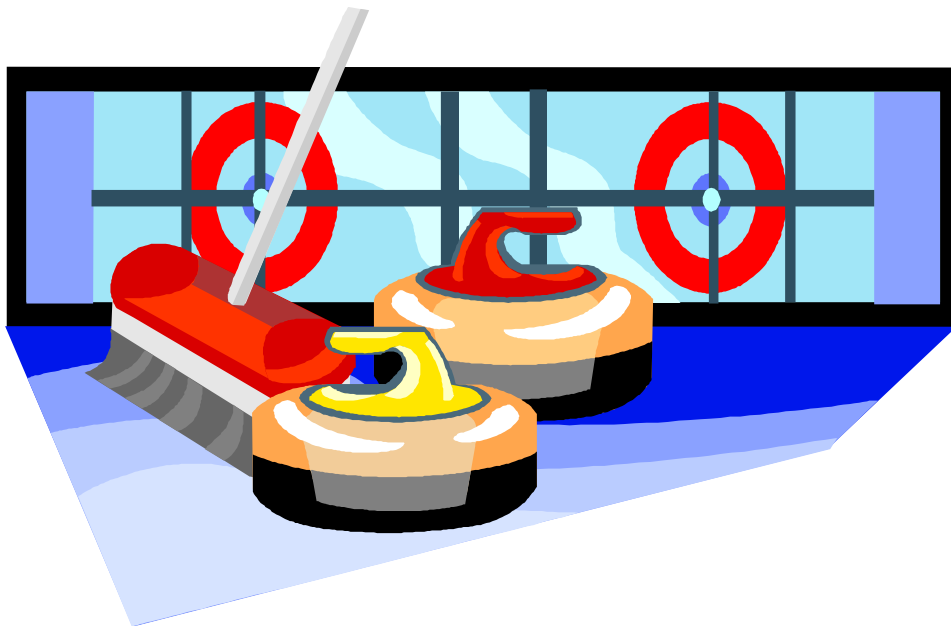


Campbell River and District Winter Club

Successful Bonspiel Guidelines



Guidelines for a Successful Bonspiel

A bonspiel should provide participants with as good an experience as possible. Curlers are taking part for fun and to compete. The more enjoyable the experience on and off the ice the more likely curlers will return. Participants will remember the following:

- Bonspiel atmosphere
- Good ice
- Good value prizes
- Great food
- Good draw

General Information

Two months in advance of a Bonspiel:

- Talk to the Club Administrator to confirm that ice and banquet hall availability, the size of the bonspiel and staff availability.
- Identify your Bonspiel Committee. A committee should have 3-5 members. Allow for a minimum of 3 planning meetings to ensure all detail are considered.

Bonspiel Committees should strive for a break-even outcome and not a profit. In that way, you ensure that dollars are put into rewarding participants.

- **Tip:** The prize value can be enhanced by purchasing items during sales events, well in advance of a bonspiel. (Note that 10% of the entry fee must be budgeted for ice rental)
- **Tip:** Approximately 65% of the Entry Fee can be budgeted for prizes.

Bonspiel entry fees can range from \$160/team to \$240/team depending on the size of the bonspiel and whether it's mixed, men's or women. \$200/team is a good average.

Committee Responsibilities

Chairperson

- a) Select a date for the Bonspiel
- b) Develop a Bonspiel Theme. (What's going to make your Bonspiel memorable).

- c) Hold discussions with the Club Administrator regarding staffing, ice availability, lounge availability, ice technician availability
- d) Form a committee of 3-5 people and schedule meetings.
- e) Prepare a budget with help from the committee.
- f) Determine if the bonspiel will follow the classic A-B-C-D event format, if it will be a "Skins" format, if it will be a round robin format or if winners will be determined based on a total points system. Determine how many ends each event will be and how ties will be broken.
- g) Develop an appropriate Draw with assistance from the Club Administrator, ice technician and others. Contact all skips 4-5 days in advance with draw times. Give consideration to later Friday night draws for "out of town teams"
 - o **Note:** The ice technician requires 1.5 hours on Saturday after the 4th draw to scrape the ice. (Typically the dinner break). 2 hrs and 15 minutes is required between games. The recommendation is that for the Hangover, Ladies and Mixed Bonspiels a tie be determined by a draw to the button with the finals being an extra end. This will facilitate ice preparation time between draws. For the Men's Open an extra end will be played for all draws with the realization that some sheets may run late.
- h) Ensure each team has a name sign for the Scoreboard. Arrange for someone to keep the names updated prior to each draw.
- i) Arrange for someone to place scorecards on the ice for each game, to receive the scorecards and take responsibility for updating the draw sheet after each game.
- j) If there are junior curlers write a letter to the RCMP advising them that the juniors will be upstairs for dinner and during prize presentations. The Club Administrator should have a copy in the office.
- k) Prepare an introductory letter with Bonspiel and meal details, any special events such as a "hot shot competition or draw to the button", entertainment, contact person, recognition of sponsors, the order prizes will be awarded (sample attached) and include any give away tokens in the envelope.
- l) Invite the Club Administrator, Ice Technician and Bar manager for dinner.
- m) MC the banquet and Bonspiel wrap-up or arrange for someone to do it.
 - o **Tip:** Closing remarks should include recognition for the sponsors, staff and volunteers in the kitchen, on the ice and in the bar and out of town rinks. The kitchen manager and volunteers should be recognized at the banquet.
- n) Complete a Bonspiel report at the conclusion. Include the number of teams; what went well and any suggestions for improvement. Complete a Revenue and Expenses report and submit it to the Club Administrator along with any Cash Balance.

Committee Member #1 (Sponsorship and Revenue)

- a) Contact the Curling Club Board Committee members, responsible for Sponsorship, to discuss whether they have any Sponsorship suggestions. Names are available on the Website.
- b) Consider a major sponsor for the event and include the information in all advertising
- c) Determine if there might be a sponsor for a “Bonspiel Feature”. i.e.: Team wing plate on Friday night, buns or a beef dip Saturday night, etc.
Tip: Discuss any additional food serving with the Hog Line Café manager to coordinate timing of the food service.
- d) Arrange for yourself or someone to take entry fees. **Tip:** Make out receipts ahead of time and check to confirm who might have sent in a deposit. Have a float ready. Entry fee money, meal ticket money and raffle money can be left in the **safe** with the Club Administrator.
- e) Determine the cost of additional dinner tickets (\$12-\$15 suggested), how many can be sold (check with food manager) and where they will be available. Arrange for someone to take dinner tickets. **Tip:** The club administrator may have dinner tickets for use otherwise arrange for some to be printed.
- f) Prepare thank you letters for all sponsorships and donations.

Committee Member #2 (Prizes)

- a) Acquire prizes as far in advance as possible to take advantage of weekly sales events. **Tip:** Use the attached sheet to determine prize value and refer to your committee budget. If you are unsure as to the size of the bonspiel, buy prizes for the minimum teams anticipated and “top up” when the registration is closed. Consider a “first team out” gift.
- b) Acquire door prizes and sell raffle tickets. You will need 6-8 ice cream buckets with lids for the raffle tickets. Print raffle tickets for people to fill out and put in the buckets.
- c) Place prizes on the tables in the Lounge on Sunday morning.
- d) Arrange for someone to take pictures. (Wylie Leeson is usually available)

Committee Member #3 (Trophies)

- a) Discuss Event Trophy Sponsorship with the Club Administrator and ensure the sponsors are current. Invite event sponsors to Saturday night dinner and dance. Make sure you give them a banquet ticket(s)
- b) Acquire 1st place “Keeper Trophies” for each event and have them engraved with: The Club name, the event (i.e.: Mixed Open ‘A’ Event) and the year. **Tip:** Trophy shops can engrave just about anything but check with them to confirm what your buying can be engraved.

- c) At the conclusion of the Bonspiel arrange for the Event Trophy nameplates to be made and ensure they are placed on the trophies in a timely manner. **Tip:** Winners Circle and Hillcam trophies can make the plaques.
- d) Prepare a team roster sheet for the skips to complete with names, phone numbers and positions. This ensures that there is accurate spelling of names for press coverage, trophy engraving, etc. Alternatively ensure someone gets the information at the presentations.

Committee Member #4 (PR/ Entertainment and Decorations)

- a) Contact the Curling Club Board Committee members, responsible for Public Relations, to discuss whether they have any Public Relation or Advertising suggestions. Names are available on the Website.
- b) Contact newspapers and radio to discuss coverage during the event and for the finals.
- c) Arrange for the Bonspiel to be advertised on the Street Billboard. Discuss with the Club Administrator.
- d) Prepare mail out posters and ensure there is a sign up sheet at the rink and on the Website at least a month in advance.
- e) Book or arrange for entertainment.
- f) Once the committee has decided on a theme arrange for decoration of the Curling club. Liase with the Club Administrator.
- g) Consider "special gestures". i.e. free coffee and muffins to the curlers in the morning. (check with Hog Line Café for a cost to do this) or wine with dinner (Check on cost with the Bar Manager) **Tip:** The cost for the gestures must be factored into the budget.

Attachments

- Prize value breakdown sheet (sample)
- Prize order guidelines (suggested)
- Expense/Revenue Sheet to use for Budgeting and Final Report
- Sample Welcome Letter