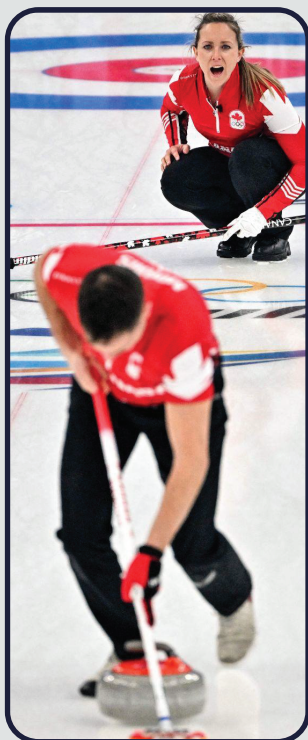


MIXED DOUBLES

2025 • 2026

SUPER SERIES



The Mixed Doubles Super Series (MDSS) represents the next evolution in the sport of curling. The rapid pace of play makes it an exciting favorite for both players and fans alike. Now, more than ever, the world is fascinated by the mixed doubles discipline. The stars of the game are focused on these new competition opportunities, and the "Super Series" will bring some of Canada's best curlers back into the spotlight.

MDSuperseries, Curl+ (Curling Canada Platform), and IKS LIVE will be home to the Super Series, bringing the action to every home and device of curling's vast and passionate fanbase. The "Sponsor X" Super Series will consist of five events over five weekends, with nine draws per event. The first four events will be preliminary competitions consisting of 32 teams from around the world competing in pool play. The final event will be the "Super Series Championship," complete with an exciting 24-team triple knockout format.

This Super Series is poised to take Canada's curlers one step closer to standing atop the Olympic podium in 2026 and to take Canadian fans along on the journey.

IKS
LIVE



THE FANS LOVE IT

5 EVENTS
IN TOTAL

GAMES
+100

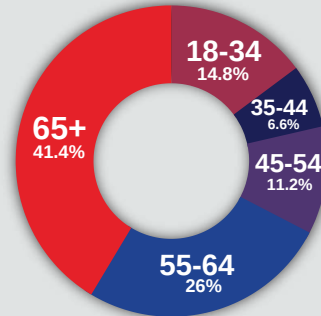
VIEWS
+300,000

MINUTES WATCHED
+4 MILLION



Below is a viewership from 2022-2023 featured on Curling Stadium (CurlingZone's broadcast entity) and CBC Gem (CBC's streaming service) between September and December 2022, and featured some of the top talent that will be competing in this year's Super Series.

AGE BREAKDOWN



GENDER BREAKDOWN



WITH THE SUPER SERIES EXPANDING TO SEVEN (7) EVENTS & BEING STREAMED ON CBC AND POTENTIALLY LINEAR IT IS ANTICIPATED TO ATTRACT AN EVEN LARGER AUDIENCE IN 2024 AND BEYOND

MIXED DOUBLE SUPER SERIES

STREAMING & DISTRIBUTION

STREAM INTEGRATION OPPORTUNITIES

Brand I.D/messaging integrated into our platforms, which may include:

Stream Branding

- Video pre-roll & display, tune-in promos, billboards
- Graphics , Logo exposure & verbal mention



Games will be streamed live and available for on-demand viewing through IKS LIVE, as well as on YouTube via the Curling Zone and Mixed Doubles

Super Series channels—bringing the action directly to fans wherever they are.

Curling Zone Social Media Following



Instagram
10k



X (Twitter)
29.9k



YouTube
32.7k



Facebook
99k Followers



SUPER SERIES TITLE SPONSOR PACKAGE

First right to extend for 2026-27

GENERAL

Category Exclusivity

-Exclusivity to specific industry/field

Title Sponsor

-Brand I.D. incorporated into the Super Series logo & marketing material

Trophy Sponsor

-Brand I.D. engraved on the Super Series Championship Trophy

IP Rights

-Use of official Super Series logo, photos, videos, etc. to promote via your channels

STREAMING INTEGRATION

Pre-Game Show Episodes

-Titled open, bumpers, closing billboard, Next Show Branded Promo

Original Show

-Opening graphics, Lower 3rd Graphics, Bumpers, show billboards,

Live Digital Hours

-Show branded promo

-Graphics - Lower 3rds, Bumpers, Branded Promotion, Logo exposure, verbal exposure

EVENT INTEGRATION

Experiential Area

-Activation area to sample your products, host contests & giveaways

In-Venue Branding

-Brand I.D. and/or messaging throughout venue/club, In-ice logos, perimeter boards,

Hospitality/Tickets

-Multiple logos on house bumpers

Marketing Material

-Potential to have brand I.D. on tickets

-Brand inclusion in marketing material/promotional media

SOCIAL MEDIA INTEGRATION

*Content Franchises & Social Posts

-Promotional posts driving to the webisodes shared on Instagram Story, Facebook & X

-Clips from the live show shared across platforms

-On-site content captured at the venue



"Mixed Doubles is such a fun and fast paced game. We love to play this discipline and its popularity is growing across the country. This Super Series is the next step we need to grow the game and get more people playing and watching Mixed Doubles. We are so grateful that CBC has seen the value in Mixed Doubles and has decided to help the players share their love of the game with curling fans across the country. Brett and I love playing Mixed Doubles together and to have the opportunity to play against the best teams in the world is an honour and something we look forward to when this series takes off."

- Jocelyn Peterman and Brett Gallant

IKS
LIVE



SUPER SERIES EVENT SPECIFIC TITLE SPONSORSHIP

First right to extend for 2026-27

GENERAL

Sponsor/Partner Level IP Rights

- Title Designation/Affiliation to your specific industry/field
- Use of official Super Series logo, photos, videos, etc. to promote via your channels

STREAMING INTEGRATION

IKS LIVE YouTube

Curling Zone
Mixed Doubles Super Series

- Graphics, Bumpers, Halftime Billboard, Next Show Branded Promo
- Branded pre-promos, Logo exposure, Verbal exposure

EVENT INTEGRATION

Experiential Area In-Venue Branding Marketing Material Hospitality/Tickets

- Activation area to sample your products, host contests & giveaways
- Brand I.D. and/or messaging throughout venue/club, including:
 - In-ice logos, Perimeter boards, Logos on House Bumpers
- Brand inclusion in marketing material/promotional media

SOCIAL MEDIA INTEGRATION

Social Posts

- Single platform promotional social media posts (X, IG, Fb)

INDIVIDUAL EVENT SPONSORSHIP OPPORTUNITY

Gold Package

40+ Commercials during event coverage
Logo display on ice
(center-house)
Website recognition,
On-site event signage
Scoreboard Logo

Silver Package

20+ Commercials during event coverage
Company logo in ice
(between house & hogline)
Scoreboard Logo
On-site event signage

For more info please contact: Wayne Tuck
519.318.1591 mdsuperseries1@gmail.com

