

LUPUS

SPIEL

THE BIGGEST CURLING PRO-AM IN THE WORLD!

MAY 31-JUNE 2, 2024

IN SUPPORT OF

LUPUS RESEARCH FOUNDATION



LUPUS SPIEL

ABOUT THE EVENT

5.31-6.2 | Blaine, Minnesota

Four Seasons Curling Club / Fogerty Arena

Get ready for an exhilarating curling experience like no other, with top-tier curlers, exciting games, and a strong sense of community. Join us at **The Biggest Curling Pro-Am in the World** and participate in this fantastic event while contributing to a great cause. Together, we can make a difference and have an unforgettable time on the ice! Since its inception, the Lupus Spiel has rapidly gained international recognition, attracting the finest curlers from around the globe. What began as an idea has evolved into a world-known event, gathering enthusiasts and professionals alike in support of lupus research.

During the Lupus Spiel, we host an annual Gala. Step into an enchanting evening at the Gala, where inspirational talks by lupus patients and a captivating keynote speech by LRF's leading researcher will provide an exclusive glimpse into cutting-edge research and thrilling recent breakthroughs. The night culminates with an electrifying live auction, offering a chance to acquire unique treasures while supporting a noble cause. With nearly 300 attendees, including curlers, lupus patients, families, medical professionals, and esteemed members of the community, the Gala promises to be a star-studded, heartwarming event dedicated to advancing lupus research and fostering hope for a brighter future.

Last year we hosted 300 curlers and Gala attendees and raised an incredible \$170,000.



LUPUS SPIEL

WELCOME PARTY | [Fri. May 31] |

The event kicks off with a fun-filled Welcome Party, setting the stage for a weekend of camaraderie and curling excitement.

CELEBRATION BANQUET | [Sat. June 1] |

Our Celebration Banquet features great music, delicious food, and amazing cocktails allowing participants the opportunity to network and mingle in an intimate and relaxed setting.

THE SPIEL | PLAY WITH THE PROS

During the Spiel, participants get the incredible opportunity to play alongside and learn from some of the best curlers in the world, making it a truly memorable experience. Each team, regardless of size, will be assigned a celebrity skip, adding an exciting element to the competition. Have your eye on a particular celebrity skip? Take part in the Skip Auction to secure your top pick!

THE BIGGEST CURLING PRO-AM IN THE WORLD!

THE SPIEL | [4-Game Guarantee! | 5.31-6.2] |

4 Game Guarantee:

- Every team participating in the event is guaranteed to play in at least 4 games, ensuring an exciting and competitive experience for all.

6 End Games:

- Each curling match will have 6 ends, providing ample opportunity for teams to showcase their skills and strategies.

TEAMS

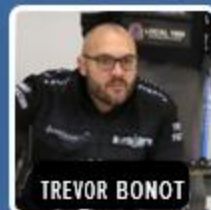
There are 4 people per team: each "amateur" team of THREE signs up to play the spiel, and EACH team gets a Celebrity Skip as their fourth player!



PAST CELEBRITY SKIPS



PAST CELEBRITY SKIPS



LUPUS SPIEL

SPONSORSHIP LEVELS

Sponsoring the Lupus Spiel, an event raising funds to find a cure for lupus within 5 years, aligns your company with a meaningful cause that impacts the lives of countless individuals. By supporting such a mission, your corporate social responsibility efforts demonstrate a strong commitment to advancing medical research and improving the well-being of communities affected by lupus.





TITLE SPONSOR "SKIP" | \$25,000

- Naming rights of Lupus Spiel USA for the entire year
- Extensive media mentions and promotions before, during, and after the event in the U.S., Canada, and worldwide via print, TV, radio, and social media.
- Priority signage at Fogerty Arena/Four Seasons Curling Club (host site for curling) and Leopold's Mississippi Gardens/host site for Gala, where applicable.
- Scoreboard signage at all 6 curling sheets.
- Logo placement on the event-wide T-shirts.
- Speaking opportunity at the Gala
- Two VIP tables of 8 (16 invitations)
- VIP Champagne package with a tour of host site
- Photo Op with top Olympic curlers
- Invitations to speak at **all** LRF public events, fundraisers, satellite locations of Lupus Spiels, and chamber of commerce events.
- Community Partner acknowledgement on letscurielupus.org, in public mentions, social media, press releases, publications, and email circulations.
- Learn-to-Curl event for 16 people with World bronze-medalist Todd Birr and Olympians. Includes a Photo Op.
- LRF's participation in the sponsor's community events to show reciprocal support.





"TEE-LINE" SPONSOR | \$15,000

- Select media mentions and promotions before, during, and after the event in the U.S., Canada, and worldwide via print, TV, radio, and social media.
- Select signage at Fogerty Arena/Four Seasons Curling Club (host site for curling) and Leopold's Mississippi Gardens/host site for Gala where applicable.
- Scoreboard signage at all 6 curling sheets.
- Logo placement on the event-wide T-shirts.
- One table of 8
- VIP Champagne package with a tour of host site
- Photo Op with top Olympic curlers
- Invitation to speak at Lupus Spiel Gala
- Community Partner acknowledgement on letscurrelupus.org, in public mentions, social media, press releases, publications, and email circulations.
- Learn-to-Curl event for 8 people with World bronze-medalist Todd Birr. Includes a Photo Op.
- LRF's participation in the sponsor's community events to show reciprocal support.





"SWEEP" SPONSOR | \$10,000

- Select signage at Fogerty Arena/Four Seasons Curling Club (host site for curling) and Leopold's Mississippi Gardens (host site for Gala). Where applicable.
- Scoreboard signage at all 6 curling sheets.
- One table of 8
- Logo placement on the event-wide T-shirts
- Company mentioned throughout the weekend and listed as Sweep Sponsor at the Mississippi Gardens Gala
- Invitation to speak at Lupus Spiel Gala.
- Community Partner acknowledgement on letscurilupus.org, in public mentions, social media, press releases, publications, and email circulations.
- Learn-to-Curl event for 8 people with World bronze-medalist Todd Birr Includes a Photo Op.
- Host the very prominent Mulligan Station.
- LRF's participation in the sponsor's community events to show reciprocal support.

"TAKE-OUT LUPUS" SPONSOR | \$5,000

- Select signage at Fogerty Arena/Four Seasons Curling Club (host site for curling) and Leopold's Mississippi Gardens (host site for Gala). Includes the "Buy-the-Bye" board where applicable.
- One table of 8
- Logo placement on the event-wide T-shirts
- Company mentioned throughout the weekend and listed as Sweep Sponsor at the Mississippi Gardens Gala
- Invitation to speak at Lupus Spiel Gala
- Learn-to-Curl event for 8 people with World bronze-medalist Todd Birr Includes a Photo Op



"DRAW" SPONSOR | \$2,500

- One table of 8
- Logo placement on the event-wide T-shirts
- Company mentioned throughout the weekend and listed as Draw Sponsor at the Gala

"ROCK" SPONSOR | \$1,000 (2 OPTIONS)

TABLE

- One table of 8
- Select signage at host [site](#)
- Company mentioned during the event and [Gala](#)

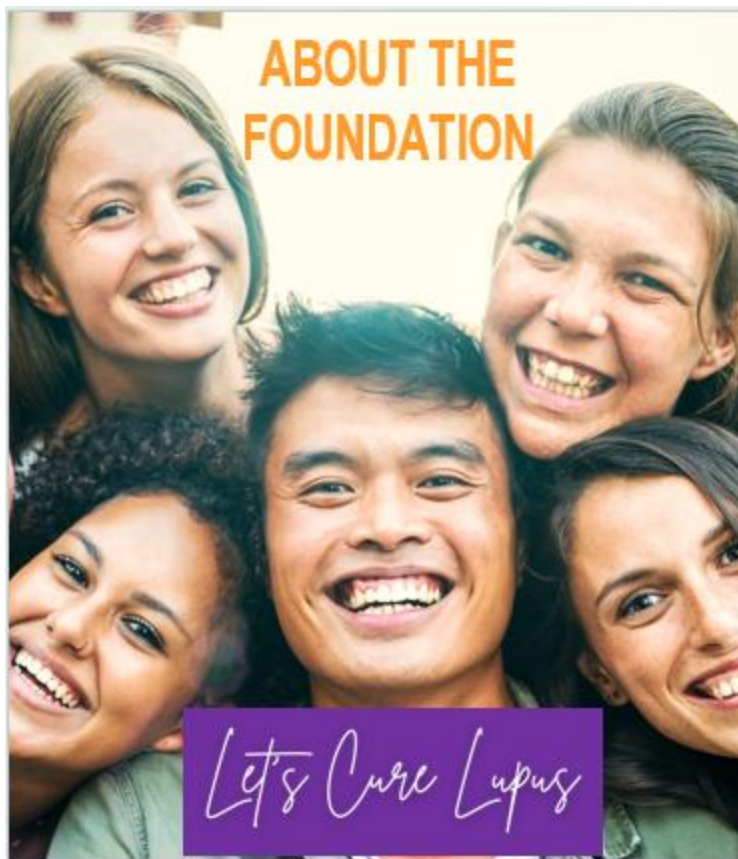
TEAM INFO

- The team entry fee is \$450
- Individual entry is [\\$150](#)
- A minimum skip bid is set at \$1000, which means participants can bid if their raised funds (including the entry fee) reach or exceed that amount.
- Participants will be provided with a fundraising page through the registration process, facilitating their efforts to gather sponsorships and contributions.

T-SHIRT

- Logo placement on the event-wide T-shirts
- Select signage at host [site](#)
- Company mentioned during event and [Gala](#)





ABOUT THE FOUNDATION

Let's Cure Lupus

Ten years ago, fueled by their love for curling and their desire to make a difference in lupus, Regan and Todd embarked on a journey to create something extraordinary. Combining their expertise in curling – Regan, a competitive curler from Canada, and Todd, a World Bronze Medalist skip with a lifelong passion for the sport – they brought to life Lupus Spiel USA.

Building on the success of the Lupus Spiel, Regan and Todd took it a step further and established the **Lupus Research Foundation**. This visionary organization is dedicated to two critical missions: raising awareness about lupus, and funding lupus research. The vision of the foundation is to increase the reach of the Lupus Spiel, generate additional funding for research by creating new events and outreach programs, and providing lupus health seminars for patients. All while growing the sport of curling.

Guided by a dedicated board and advisory group, the LRF is making incredible strides in its mission. Remarkably, it has surpassed other organizations with more substantial budgets in terms of contributions to lupus research.



THANK YOU.

TEAM INFO

Regan Birr

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Founder & Executive Director
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LRF IS A 501(C)(3) TAX-EXEMPT ORGANIZATION, WITH FEDERAL EIN 81-5446248