



2026-27 REQUEST FOR PROPOSAL





GSOC

GRAND SLAM OF CURLING



Only annual event series (5+ events) with top- ranked men's and women's teams competing globally.



Only international tour leading up to Olympics; curling equivalent of owning all four majors for the PGA (Golf) or ATP (Tennis) Tours.



Over \$2 million in prize money awarded each season, highest prize purse in curling, split equally between men and women since 2015.





THE OPPORTUNITY

THE CURLING GROUP PROVIDES A UNIQUE OPPORTUNITY TO BE PART OF THE **FUTURE** AND **GROWTH** OF CURLING

THE WORLD'S BEST CURLING



The Grand Slam of Curling (GSOC) is an elite series featuring the world's best men's and women's teams.

SEASONS AVAILABLE



2026/27 season – 5 events from October 2026 to February 2027
Spring 2026– The launch of Rock League, curling's first-ever professional franchise-based league.

HIGH QUALITY PRODUCTION



All live linear content is produced by Rogers and provided in HD, with graphics and with English commentary.
Every single game stream produced by Home Team Network, featuring English commentary and graphics package.

AVAILABLE TERRITORIES



Worldwide availability – excluding Canada Linear Rights.

*season schedule to be announced



PROFILE HIGHLIGHTS – CURLING AUDIENCE

CURLING FANS ARE...

- 16% more likely to have a university education
- 58% are married or common law
- 32% more likely to be the main shopper in their HH
- 86% are homeowners
- 41% more likely to have travelled to the U.S in the past year
- Approx. one-third of all curling viewers come from or medium (<100,000) sized communities; 20% from small (<30,000) communities

TOPLINE REGIONAL BREAKDOWN:

- Ontario: 45%
- Western Canada: 39%
- Atlantic Canada: 9%
- Quebec: 6%

**Source: Vividata, 2024 Winter. All other data Sportsnet Insights, 2023 Summer*





BROADCAST season HIGHLIGHTS

- **5** Grand Slam of Curling events / season.
- **70** games over 6 days of competition per Slam.
- **135+** hours of Sportsnet (Rogers)-produced broadcast.
- **390** streamed games per season, more than **1,000** hours.
- **7M** reach in Canada (Sportsnet) over the season.

MOST RECENT GRAND SLAM (AMJ PLAYERS' CHAMPIONSHIP)

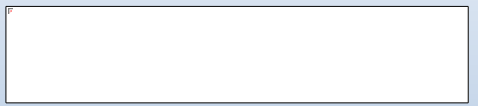
- **18–34** audience **+259%** YoY; **35–54** audience **+57%** YoY.
- **314K viewers** on Saturday night – largest Sportsnet audience since acquisition.
- Championship Finals: **225K viewers average** (up against the Masters).

Multiple streaming/linear partners across the globe:

EUROPE



ASIA



NORTH AMERICA






GRAND SLAM OF CURLING PRESENTATION

NEW SIGNATURE MARQUEE EVENTS




Click on logos to view videos

During the 2024-25 season, the Grand Slam of Curling has grown audiences and developed **unique marquee events**, including:

 **TCG ALL-STAR 2025:** The first-ever curling all-star event featured a star-studded celebrity pro-am, skills competition and all-star skins game. Linear broadcast package being created post-event.

ASG on social media (April 14-18, 2025):

- **11.5M** impressions, **5.1M** video views, **830K** engagements.
- **7.2%** engagement rate (nearly 2x season avg), driven by behind-the-scenes, personality-driven content.

 **BATTLE OF THE SEXES:** Exhibition event between the top men's and women's team to be held in April 2025 in Toronto, featuring Team Homan (Canada) vs. Team Mouat (Scotland).

BoTS live-streamed internationally (April 7, 2025):

- **220K+** YouTube views (**275K+** total including website/app).
- **3.5K+** new YouTube subscribers in two days.

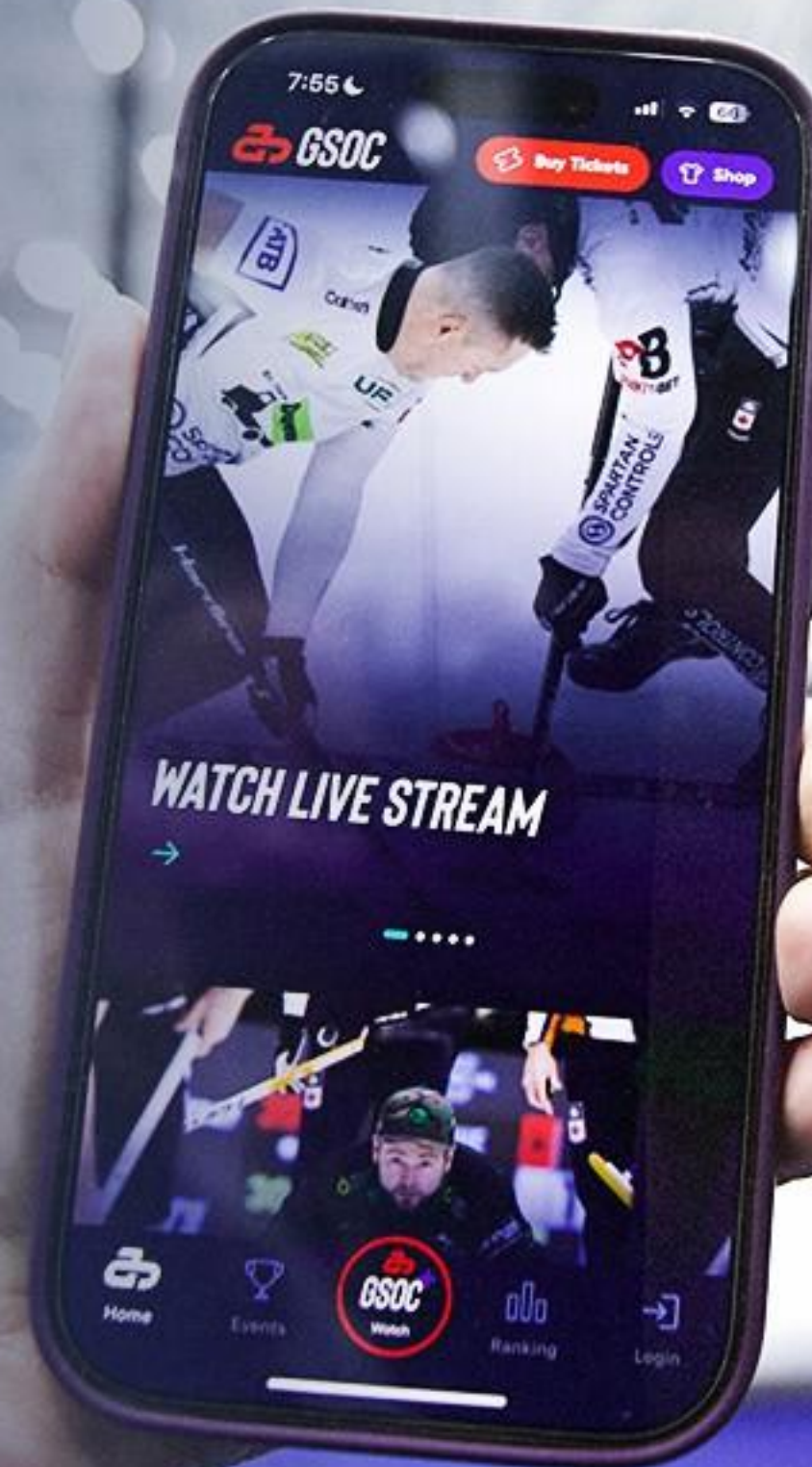


STREAMING

- Season totals: **6.5M+** views, **1.5M+** unique viewers, **2 hours and 2 minutes** average watch time.
- Abema Japan: **1.4M+** live views, additional **800K+** on-demand views; notable matches in final event of season received **95K+** & **110K+** live views.
- Battle of the Sexes: **275K+** views – most streamed match of the season.

AUDIENCE INSIGHTS

- **53%** of streaming audience aged **18–54**.
- Throughout the season, we saw a **17%** increase in Gen Z & Millennial viewership.
- Gender split nearly even (**51% M / 49% F**).
- **Top countries:** Canada, USA, Japan, UK, Switzerland.





SOCIAL ENGAGEMENT

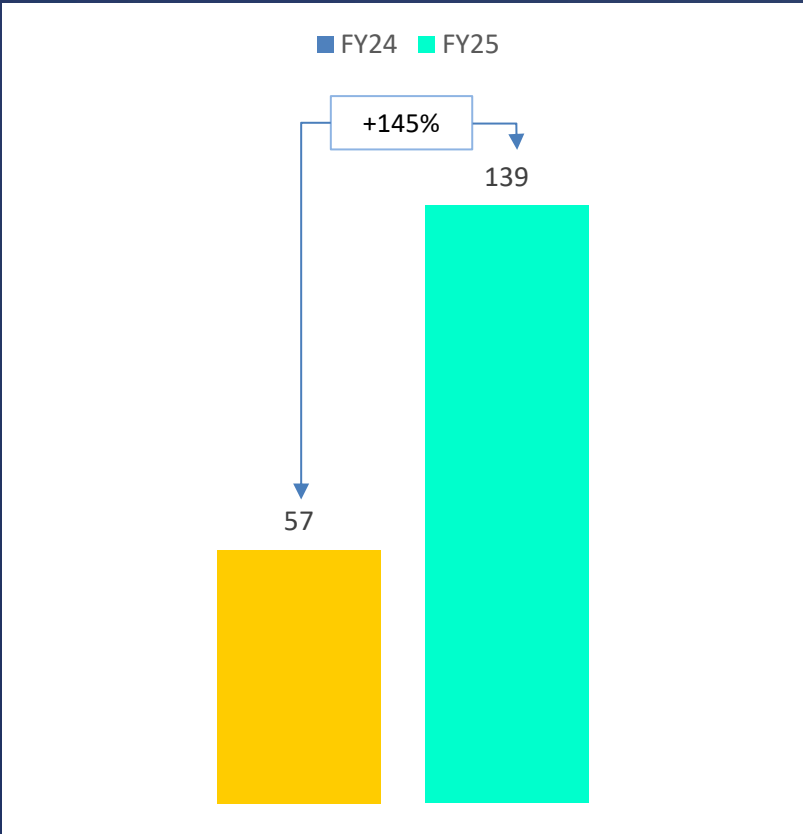
SINCE TCG ACQUIRED GSOC IN JULY 2024, SOCIAL MEDIA GROWTH HAS SKYROCKETED,
REPRESENTING 83% GROWTH IN IN FOLLOWERS SINCE SEPT. 2024

YEAR-OVER-YEAR GSOC SEASON SUMMARY

PROFILE PERFORMANCE SUMMARY ACROSS SOCIAL MEDIA

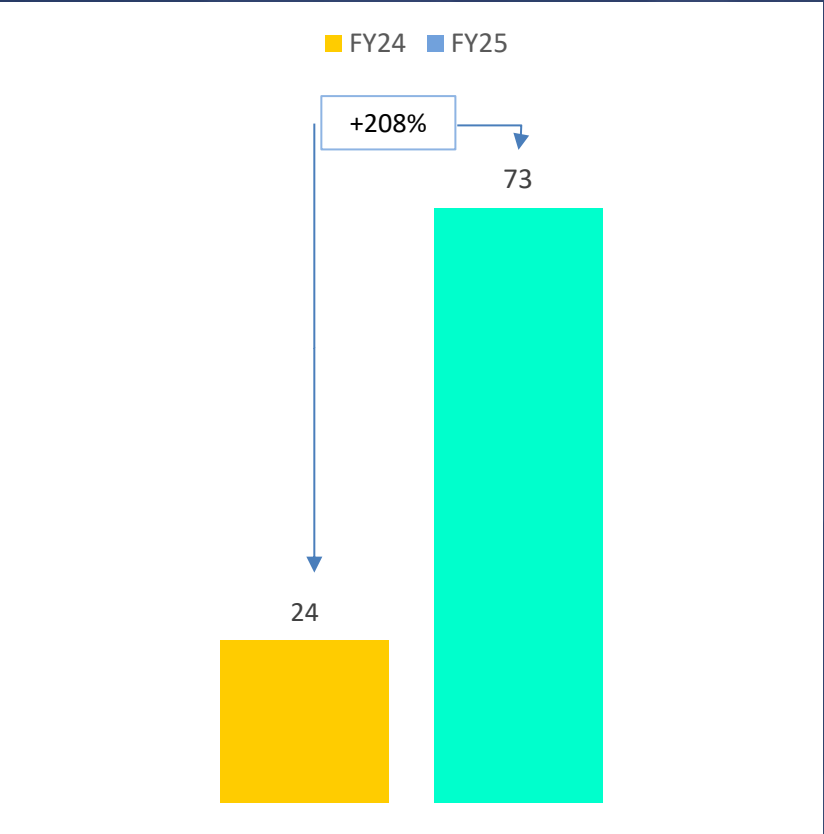
IMPRESSIONS

IN MILLIONS



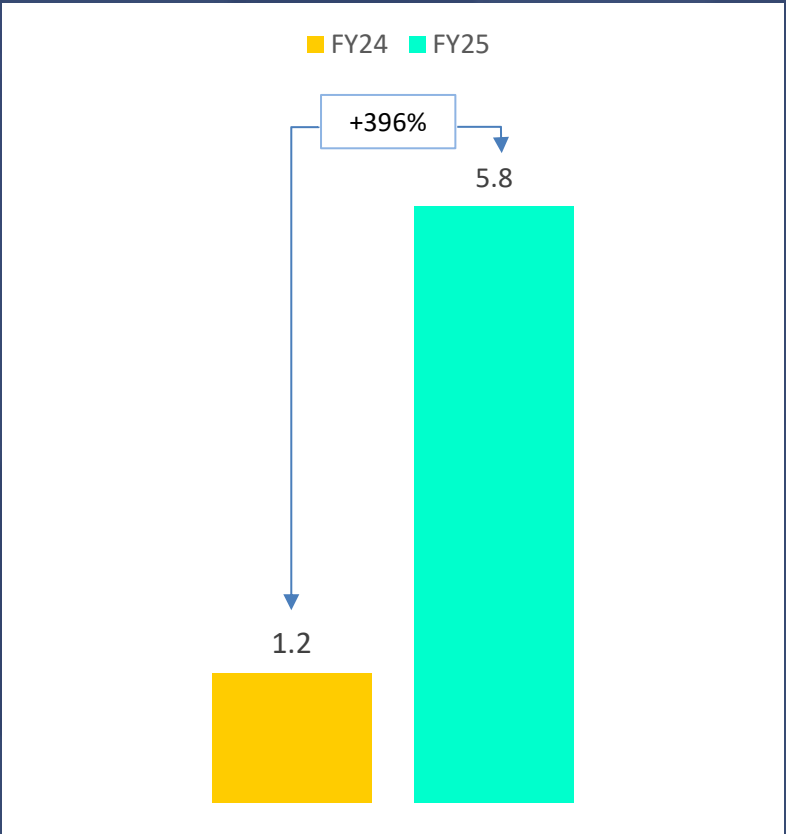
VIDEO VIEWS

IN MILLIONS



ENGAGEMENT

IN MILLIONS





THE GROWTH OF CURLING IN THE USA

- Over the last four Olympics, curling has seen the **biggest spike in USA Google searches** of any sport. This interest is expected to rise again with the Milano-Cortina Winter Olympic Games in 2026.
- In recent years, USA Curling has increased to almost **200 member clubs** and has seen **80 curling-specific facilities** open their doors.
- **Celebrity investors**, including notable retired and current **NFL players**, see the value in the sport and have signed on to be part of curling's next chapter.
- **USA's next generation of curling stars are on the rise** – Korey Dropkin (pictured) recently won the 2025 US Nationals and US Mixed Doubles trials events.

CURLING IS NOW PRIMED FOR THE US MARKET





GSOC AND ROCK LEAGUE

THE COMBINATION OF THE AUTUMN **GSOC** SERIES AND OUR **NEW SPRING PRO LEAGUE** (2026) WILL GIVE TCG DOMINANCE OVER THE FULL ANNUAL CURLING CALENDAR, WITH MULTIPLE COMPLIMENTARY PRODUCTS RUNNING FROM SEPTEMBER TO MAY FEATURING THE WORLD'S BEST PLAYERS.



- Existing, proven tour
- Top 16 men's teams and top 16 women's teams
- 4 players per team
- **Fall/Winter season:** 5 events between September and January
- Legacy, history, and established fanbase
- Exceptional YoY growth in engagement



- Brand new league launching April 2026
- 6 global teams
- 10 players per franchise (5 men and 5 women)
- Franchise-based teams to build brand equity over time
- **Spring season:** 6 events running over 8 weeks between April and May
- Blank canvas to tailor format and create the best curling product



2026- 2027

DATES




- October 13 - 18, 2026 (move in Friday October 9)
- November 10 - 15, 2026
- December 8 - 13, 2026
- January 5 - 10, 2027
- February 1 - 7, 2027


OPPORTUNITY


135+ hours of Sportsnet (Rogers)-produced broadcast
390 streamed games per season / approx. **975 hours**



LINEAR BROADCAST

 Sportsnet (Canada) currently produces all live coverage for GSOC events. The events run Tuesday-Sunday, with streaming coverage of all games and linear broadcast coverage beginning Thursday of each event.

 During the pool stage, quarterfinals and semi-finals, four games are played during each broadcast window (8 teams playing in total), typically with one feature match-up per broadcast. The men's and women's final feature a single match-up each.

 All GSOC events for next season are anticipated to follow this format structure.





BROADCAST CASE STUDY

BELOW IS A SAMPLE STRUCTURE OF A GRAND SLAM OF CURLING EVENT

Date	Total Games Per Day	Total Broadcasted Games	Stage	Live?	Hours of Live Broadcast	Eastern Standard Time (EST)
Tuesday 5 November	4	0	Pool Stage	No	Not Applicable	Not Applicable
Wednesday 6 November	4	0	Pool Stage	No	Not Applicable	Not Applicable
Thursday 7 November	4	3	Pool stage	Yes	7.5 Hours (2.5 Hours x 3)	2:00, 18:00 and 22:00 EST
Friday 8 November	4	3	Pool Stage	Yes	7.5 Hours (2.5 Hours x 3)	2:00, 18:00 and 22:00 EST
Saturday 9 November	4	4	Men's & Women's Quarterfinals, Semi-finals	Yes	7.5 Hours (2.5 Hours x 3)	2:00, 18:00 and 22:00 EST
Sunday 10 November	2	2	Men' & Women's Finals	Yes	5 Hours (2.5 Hours x 2)	12:00 and 16:30 EST



Après Curl is GSOC's premiere after-party, offering engagement and entertainment for fans between and immediately following the games.

Après Curl culminates in its tentpole event, the Grand Slam of Karaoke, on Saturday nights.





HOSTING FEE REVENUE SHARING & MERCHANDISE

HOSTING FEE

- \$250,000
- Secured through Tourism, Provincial & City funding

REVENUES

- 10% of net revenue from all ticket sales
- 100% of net revenue from all concessions
- Venue retains 50% of net revenue from all alcohol sales
- 50% local sponsorship once \$250,000 has been secured

MERCHANDISE

- TCG retains 100% of all merchandise sales sold at their Rock Shop on site

TCG will incur all staffing costs for Rock Shop. Merchandise store front is preferred



VENUE REQUIREMENTS

- Minimum 2,000 seats
- Clean venue – existing logos will be covered unless they choose to sponsor the event
- 8 athlete change rooms
- 1 production office, 400 square feet
- Room/lounge for 50 volunteers
- Room for a massage therapist
- Catering area for 50
- Area for Après Curl after party with capacity for 300+ with staging
- Audio system and lighting
- Adequate storage
- 2+ VIP suites
- Area for 10 statisticians and timers that overlooks the ice surface (can be on concourse or in a media booth)
- Hardwire for stats area and production office + stats area, WIFI available for media
- Forklift
- Use of 10 x 6-foot tables and 20 folding chairs
- 50 parking spaces available for teams and crew

Ticketing - *TCG has a preferred vendor if ticketing is needed*

- Fully functional box office
- Have ability to map seating chart for fans to pick their own seats
- Ability to integrate ticket sales and seating chart into TCG The Grand Slam of Curling App



VENUE REQUIREMENTS - STREAMING

Production Control Room - Streaming

- Workstations for technical directors, producers, and support staff with a clear view of the ice
- Adequate room for cabling, monitors, and other equipment
- An additional 100-150 square feet is ideal for audio post-production setups or commentary teams, if not integrated into main production room
- A separate or semi-separated space for handling live audio mixing if space allows
- A dedicated storage area of 150-300 square feet for safely storing gear, equipment cases, cables, and backup equipment

Security

- All production and storage areas must be lockable to secure valuable equipment
- Venue staff to coordinate access control during event downtime (e.g., overnight)

Electrical Requirements:

- Minimum of three separate 20-amp circuits in the production control room.
- Backup power options such as on-site generators or UPS (Uninterruptible Power Supply) for critical equipment.
- Power outlets distributed across curling sheet areas, commentary booths, Storage areas.

Internet:

- Dedicated Internet Line: Minimum upload speed of 1 Gbps is required to support simultaneous high-definition streaming from all four sheets
- Download speed of at least 500 Mbps for remote monitoring, and troubleshooting

Network Configuration:

- Multiple network drops throughout the venue, strategically placed in production control room and both ends of curling sheet



ADDITIONAL REQUIREMENTS

of Curling App

- 3+ star hotels with a minimum of 150 rooms within 10 KM from facility
- Population of 50,000+ within 50 km
- Airport within 50 km

#LETSROCK

If you are interested in hosting a Grand Slam of Curling event for the 2026-2027 season, please submit your proposal with Appendix A completed to Kristi Petrushchak

Kristi Petrushchak
Director, Live Events
Kristip@thecurlinggroup.com
416-409-5675



APPENDIX A:

Please fill out and send back:

Facility Name	
Location / Address	
Province	
Postal Code	
Number of Pads	
Seating Capacity	
Dressing Rooms	
Ticket Office (yes or no)	
Concessions (yes or no)	

MEDIA

BROADCAST EXAMPLES

- [SPORTSNET BROADCAST CLIP - WOMEN'S FINAL \(NOV. 2024\)](#)
- [SPORTSNET BROADCAST CLIP – MEN'S FINAL INTERVIEW \(NOV. 2024\)](#)
- [TCG HAT CAM INNOVATION](#)

STREAMING EXAMPLES

- [RECAP – DEC. 2024](#)
- [FULL GAME STREAM – SEMIFINALS \(DEC. 2024\)](#)

MEDIA HIGHLIGHTS

- [OPPOSITES ATTRACT: WHY NFL STARS ARE INVESTING IN CURLING](#)
theScore, Nov. 2024

SIZZLE VIDEO

- [THIS IS THE NEW GSOC](#)
- [ROCK LEAGUE LAUNCH](#)

#LETSROCK