



SCHENECTADY CURLING CLUB

Information About Us

Sponsorship Audience

- Each club member receives digital newsletter several times per year.
- Over 1000 people visit the club each season
- Our Facebook and Twitter accounts have over 1000 followers each, generating over 100,000 impressions each year.
- Club website had over 2500 visitors during the past 2 years
- Club hosts several youth groups (Girl Scouts, Pop Warner, etc.), school groups, church groups, and corporate outings during the season
- Over half of the weekends during the season feature curling competitions (both local and regional)
- Club often receives media coverage from various outlets (WRGB Channel 6, WNYT Channel 13, Spectrum News, Times Union)

Membership Demographics

- Currently 307 members
- Breakdown by gender
 - **67% Male**
 - **33% Female**
- Breakdown by age
 - **16% Under 18**
 - **62% 18 to 50**
 - **22% Over 50**

General Information

- The SCC was organized in 1907 and celebrated its Centennial year during the 2007-08 season
- The SCC is a 501(c)(3) not for profit Sports Education Foundation
- Current building was constructed in 1954 and is located on Balltown Road in Niskayuna
- Curling season runs from early October to early April
- Curling has been an official Olympic sport since 1998



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