

SPONSORSHIP OPPORTUNITIES

MISSION: DEDICATED

2026 - 2027

OUR MISSION

The Rocket City Curling Club (RCCC) exists to teach, develop, and promote the sport of curling; to develop youth and adult programs that lead to local, national, and international competition; to coordinate and develop interscholastic competition; and to teach the sport of curling to youth organizations as well as to interested adults by creating public awareness and appreciation for the sport. At all times, the RCCC's actions and activities will be designed to fulfill and benefit these educational purposes.

OUR VISION

Our vision is to create a welcoming home in a dedicated curling ice facility where curlers of every age, ability, and background can learn, compete, and grow together. We are committed to expanding opportunities for youth, high school, and collegiate athletes, as well as adaptive, wheelchair, and special-needs curlers, ensuring that every person who wants to play has a place on the ice. Through community, connection, and access for all, we will establish Huntsville as the **Curling Capital of the South** and build a lasting foundation for generations of curlers to come.



OUR STORY

THE ROCKET CITY CURLING CLUB

The Rocket City Curling Club is the first curling club in the state of Alabama. Founded in 2018, the RCCC is a 501(c)(3) nonprofit organization dedicated to growing the sport of curling in North Alabama and the Tennessee Valley. Our club operates out of the Huntsville Ice Sports Center (ISC) and hosts weekly curling leagues, offers Learn to Curl lessons for the public, and hosts three bonspiels (curling tournaments) each year. The RCCC is a member of USA Curling, the Grand National Curling Club, and the U.S. Women's Curling Association.

As of March 2026, the RCCC supports over 150 members despite only being able to run one or two leagues each season. We have grown to one of the largest memberships of any arena curling club. Even with our limited ice time, the RCCC draws over 500 people to the ISC each year through Learn to Curl classes and bonspiels.

WHAT IS CURLING?



Curling originated on the lochs of Scotland over 500 years ago, built on a foundation of skill, strategy, and sportsmanship that still defines the sport today. While it grew steadily across the northern U.S. and Canada, it was Team USA's gold medal victory at the 2018 Winter Olympics that sparked a surge of new interest nationwide. That same year, we brought this tradition of camaraderie and competition to Rocket City.

ISC EXPANSION

HOW WE GOT HERE AND WHERE WE ARE GOING

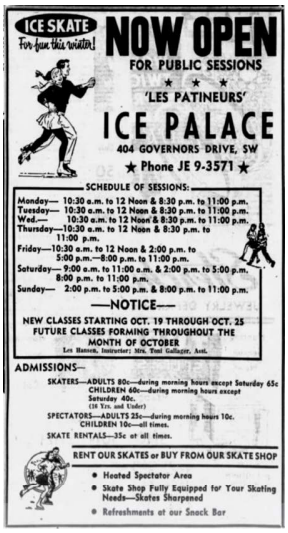


February 2018
US Men's Curling team wins Olympic Gold

April 2018
ISC purchases a set of curling stones and the Rocket City Curling Club is born

1959

Ice Palace opens in Huntsville, AL on Governors Drive



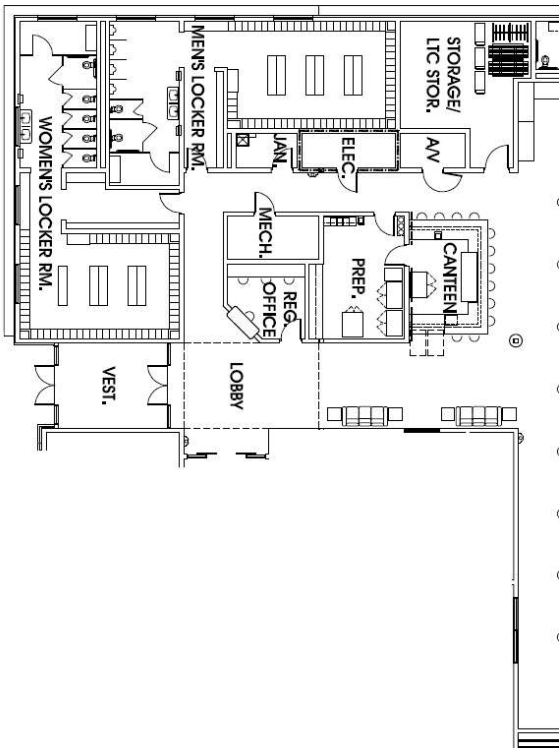
1986

Benton H. Wilcoxon donates the Ice Palace facility to the City of Huntsville

1991

Benton H. Wilcoxon Municipal Ice Complex opens to the public on Leeman Ferry

HUNTSVILLE ISC ICE SPORTS CENTER





August 2025
Construction begins

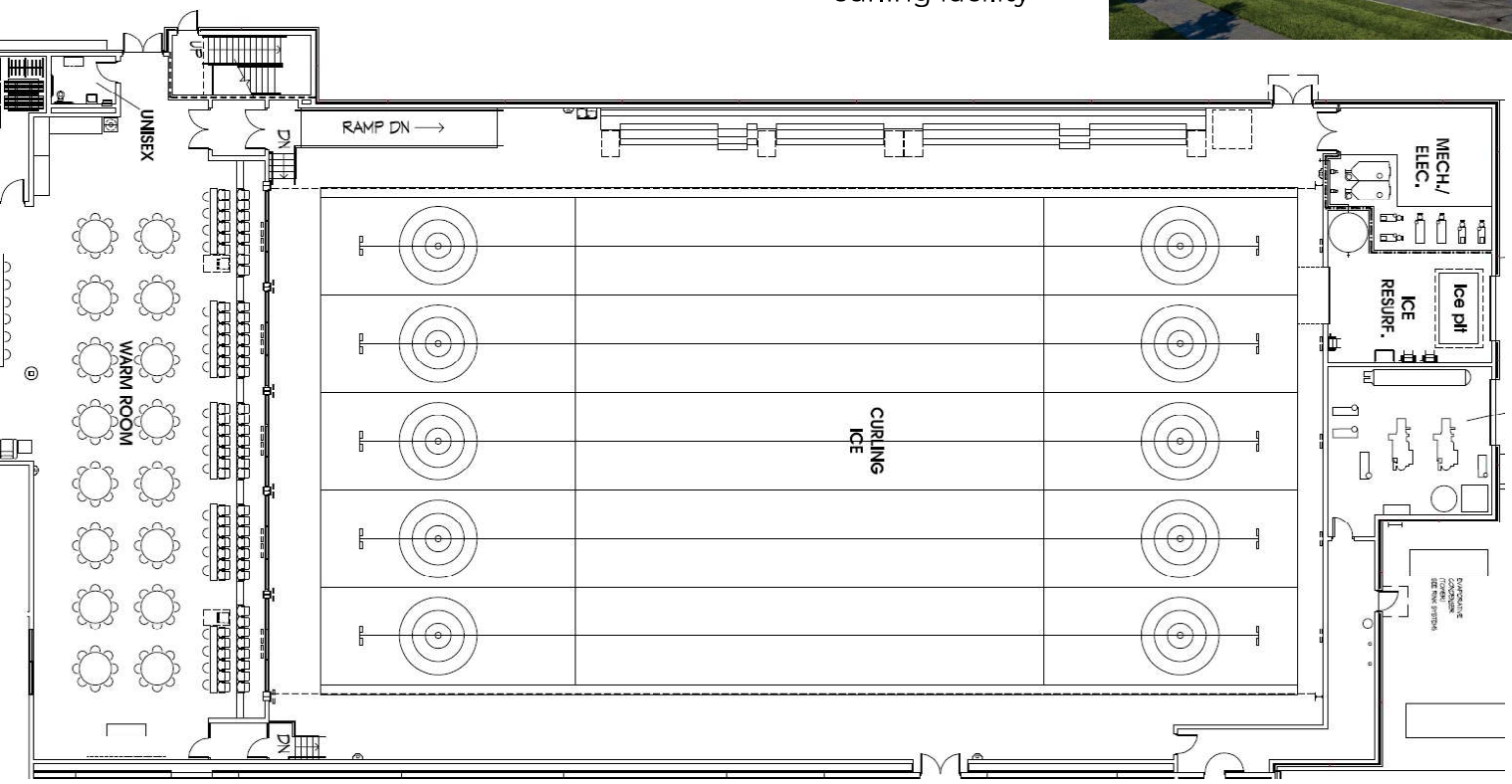


September 18, 2025
Ice Breaking Ceremony

June 26, 2025
Huntsville City Council approves ISC expansion

February 2027
Grand Opening of the dedicated ice curling facility





FUNDRAISING GOAL

$185,000 TARGET

Due to our fortunate partnership with the City of Huntsville and the Ice Sports Center, a dedicated curling venue is already under construction. However, that is just the facility. The Rocket City Curling Club's mission is to help create a world-class curling venue that welcomes every child, family, adaptive athlete, and curious newcomer into our doors, while also attracting the highest-level curling competitors in the country.

To reach our goal, we are trying to **raise $185,000.** This funding will help us **secure state-of-the-art stones, ice-maintenance tools, training resources, and live-streaming capabilities.**

WHAT ARE SOME OF THE ITEMS WE NEED?

- World-class curling stones from Kays Scotland
- Ice-maintenance tools, including multiple scraper blades, nipper, string mop, pebble heads, and snow removal tools
- Gameplay hardware, including scoreboards, timer, biter bar, and distance measurement tools
- Cameras and monitors for viewing the houses from the warm room
- Cameras, microphones, network hardware, and computers to enable live-streaming of all sheets
- Ovens, refrigerators, warming cabinets, prep tables, and other kitchen items for food preparation at bonspiels
- Televisions and a projector with screen for the warmroom

HOW TO CONTRIBUTE

Several of our donation opportunities may be paid online by credit card. Scan the QR code or visit our website for details: **rocketcitycurlingclub.org/fundraising**

SCAN ME

For larger donations, please send us an email to check availability and to arrange payment by check, credit / debit card, or stock transfer: **fundraising@rocketcitycurlingclub.org**

FUN FACTS

- At over 150 members, the Rocket City Curling Club is one of the largest and fastest-growing arena curling clubs in the country.
- Curling is among the most inclusive sports in the world. Youth, seniors, wheelchair users, and athletes with adaptive or special-needs backgrounds all play together.
- Huntsville's new five-sheet curling facility will be the only one of its kind in the Southeast, making Huntsville a true national destination for the sport.





Photos courtesy of Friendly Cactus Photography

WHY IT MATTERS

MEANINGFUL GROWTH IN HUNTSVILLE



Youth Programs

With this new facility, the RCCC will establish a full range of dynamic youth programs from Learn to Curl classes and summer camps to after-school leagues and bonspiels. This investment is the critical step needed to make this facility a high-quality home for curling, enabling Huntsville to be a part of the **next generation of curling.**



Collegiate Curling

As part of the USA Curling College Tour, students can compete at the regional and national level. The RCCC will be able to **host college bonspiels,** where teams from across the country compete, connect, and grow in the sport. College curling means giving students a chance to build lasting skills, friendships, and memories on the ice.



Accessible Recreation

By having a purpose-built venue, the RCCC will be able to attract high-profile, national-level **adaptive curling tournaments** to North Alabama. This new facility will fully meet the needs of those requiring additional assistance, creating even more opportunities to grow overall club membership and foster a truly inclusive curling environment.

Competitive Events

Dedicated ice will make Huntsville a perfect host venue for national competitive curling. Bringing these **high-profile events** to Huntsville would mean hotel rooms filled, restaurants buzzing, local shops seeing greater foot traffic, and the media spotlight shining on our community. It's not just about curling; it's a catalyst for growth, visibility, and lasting economic benefit.



Community Engagement

Dedicated ice gives Rocket City Curling a true community home—a welcoming space where people can connect, learn, and enjoy the sport together. With a dedicated facility, we can host more open houses, **corporate team-building events,** social leagues, and volunteer-driven activities that bring new people through our doors and strengthen our ties across North Alabama.



GENERAL DONATIONS

Anyone interested in supporting the Rocket City Curling Club's Dedicated Ice journey can support us via a **$50 donation.** In recognition of these donations, donors will receive our exclusive "Mission: Dedicated" pin. You won't want to miss out on the opportunity to add this to your curling club pin collection.



Scan the QR code or visit
rocketcitycurlingclub.org/fundraising
to donate now!

SCAN ME

STONE SPONSORSHIP

Every game begins with a stone, and now, your name or message can be part of every end. For a **$750 contribution,** donors can sponsor a curling stone and have their name engraved on its handle, a visible and lasting symbol of their support for the Rocket City Curling Club. Each sponsorship remains in place for at least five years, connecting your legacy to every match played on our dedicated ice.

Visit **rocketcitycurlingclub.org/fundraising** for details.



- Stone sponsorships that occur prior to August 1, 2026 are guaranteed to be on our ice at opening. Sponsorships after August 1 may arrive later.
- Stones may be purchased individually, outside of the sponsorship tiers on the next page. However, the Artemis level sponsorship includes two stone sponsorships.

ROCKET CITY CURLING CLUB
2018 EST.

TIERED SPONSORSHIPS

Supporters can also contribute through our Tiered Sponsorship Program, which recognizes donors at every level while offering meaningful ways to be part of the club's future. Each tier builds upon the previous one, adding exclusive benefits such as recognition on the Launch Member Plaque, collectible challenge coins, raffle entries, Learn to Curl passes, locker rentals, and **special-edition Dynasty jackets.** Every sponsorship directly supports the equipment, programs, and community spaces that will make Huntsville's new curling facility thrive.

Benefit[1]	**Mercury** $250	**Gemini** $500	**Apollo** $1,000	**Artemis** $2,500
Name on Launch Member Plaque Dedicated Ice Challenge Coin Social Media Recognition	✓	✓	✓	✓
100 Raffle Tickets for 2027 Rock-It City 5 Learn to Curl Passes		✓	✓	✓
Special Edition Dynasty Curling Jacket[2] Bronze Level Donor Wall Recognition			✓	✓
Two Stone Sponsorships (5 years) Two Gala Tickets				✓

[1] The tax deductibility of some donations may be reduced by the value of the benefits received.

[2] Additional Dynasty apparel may be added by any Apollo or Artemis level sponsor for themselves and up to one additional person. Jacket add-on: $250, Jersey add-on: $175



Special Edition Dynasty Curling Jacket (design subject to change)

SCOREBOARDS AND BROOMSTACK TABLES

Supporters can be recognized through several meaningful additions within the new facility. These recognitions will be displayed for many years and provide a lasting way to be part of Huntsville's new curling home.

Opportunity	Contribution	Available	Recognition Duration
Individual Sheet Scoreboard[1]	$10,000	5	5 years
Broomstack Table[1]	$5,000	5	5 years

[1] These donor opportunities also include the Artemis Tiered Sponsorship rewards from the tiered sponsorships page.





These opportunities are limited in number. Individuals interested in sponsoring a broomstack table or scoreboard are encouraged to notify the Club of their interest by contacting **fundraising@rocketcitycurlingclub.org**. Expressions of interest **received by May 1, 2026** will be prioritized as these opportunities are allocated.

DONOR RECOGNITION WALL OF HONOR

A **Donor Recognition Wall** will acknowledge individuals, families, and organizations whose significant philanthropic contributions support the mission of the Rocket City Curling Club to grow and strengthen curling in North Alabama.

We welcome the opportunity to speak with prospective supporters about major gifts. To begin the conversation, please contact **fundraising@rocketcitycurlingclub.org**.

Recognition	Contribution
Gold Sponsor Level	$25,000 or more
Silver Sponsor Level	$5,000 or more
Bronze Sponsor Level	$1,000 or more





For reference only.
Final design and location are subject to ISC approval.



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