





#### A brand new, professional curling league, launching April 2026

- The first global, franchise-based, professional curling league
- 6 franchises: 2 Canada, 1 US, 2 Europe, and 1 Asia
- Each franchise has 10 players (5 men and 5 women) with a commitment to gender balance and development and inclusivity
- Each curler is signed to a standard-form player contract and will be paid an annual salary
- \$1 million USD prize purse
- Launches in April 2026, shortly after the conclusion of the Winter Olympics





#### An Innovated Game

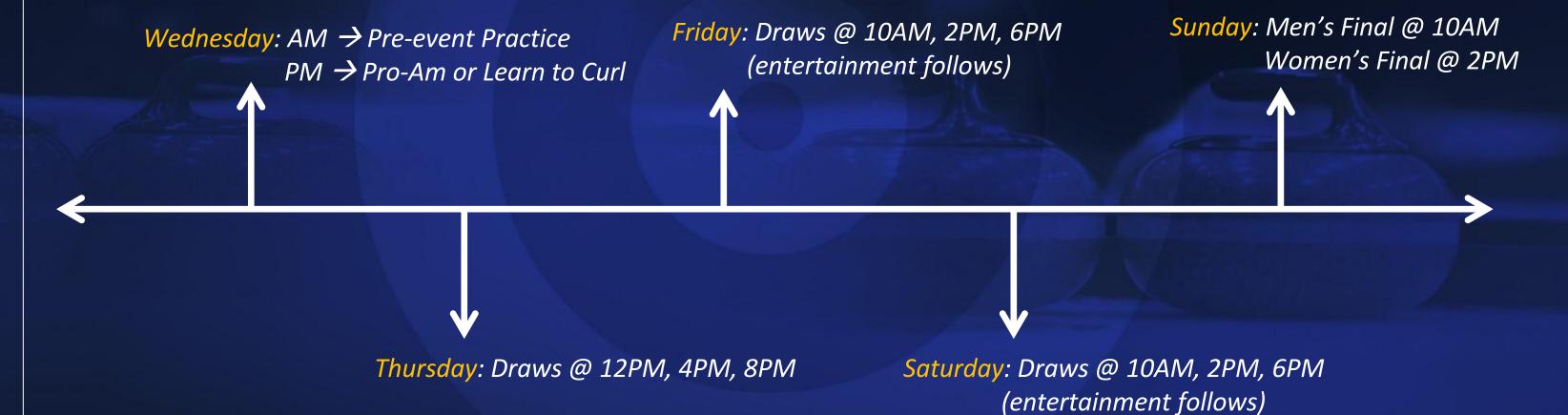
- Point System: Win = 3 pts, OT win = 2, OT loss = 1, Loss = 0
- Substitutions: 4 subs per game (on-the-fly or between ends depending on format)
- No Extra Ends: If a match ends in a tie, then it will progress to 'Overtime' Draw to the Button where a player is chosen randomly from each team to throw a 'Draw to the Button'
- Shot clock applied per end
- No Tiebreakers: Any ties in the final Round Robin standings are broken by head-to-head results first, and then
  pre-game LSD results second
- Rock League Broom Policy: Soft Foam
- Points are accumulated by teams and added to each Franchise's total points

#### Playoffs

- For Sunday Final, there will be a Gold medal match between the 1<sup>st</sup> and 2<sup>nd</sup> place teams, and there will also be
  a Bronze medal match the 3<sup>rd</sup> and 4<sup>th</sup> place teams
- For Gold and Bronze medal matches on Sunday, ties will be broken by 'Draw to the Button'



#### Event Schedule Breakdown











## ROCK LEAGUE TOUR DATES

| Thursday, April 9 - Sunday, April 12       | Canada |
|--|--------|
| Thursday, April 16 - Sunday, April 19      | Canada |
| Thursday, April 23 - Sunday, April 26      | USA    |
|  |        |
| BYE WEEK                                   |        |
| BYE WEEK  Thursday, May 7 - Sunday, May 10 | Europe |



### CANADIAN BROADCAST PARTNERS & VIEWERSHIP

# CURLING VIEWERSHIP IS GROWING IN CANADA

#### LINEAR

- Average national broadcast audience +16% (Canada) for 2024-25 GSOC of over 7M national reach on Sportsnet linear
- Average audience of 200K across last two events, representing 7% growth YoY (Ind. 2+)
- Average weekend audiences at 215K
   (Ind. 2+, Saturday and Sunday)





### **BROADCAST HIGHLIGHTS**

#### **AUDIENCE INSIGHTS - BROADCAST:**

- National reach of over 7M in Canada on Sportsnet for 2024-25 season, 55% of audience female
- More than 1.4M live views of GSOC in Japan for 2024-25 season (Abema TV); additional 800k+ on-demand views

#### **AUDIENCE INSIGHTS - STREAMING:**

- 53% of the 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

#### **MULTIPLE STREAMING & LINEAR PARTNERS ACROSS THE GLOBE:**





### STREAMING VIEWERSHIP



#### **STREAMING**

- Launched international streaming for 2024-25, produced feeds for every GSOC game (390 games/season) via HomeTeam Live
- Generated approximately 6.5M viewers over the 2024-25 season, with an average watch time of over 2 hours
- Average of over 600K unique views / event
- 54% of the streaming audience in the 18-54 demographic (+17% since start of season), split evenly between male and female viewership
- Top streaming countries: Canada, USA, Japan, UK, Switzerland, Mexico, Germany, France, and South Korea

### SOCIAL MEDIA PERFORMANCE

SINCE TCG OWNERSHIP OF THE GRAND SLAM
OF CURLING, SOCIAL MEDIA GROWTH HAS
SKYROCKETED GLOBALLY

#### GSOC SEASON GROWTH AND ENGAGEMENT — YEAR-OVER-YEAR

• Impressions: 139M (+145%)

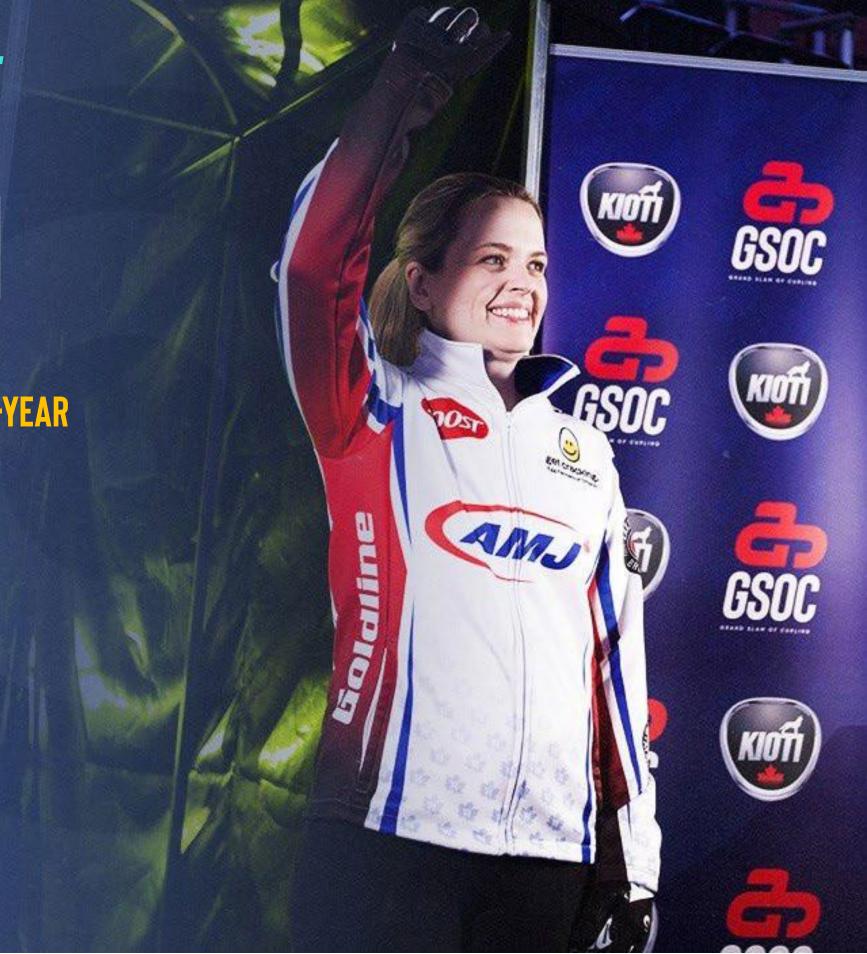
• Video Views: 73M (+208%)

• Engagements: 5.8M (+396%)

• Engagement Rate: 4% (+102%)

• Audience Growth: +64K followers (+168%)

• Published Posts: 6.9K (+305%)



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### DIGITAL HIGHLIGHTS AND PODCAST

#### **GSOC APP**

LAUNCHED OCT 6, 2024, AVAILABLE ON IOS AND ANDROID

- Peaked at #3 in sports apps in Canada
- 25K total downloads, over 100K impressions

#### SHOTS OF THE WEEK FAN POLL

EXECUTED FOLLOWING EVERY GSOC EVENT
ACROSS ALL SOCIAL CHANNELS (SPONSORABLE)

• Impressions: 273K, engagements: 15K; video views: 1.2M

#### **BROOM BROTHERS PODCAST**

LAUNCHED OCT. 2024

- 50K+ downloads
- Over 200K+ video views on social











## BRENT MEADE, CEO ST. JOHN'S SPORTS AND ENTERTAINMENT LTD

"Our team is so proud of what we were able to deliver with your amazing team at The Curling Group.

I am convinced that we collectively created a seminal moment in the evolution of the sport of curling, by presenting an engaged, emotional and entertaining experience. This place is still buzzing and the want for more is off the charts!

You and the team are reimagining what this sport could be and should be - we are so happy to be part of that journey with you.

We can't wait to write more chapters with you!"



## J.J. HEBERT, VP OF BUSINESS DEVELOPMENT SILENT ICE SPORTS & ENTERTAINMENT

"Hosting the 2024 Co-Op Canadian Open was truly an enjoyable experience, and no question created an electric atmosphere inside the Silent Ice Center!

The thousands of fans who came to watch were treated to world class curling in one of the best venues in Canada. Working with the entire GSOC team was a pleasure and very turnkey.

Without a doubt, the Silent Ice Center is definitely interested in hosting another Grand Slam of Curling event in the near future."

### **ECONOMIC IMPACT**

#### **REGIONAL ECONOMIC IMPACT:**

 TCG events deliver an average of \$4 million+ in economic impact to each host market

 TCG will partner with local host accommodators to bundle tickets with rooms to drive incremental room stays

 TCG will produce and distribute features on local curling clubs and prioritize shooting content with curlers at local landmarks and businesses to market them both in Canada and globally

#### **SUMMARY OF KEY FINDINGS:**

- \$2 million of initial expenditures
- \$3 million overall economic activity in the province
- \$1 million of visitor spending, including international tourists
- \$750K in wages and salaries supported locally



## REVENUE SHARING

- √ \$250,000 Base Host Fee
- ✓ Host Fee provided by Tourism Board
- ✓ Venue receives guaranteed rental for one week
- ✓ TCG and Venue partner on local sponsorship
- ✓ Venue retains net revenue from all **concessions**
- ✓ Venue retains percentage of net revenue from all **alcohol sales** during TCG event; Venue retains percentage of all **alcohol sales** at Après Curl
- ✓ Revenue splits subject to change depending on host fee offered by applicant venue

#### **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 GENERAL AND TICKETING

| GENERAL CONTRACTOR OF THE CONT |
|--|
| ☐ Minimum 2,000 seats  |
| ☐ Clean venue – existing logos will be covered unless they choose to sponsor the event   |
| □ 8 athlete change rooms   |
| ☐ Room/lounge for 30+ 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   |
| □ 3+ 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 the ability to map seating chart for fans to pick their own seats   |
| ☐ Ability to integrate ticket sales and seating chart into the Grand Slam of Curling App   |
|  |

### **VENUE REQUIREMENTS OPERATIONS**

#### **OPERATIONS:**

- ☐ Glass and posts are to be removed
- ☐ Half glass or safety barrier to be inserted if required by local fire codes
- ☐ Dehumidification required by building code

#### RIGGING OF SPORTSNET AND STREAMING OVERHEAD CAMERAS WEIGHT LOAD REQUIREMENTS:

□ 1000 lbs per side of the arena. 300lbs per motor point plus cable pick point of 100lbs, depending on the number of camera carts being used. This weight is when we use one camera cart.

### VENUE REQUIREMENTS STREAMING

#### **PRODUCTION CONTROL ROOM — STREAMING:**

- ☐ A minimum of 750 square feet to accommodate a full production setup, including:
  - 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 to 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 to 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:**

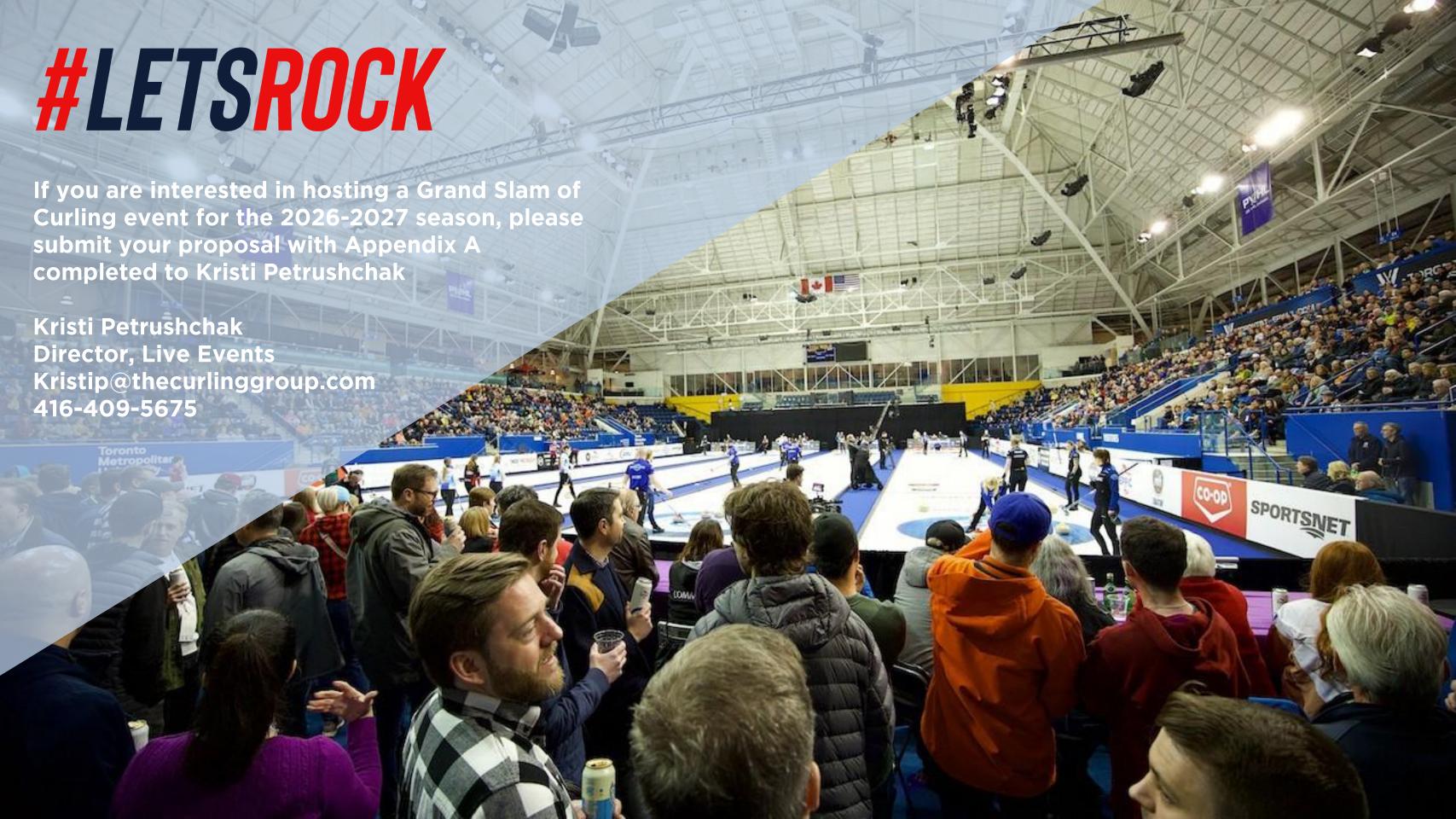
- □ Dedicated Internet Line: Minimum upload speed of 1 Gbps is required to support simultaneous high-definition streaming from all four sheets
- □ Download speed of at least 500 Mbps for remote monitoring, and troubleshooting

#### **NETWORK CONFIGURATION:**

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

### PREFERRED SPECIFICATIONS

- □ 3+ star hotels with a minimum of 150 rooms within 10 KM from facility
- Adequate vehicle parking for guests
- Shuttle service a plus
- Population of 50,000+ within 50 km







#### **TRADITIONAL CURLING:**

- Franchise Round Robin play
- Men's teams vs Men's teams, Women's teams vs. Women's teams
- Franchise points are accumulated throughout the Round Robin play. Men's and Women's team points add to that Franchises total
- Gold and Bronze medal matches played on Sunday (1 male final and 1 female)

#### **Example**

- → Sunday 10AM Men's Final (Bronze and Gold Medal game)
- → Sunday 2PM Women's Final (Bronze and Gold Medal game)
- \* If both Franchises in the final each win a game, the tie is broken by a 'Draw to the Button'



#### FRANCHISE AGGREGATE MATCH CURLING:

- Franchise Round Robin play
- 4 sheets required for this event due to Aggregate format. Only 2 draws required on Thursday instead of 3
- Men's teams vs Men's teams and Women's teams vs Women's teams, however when Franchises play each
  other, the men and women's will be playing next to each other, and it is the Franchise aggregate score that
  determines the winner

#### **Example**

- → Sheet 1 Women's CAN1 6pts vs. USA 4pts
- → Sheet 2 Men's CAN1 3pts vs. USA 10pts
  - → Aggregate score of CAN1 9pts vs USA 14pts, therefore USA wins Aggregate

\*In the case of a tie on one sheet, the tie is broken by a 'Draw to the Button'

**Schedule:** Bronze & Gold Finals on Sunday in Aggregate Matches

- → Sunday 10AM Bronze Medal aggregate match between 3<sup>rd</sup> and 4<sup>th</sup>
- → Sunday 2PM Gold Medal Aggregate match between 1st and 2nd



#### **TRIPLES & MIXED DOUBLES:**

- Franchise Round Robin play
- Each draw will either be Triples or Mixed Doubles
- Thursday will require 4 draws
- For Triples, each session will either be Women's or Men's, not mixed. For example, draw #1 Triples (Men's), draw #2 -Mixed Doubles, draw #3 Triples (Women's)
- Triples rules consist of the attached Triples format document (Curling Canada Regulations)
- Mixed Doubles sessions will be standard Mixed Doubles regulations except for 2 powerplays each game (one per each half)
- Ties in both Triples and Mixed Doubles will be broken by 'Overtime' Draw to the Button
- For the Finals on Sunday, the first match between franchises will be Mixed Doubles format and the second game will be Triples. If each Franchise wins a match, the Champion will be decided by Draw to the Button



#### TRADITIONAL MIXED CURLING:

- Franchise Round Robin play
- Each Franchise will create two mixed teams
- Mixed teams can be any order as long as there are two female and two male players on the team
- Substitutions can only be made by bench players that are not competing on the other mixed teams
- Franchise points are accumulated throughout the Round Robin, with the top 4 teams playing in the final on Sunday for Bronze and Gold medal matches



#### **CHAMPIONSHIP WEEKEND — TRADITIONAL CURLING:**

- Franchise Round Robin play
- Men's teams vs Men's teams, Women's teams vs. Women's teams
- Franchise points are accumulated throughout the Round Robin play. Men's and Women's team points add to that Franchises total
- Gold and Bronze medal matches played on Sunday (1 male final and 1 female)

#### **Example:**

- → Sunday 10AM Men's Final (Bronze and Gold Medal game)
- → Sunday 2PM Women's Final (Bronze and Gold Medal game)
- \* If both Franchises in the final each win a game, the tie is broken by a 'Draw to the Button'
- \* Franchises are playing for double the points

