



## WE'RE WINNING THE BATTLE!

Many of you are aware that The Battle and The Camp were conceived at an evening get together over a year ago. In the clear light of the next morning each of us was thinking, "OMG, what have we done?" Today, innumerable meetings and no small amount of effort later, and with a lot of help from many of you, that trepidation has turned to anticipation and excitement.

### A FEW OF OUR MILESTONES

1. We needed the combatants. Happily, both Team Homan and Team Jacobs accepted our proposals. Then, to our delight, both went on to become Canada's Olympians.
2. The Port Elgin Curling Club Board listened to our proposition and not only supported the event but came on as a Platinum Sponsor - an encouraging vote of confidence.
3. Bruce Power, the backbone of our economy, saw merit in our concept and became the title sponsor, not only injecting basic funding, but lending the gravitas so essential in our effort to attract other sponsors.
4. Our request to The Town for use of The Plex for one whole week was approved unanimously by Council, that use being at no cost! Each member of Council was genuinely excited, recognizing what the '22 and '23 Tankard and Scotties had meant to Saugeen Shores, and that The Battle would bring a projected \$900,000 in economic impetus to the community.
5. Curling clubs in Grey/Bruce were approached to work on the project with us and all 14 joined in the mission to promote the event. Based on contribution to ticket sales and sponsorship, all will share proceeds.
6. The economy is in a cautious mood; however, sponsors have come on board with both cash and in kind contributions, now in excess of \$200,000. A list of our sponsors is shown below. They are the lifeblood of such events. Please patronize them and let them know you are doing so because they support our community.
7. Glenn Howard, Jill Officer, and our own Kate Hagen accepted our invitation to instruct at The Camp. Each brings not only success at elite levels, but a wealth of teaching experience. Theirs will be complemented by instruction from each member of both the Homan and Jacobs teams.

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8. Curling Canada bought into our goals of raising funds for charity and for club infrastructure improvement. They have given us access, at no cost, to all materials (ie carpeting, bunting etc.) required to set up such an event.
9. Over one hundred volunteers have come on board, a majority from the Port Elgin Curling Club, but many from other clubs as well. Nine volunteers have taken on important committee leadership roles.
10. Finding a space on the calendar for The Battle was a hurdle, as we had to weave between Curling Canada and Grand Slam of Curling events. In the end our September 25 to 27 dates not only worked, but The Curling Group became a supporter, and their Rock Channel has become our streaming platform. We will have over 1M views.
11. We tackled marketing via a blend of social media, press releases, commercials on Bayshore radio stations, print posters and cards, banners, and on-site event (Tankard/Scotties, Hearts) marketing. It has worked. As of this date we are approaching 600 Battle tickets sold (850 are available), and, as of this week, the 80 person Camp has sold out and we are creating a waiting list.
12. Plans are being put in place to stage a fun, memorable experience, including audience engagement, player/fan engagement, and entertainment. The Battle and Camp will be unforgettable for fans, campers and the players.

Saugeen Shores has established a reputation for “best ever” events. The Battle and The Camp will stand out as a noteworthy contribution to that legacy.

### The Battle Steering Committee



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