



TRURO CURLING CLUB REVITALIZATION

2025



Background, The Need, The Plan

Background

Established in 1875, the Truro Curling Club, located at 56 Young St, Truro, Nova Scotia, has been a beacon of athletic achievement, community spirit, and personal wellness for 150 years. From producing athletes who have excelled on the world stage to creating a welcoming space for curlers of all ages, the club is deeply rooted in Truro's social and sporting landscape.

A history of hosting prestigious events like Provincial Championships, various Nationals, and the Grand Slam of Curling has solidified our club's reputation as a premier curling venue in Atlantic Canada. These high-profile competitions have not only brought national and international attention to our community but have also inspired a legacy of athletic excellence. Our club has proudly produced athletes who have earned medals at the provincial, national, and world championship levels—collectively totalling in the hundreds. This continued tradition of excellence showcases our commitment to growing the sport and supporting the development of top-tier talent.

The Truro Curling Club operates as a non-profit organization, with strong fiscal responsibility and a dedicated volunteer base.

Between 1941 and 1961, the Club undertook six land acquisitions, securing 4,160 square feet to support future expansion. This pivotal effort enabled the construction of a modern five-sheet curling facility in 1963, complete with a new ice plant. In 1980, the Club upgraded the building with insulation to the ceiling, upper walls, and trusses, and enhanced its exterior with brick and steel cladding. A focus on energy-efficient improvements helps reduce operational costs and minimizes our environmental footprint. Sustainable investments ensure that donor contributions and public funds are used wisely. Further improvements in 1999 included covering the ice shed's exterior with steel siding, providing both durability and a refreshed appearance.

In a testament to the strength and generosity of our curling community, past fundraising campaigns to replace aging curling rocks and install an accessibility lift was met with overwhelming success. Through the combined efforts of dedicated members, local businesses, and supportive donors, this initiative allowed us to invest in high-quality replacement rocks, ensuring consistent play for all curlers, and install a much-needed lift, making our facility inclusive and welcoming to individuals with mobility challenges. The campaign stands as a proud example of what our community can accomplish when we work together toward meaningful and lasting improvements.

The Need

Today, the club faces an urgent need: its aging ice-making infrastructure has suffered multiple breakdowns, causing over five weeks of missed curling during the past season. While our members have worked tirelessly to extend the life of the existing system, the current situation is no longer sustainable, significant investment is needed to ensure the future of curling in Truro.

The replacement of our ice-making plant involves more than simply upgrading equipment. Due to the configuration of our current facility, the new system will need to be installed in an entirely new location. This will require the delivery and installation of a modern, self-contained refrigeration unit, which must be housed in a new structure built onto the back end of our existing building. This addition will ensure the long-term safety, accessibility, and efficiency of the new plant, and will position the club for future upgrades including the eventual replacement of cooling lines in the floor.

Building a new facility is estimated to cost \$3 million per sheet of ice. However, thanks to previous upgrades and consistent maintenance, our current building remains in excellent condition. This allows us to concentrate our fundraising efforts on enhancing the existing location—specifically by investing in new ice-making infrastructure—resulting in a more fiscally responsible plan and a much lower cost than a rebuild.

The Plan

The club is implementing a multi-phase facility upgrade plan to address immediate needs and plan for long-term sustainability:

Phase 1 – Urgent Ice Plant Replacement

- Estimated cost: \$700,000
- Funding secured to date: \$500,000 from the Province of Nova Scotia
- Remaining need: \$200,000
- Completion Timelines: Garage extension ~ late summer/early autumn 2025, Ice Plant arrival/installation ~ late November 2025

Phase 2 – Cooling Line Replacement

- In the coming years, new cooling lines will very likely be required under the rink floor.
- This is a critical long-term investment to maintain ice quality and avoid structural failures.

We currently seek to raise the remaining \$200,000 to ensure the project can begin without delay. We also recognize that continued support will be necessary in the coming years to complete the full infrastructure renewal. Our immediate focus is on completing Phase 1 to restore consistent operations. We are fully aware that continued support will be essential in the years to come and updates will be provided as that stage unfolds.



Sponsorship

We are deeply grateful to every individual, family, business, and organization that supports the Truro Curling Club's revitalization. Your investment will be managed with transparency and accountability, ensuring long-term benefits for the community.

Sponsorship Opportunities

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 **Ice Shed Naming Rights** – \$35,000 for a 10 year term or \$20,000 for a 5 year term

This sponsorship level includes your company name and logo at the far end of the ice sheet seen from all spectator viewing areas. Logos and Signage lettering will be approximately 24"H.

 **Bar/Lounge Naming Rights** - \$10,000 for a 5 year term

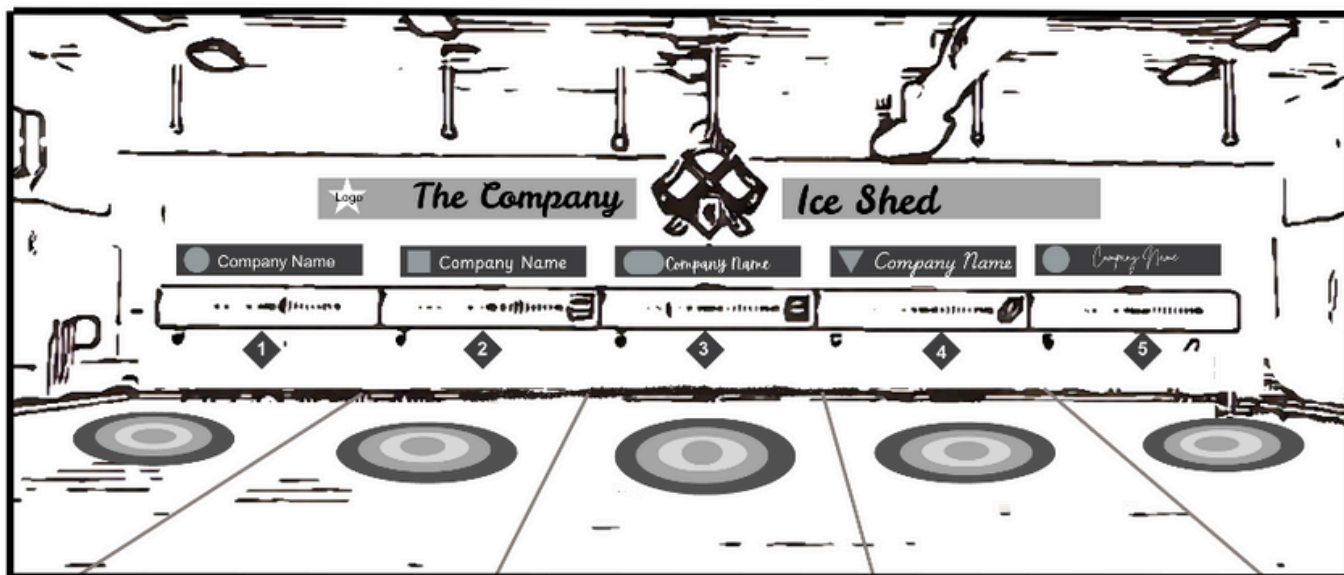
This sponsorship level includes your company name and logo at the bar/lounge on the 2nd level of the curling club as well as a sign on the ground level inviting people to the "Company Name Bar & Lounge". Various sign options and placement can be available to you.

 **Sheet Naming Rights** - \$5,000 for a 5 year term

This sponsorship level includes a 32"H x 8'L sign with your company name and logo at the far end of the ice sheet, located just above the score board or the particular sheet of ice that you sponsor, and seen from all spectator viewing areas. It will also include a sponsorship logo spectator windows on both levels of the facility.

SOLD

SOLD



***All signage will be produced in house, included in your sponsorship amounts. For all signage, please send design information and logos in vector format to dclarke@procresting.ca and we will provide sign options for your final approval. **Please reach out to Fran Grant or the committee members listed on the final page if interested in sponsoring the ice shed, sheets or bar/lounge.**

Payments can be made through the following payment methods:

- **e-transfer** at trurocurlingclub@protonmail.com (password: iceplant)
- **credit card** at www.trurocurlingclub.com. On the home page you will **CLICK HERE TO SPONSOR!** and a pop-up list will appear with "Registration" where you will leave your contact information and choose your Sponsorship Category. Then follow instructions to enter your credit card information.
- **cheque** - please make cheques payable to Truro Curling Club



Donations, Impact & Contact Information

Donation Opportunities

Donor Opportunities - Gift-Giving Scale – Help Us Hit the Button

 8-ender Club – \$5,000 and above

The rarest and most perfect achievement in curling—our top tier of transformational supporters.

 Hammer Holder – \$3,000 - \$4,999

Strategic leaders who give us the advantage to succeed, just like having the last shot.

 On the Button – \$1000 - \$2,999

Right on target—these donors are at the heart of our mission.

 Guard the House – \$500 - \$999

These supporters help protect and strengthen our curling home.

 Pebble Maker – Up to \$499

These donors lay the foundation for great curling, just like the pebble beneath the stones.

Please note: Eligible donations of \$20 or more made through the National Sport Trust Fund - Truro Curling Club Revitalization Project will receive a charitable tax receipt. Tax receipts cannot be provided by the Truro Curling Club. Payment plans for monthly donations, for a maximum of a 1-year term, can be made securely on-line. Please follow these links for instructions. Donations made online will receive a charitable tax receipt by email upon completion of donation. Online monthly donations will receive one tax receipt in February (i.e. 2025 monthly donations will be receipted in February 2026). Tax receipts for cheque / cash donations will be email or mailed a tax receipt by the end of the month after their donation (i.e. April deposit – tax receipts by end of May). Cheques should be made out to the National Sport Trust Fund. *Note: Donations NOT requiring a tax receipt can be made directly through the Truro Curling Club at the same site as sponsorship payments.

TO DONATE please go to: <https://sportnovascotia.ca/national-sport-trust-fund/> or visit **Sport Nova Scotia** and under “Team Programs” choose “National Sport Trust Fund”, and follow the prompts:

DONATE ONLINE: To donate by **credit card**, please click the **Donate Online** link. Please be sure to choose **Truro Curling Club Revitalization** from the dropdown and if paying in monthly instalments be sure to indicate a max of 12 months.

DONOR FORM: To donate by **cheque or cash**, please click the **Donor Form** link. You must complete the National Sport Trust Fund Donor Form and submit with your donation.

Community Impact

More than just a sports facility, the Truro Curling Club provides a sense of belonging, supports mental and physical health, and fosters social connection in a safe, inclusive environment. Curling is one of the few sports that can be played throughout a person's entire life, making it a uniquely powerful tool for promoting lifelong wellness and community engagement.

Your support will have diverse and far-reaching effects. It will directly contribute to the local economy and tourism. Events held at the club generate economic activity through hospitality, retail, and tourism. Our club is a place where friendships are made, generations mix, and people find purpose and connection beyond the game. Curling provides low-impact physical activity that supports strength, balance, and coordination from youth to older adulthood. Our junior programs teach teamwork, discipline, and goal-setting—skills that extend far beyond the ice. Curling supports cardiovascular health, mobility, coordination, and mental acuity at every age. But it requires a facility that works without fail.

We value your partnerships. All donations will be recognized on a plaque within the club common area. Sponsorship with our curling club offers businesses exceptional visibility, connecting them directly with a wide-ranging audience of loyal spectators, athletes, and community members. With numerous competitions, championships, and other year round events, your brand will be visible both on-site and beyond—building recognition and community goodwill. Sponsorship is more than advertising—it's an opportunity to connect your business with a respected institution and the values of teamwork, excellence, and community spirit. With your support, we can continue to make curling a lifelong source of joy, connection, and well-being for the people of our community.

On behalf of the club, we ask you to consider supporting this project through your charitable giving or contribution and encourage you to reach out to me to discuss the project.

Regards,

Fran Grant,
Fundraising Committee Chair, Truro Curling Club
902-986-8900
frangrant99@gmail.com

Committee Members:
Craig Burgess, Dave Clarke, Susan Creelman,
Kevin MacNutt, Brian Matthews, Elaine Orr

