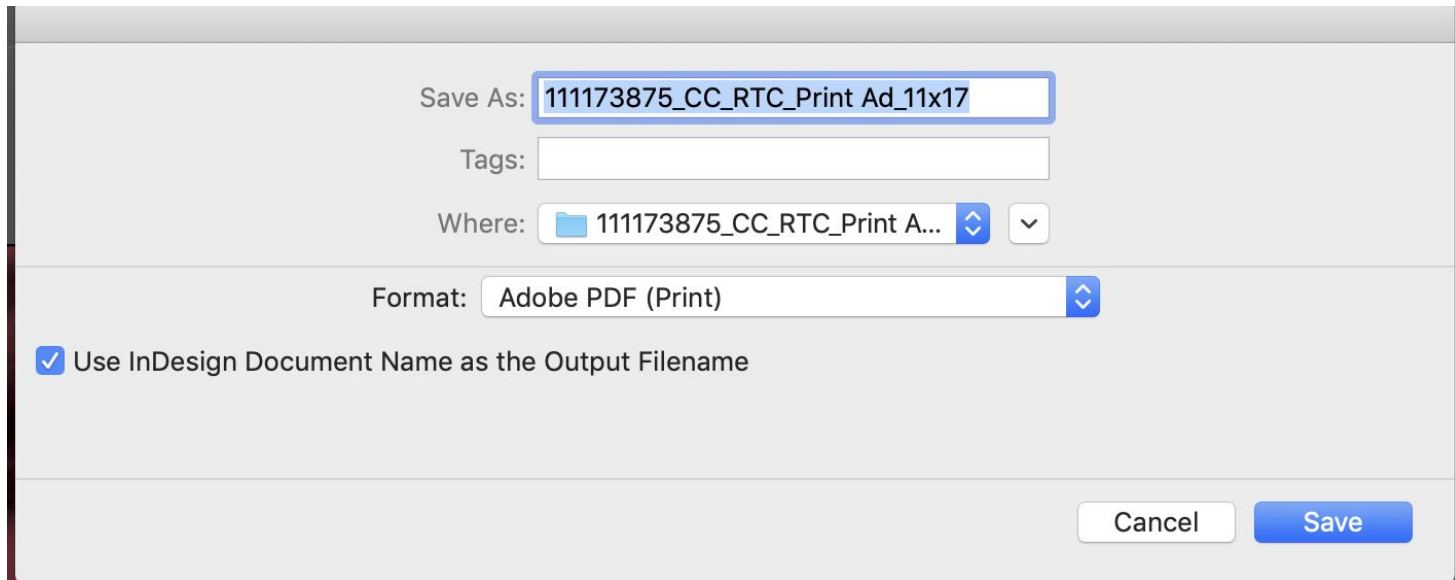
# how to

6. Your logo may need to be resized at this point. If this is the case, navigate to **Object > Fitting** and use the options in this tool to fit your content. You may need to adjust the frame you originally created to get the best result.



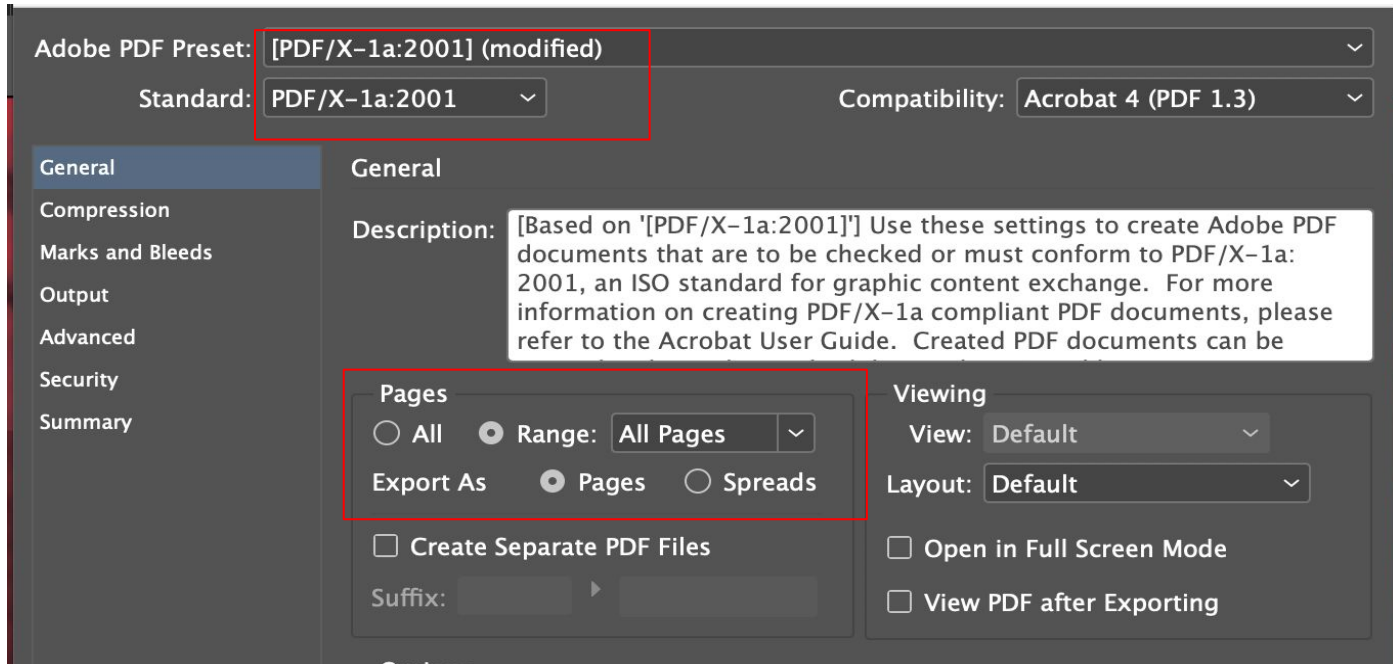
# how to

7. Save your file by clicking **File > Export...** This will bring up a dialogue box that will allow you to save this file as a print ready PDF.



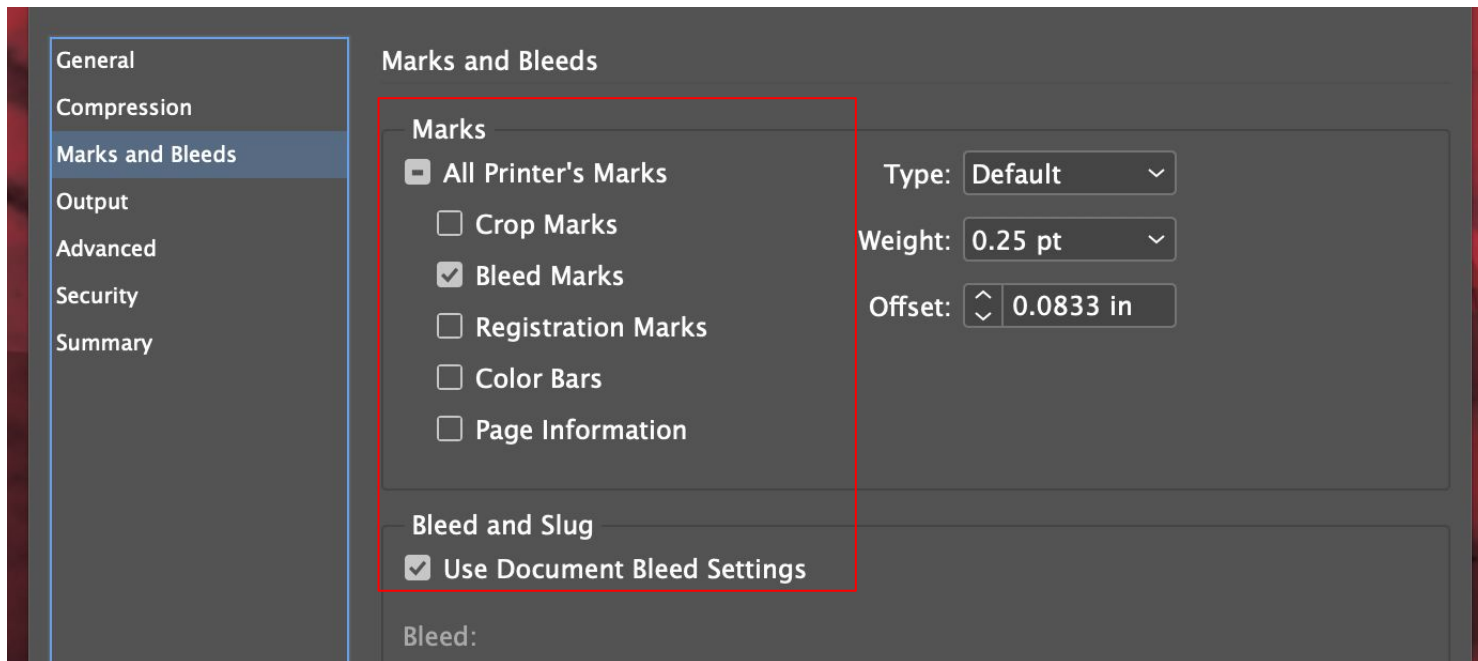
# how to

8. After hitting Save, a second dialogue box will appear. Under Adobe PDF Preset, select [PDF/X-1a:2001] Select the page range you would like to save - you can find this under the heading Pages.



# how to

9. Navigate to Marks and Bleeds. Then select “Use Document Bleed Settings” and under Marks select “Bleed Marks.”





# how to

10. Then click **Export** to save your file. Note - your file has been saved into the original folder with the packaged document files.





Brochure cover  
3.9" x 8.3"

**COPY**

**Headline:**

Discover the community / Vivez la communauté

**Body:**

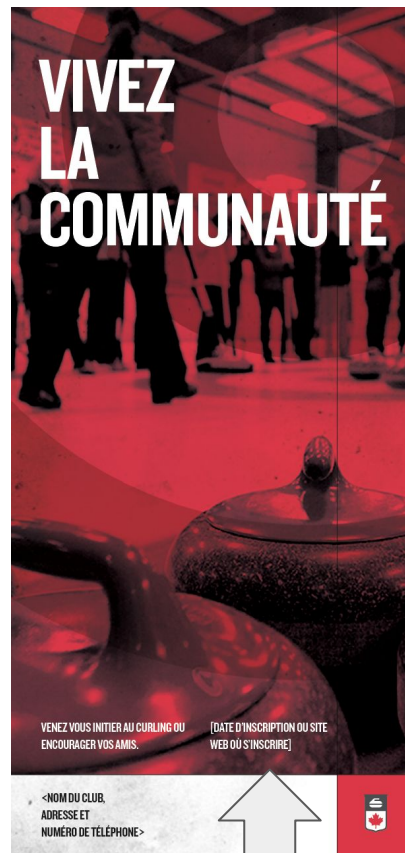
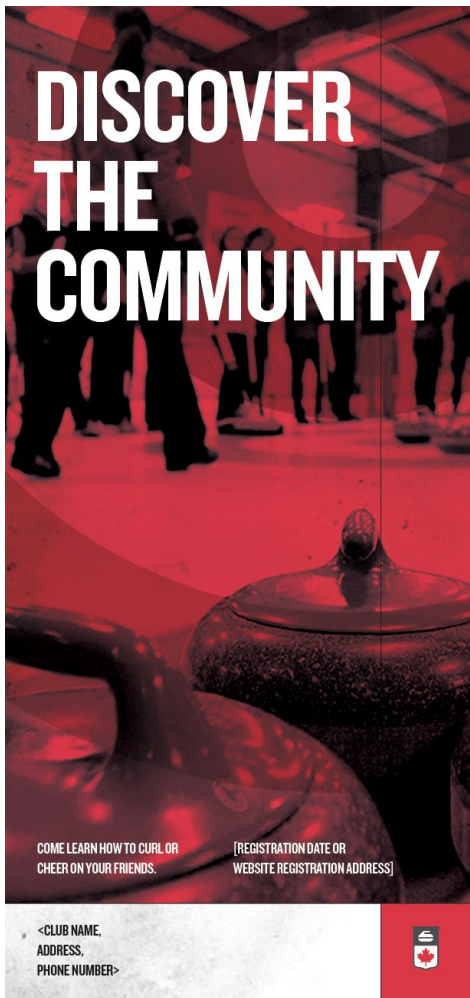
Come learn how to curl or cheer on your friends. / Venez vous initier au curling ou encourager vos amis

**Right Copy:**

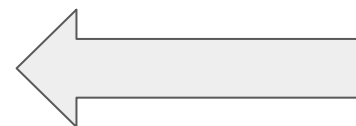
[Registration date OR Website registration address] / [date d'inscription OU site web où s'inscrire]

**Footer:**

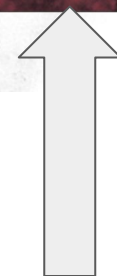
Club name, address, & phone number / Nom du club, adresse et numéro de téléphone



**Instructions:**  
Replace placeholder copy on Footer  
Club name, address, & phone number



**Instructions:**  
Replace placeholder copy  
Add registration date or website address



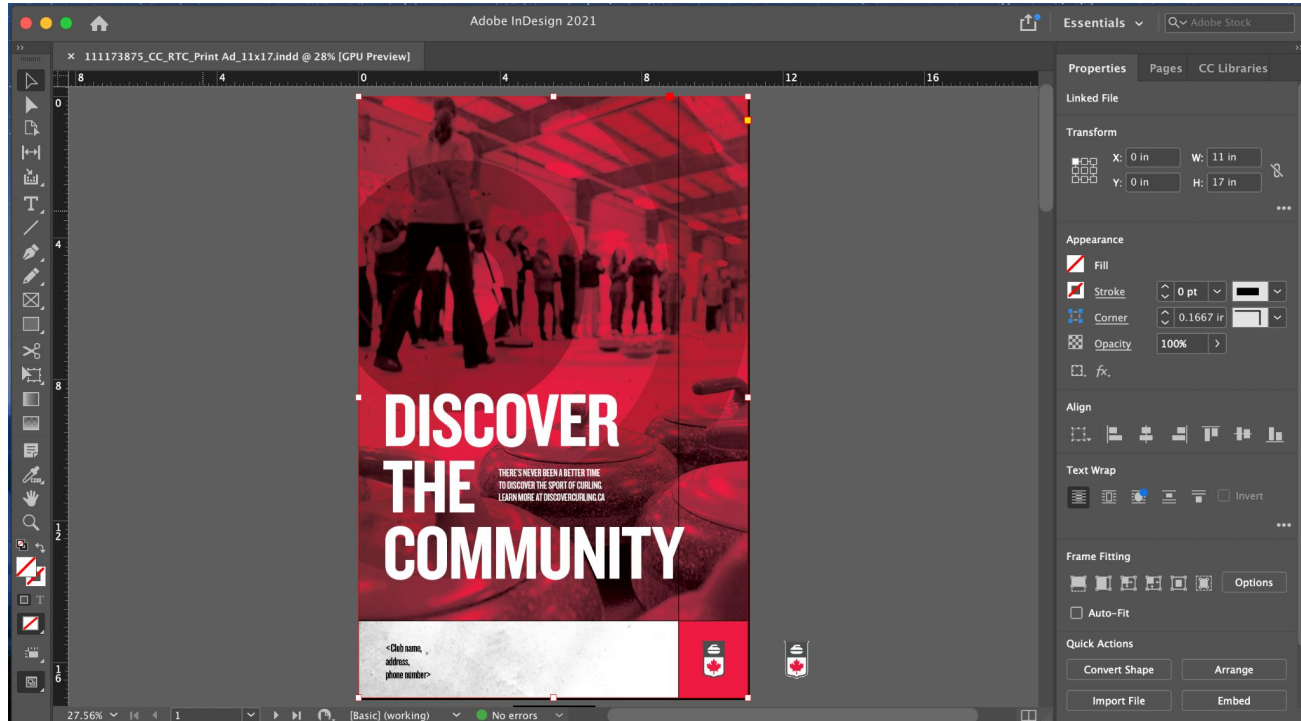
# how to

1. Download the desired file and unzip the packaged files. This package will contain working files (including document fonts and images).



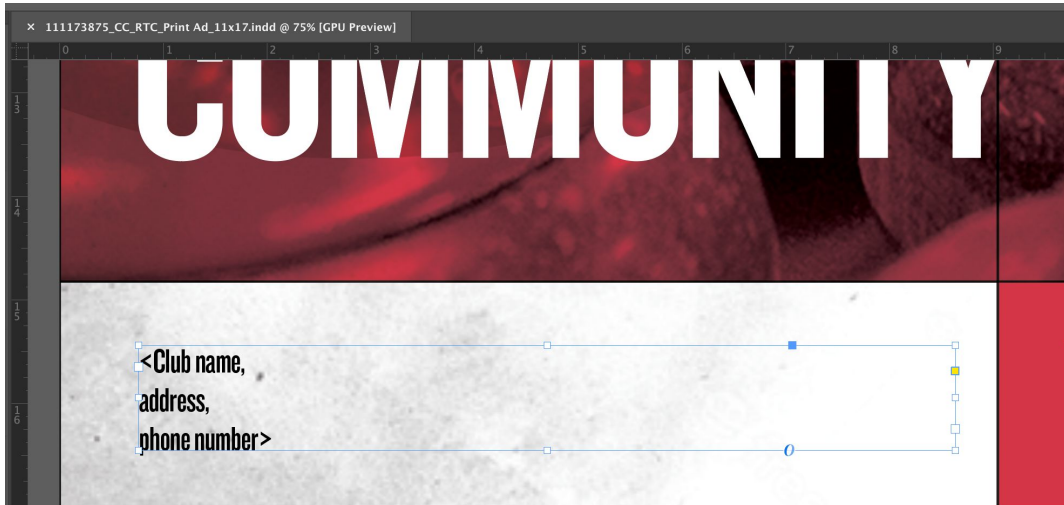
# how to

2. Open the .indd file in Adobe InDesign.



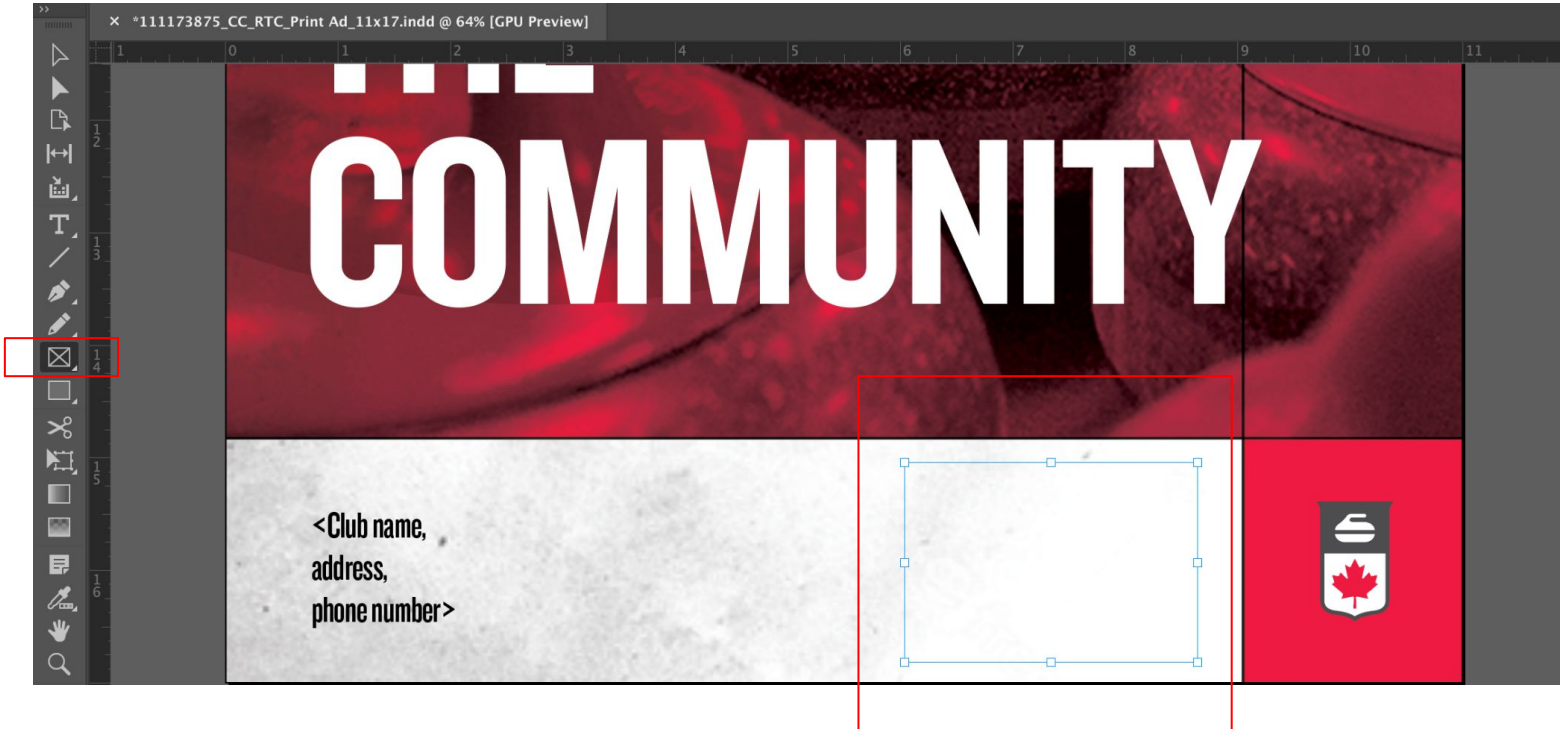
# how to

3. Using the Select tool - select the text box containing the fields for your club name and information. You can then double click in this box and type in your information. Please use the pre-selected font provided. There is also space to add your logo on the RHS in grey, next to the CC logo - See steps 4 through 6. If you are not adding your logo - please go to step 7. **Note:** Repeat steps to add your registration date or website registration address



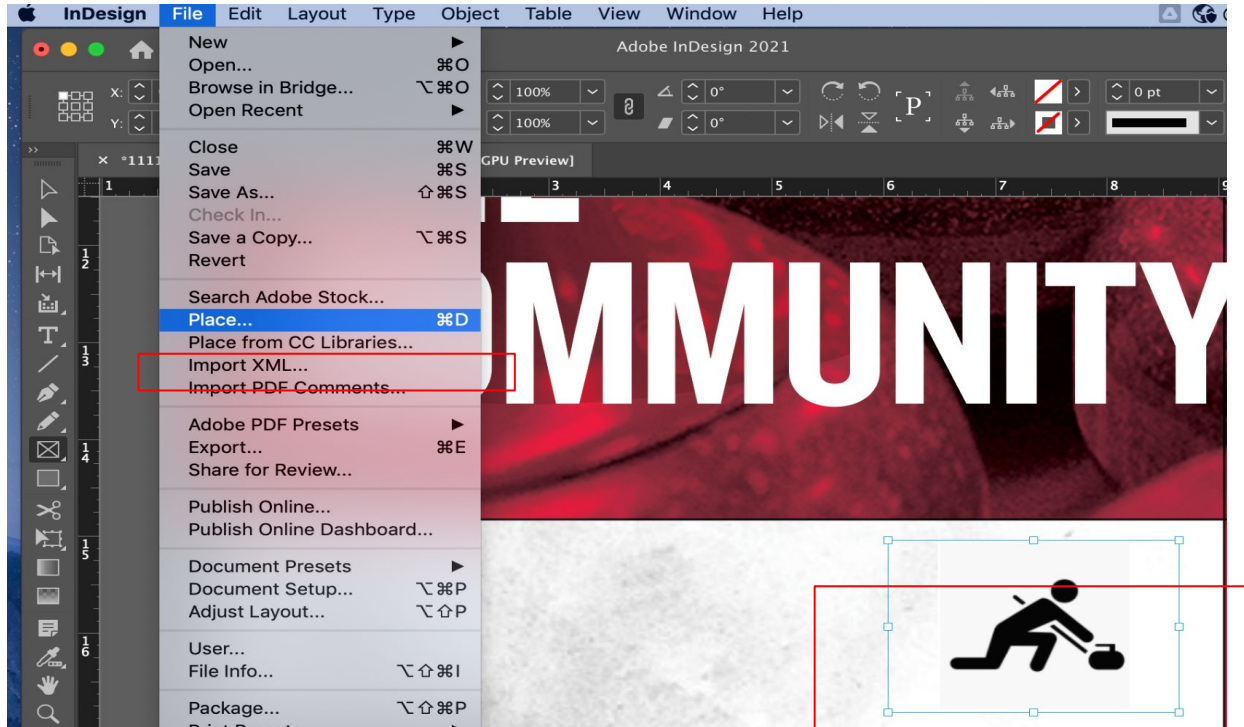
# how to

4. To insert your club logo select the Rectangle Frame tool on the left tool bar. Using this tool drag a box with in the grey area the size you would like your logo to be. This box will be where you insert your logo.



# how to

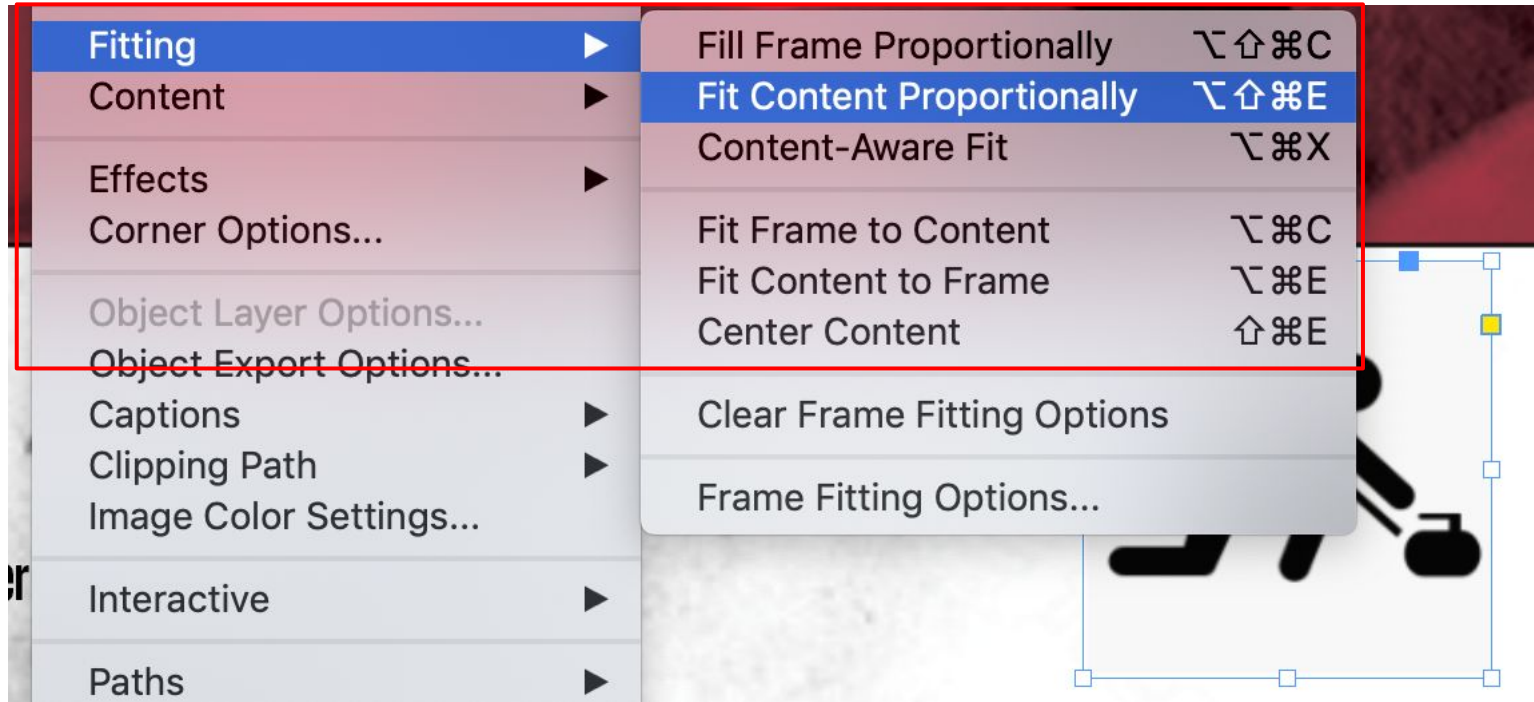
- Next, with your image box still selected, navigate to **File > Place** and select your logo. Click Open and your logo should appear in the image box you previously created.





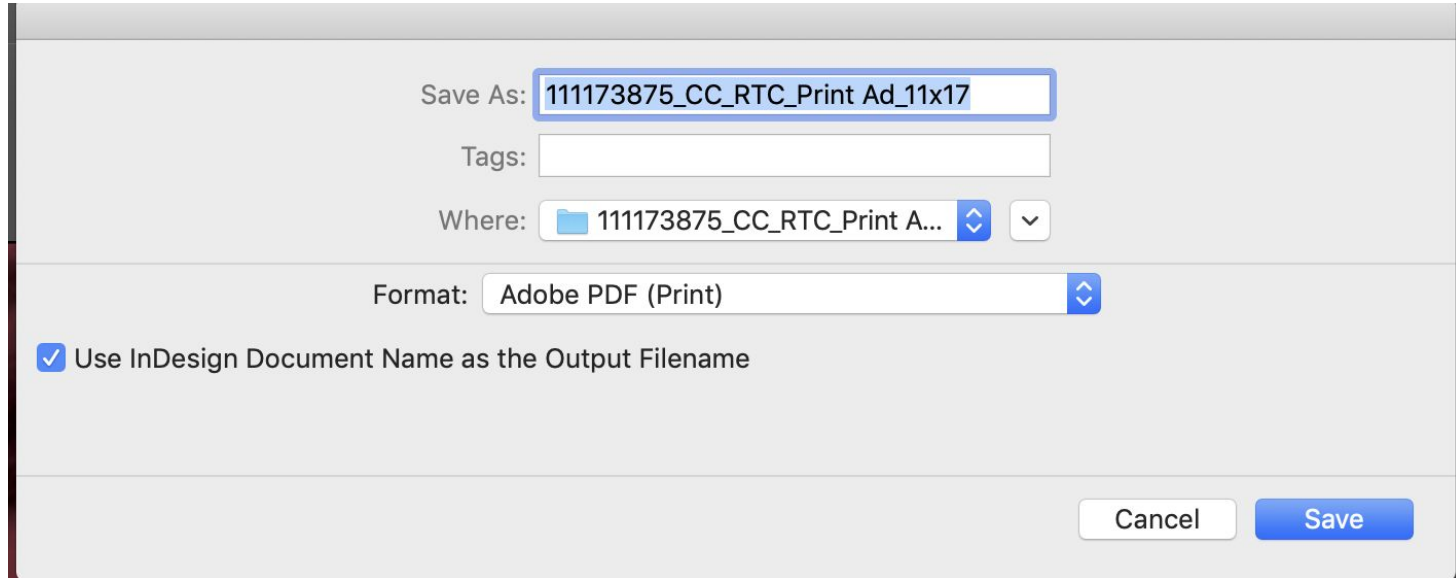
# how to

6. Your logo may need to be resized at this point. If this is the case, navigate to **Object > Fitting** and use the options in this tool to fit your content. You may need to adjust the frame you originally created to get the best result.



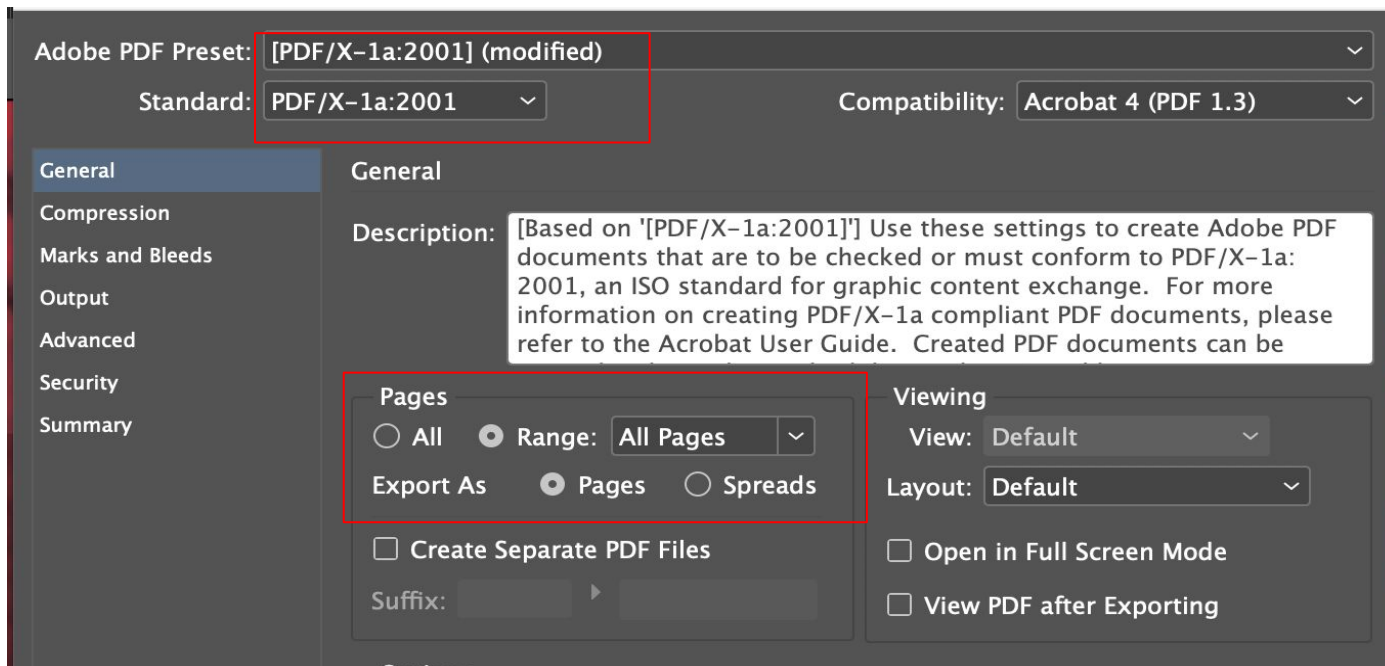
# how to

7. Save your file by clicking **File > Export...** This will bring up a dialogue box that will allow you to save this file as a print ready PDF.



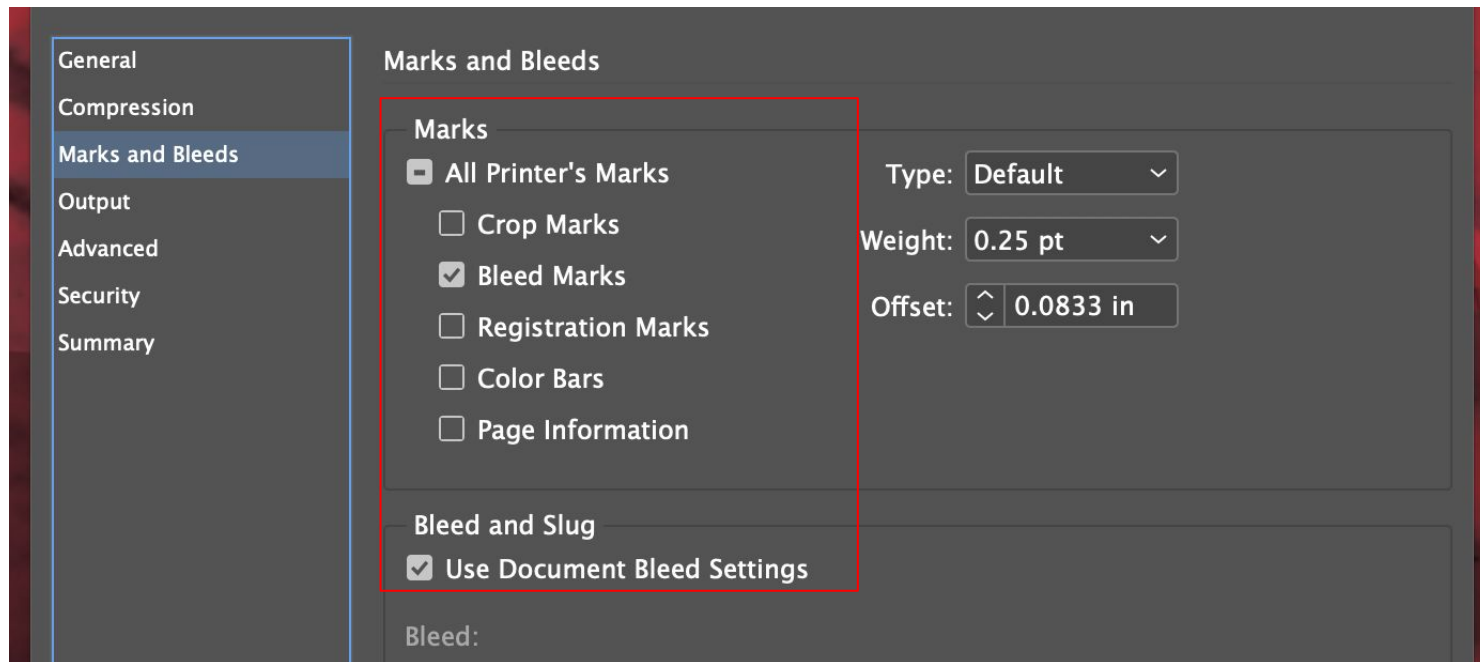
# how to

8. After hitting Save, a second dialogue box will appear. Under Adobe PDF Preset, select [PDF/X-1a:2001] Select the page range you would like to save - you can find this under the heading Pages.



# how to

9. Navigate to Marks and Bleeds. Then select “Use Document Bleed Settings” and under Marks select “Bleed Marks.”



# how to

10. Then click **Export** to save your file. Note - your file has been saved into the original folder with the packaged document files.





questions

# questions should be directed to:

Danny Lamoureux [dlamoureux@curling.ca](mailto:dlamoureux@curling.ca)

or

Your local Member Association Executive Director



**THANK YOU**