



CURLON ONTARIO 50-50

MEMBER CLUB INFORMATION SESSION

Presented by:

Stephen Chenier

CurlON Executive Director



The Business of Curling initiative is CurlON's strategy to help guide and support Member Clubs in the successful operations of a curling facility.

Webinar will be recorded and posted in the Business of Curling Toolbox on the CurlON website, available as an ongoing reference. Attendees will receive an email with information and link to access immediately after the webinar.



Presented by:

**Ontario Curling Association Group
Insurance Program, by Brokerlink**

CurlON Club Members can save up to 15% on their home and car insurance.* This special offer is available to CurlON members, so take advantage of these rates. Speak to a Brokerlink broker today to learn about the savings and benefits available to you. Sweep your way to better insurance with BrokerLink. Go to www.brokerlink.ca for more.

Contact:

Laurence Bishop
Business of Curling Coordinator
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WHAT IS IT AND HOW CAN THE LOTTERY BENEFIT MY CLUB?

- Online lottery across Ontario (licensed by AGCO).
- Open to all Member Clubs in Ontario to participate and receive NET proceeds of the lottery to benefit and implement youth programming at their club.
- CLUB COSTS TO PARTICIPATE \$ 0.00.



HOW DOES IT WORK?

- Clubs sign contract to participate. (Special statement about unlicensed lotteries at club)
- CurlON will install a tablet in club with access to internet for use as a public display and access to purchase tickets.
- Any resident of Ontario over the age of 18 is eligible to purchase a ticket.



HOW DOES IT WORK?

- Financial information:
- 50% to the winner
- 1% to AGCO (license fee)
- 2.2% to Credit card processing fees
- \$ 1.00 per transaction to Ascend (online program)
- 33.5% to Participating Curling Clubs
- 3.1% to CurlON for program management (estimated costs)



HOW DOES IT WORK?

- At next release ... ticket purchasers will be able to tag which club they are supporting with their purchase. Funds will only be distributing to participating clubs.
- At year-end (April 30) clubs will be asked to invoice CurlON for their share of lottery proceeds and a check will be issued along with the fully audited financial report of the lottery.

HOW DOES IT WORK?



Sales (estimated)	\$ 1,056,000
50-50 Winner Payouts	528,000
AGCO License (1%)	10,560
Payment Processing (2.2%)	23,232
Ascend Fees (\$1.00 / transaction)	105,560
Ascend Equipment Fee	1,040
Ascend – One Time Setup fee	1,000
BALANCE FOR DISTRIBUTION	<u>\$ 386,608</u>
Participating Clubs (33.5%)	353,760
CurlON Costs **	32,848

** CurlON costs will be fully reviewed and presented to the participating clubs after the audit report.

This example was based on 30 clubs participating which returns an average of \$ 11,792 per club for 5 months effort.

QUESTIONS ??



For more information or to ask questions directly please contact Stephen Chenier (steve@ontcurl.com)

Please complete the Participating Club form and submit to Janis Loach (janis@ontcurl.com) for inclusion in the program. [REGISTRATION FORM](#)

A full marketing campaign will be made available with suggested posts to club social media accounts and other ways to promote sales.

TOGETHER WE CAN RAISE MUCH NEEDED FUNDS!!!