



## **2025 PointsBet Invitational and 2026 World Women's Curling Championship – Volunteer Leadership Opportunities**

The 2025 PointsBet Invitational and 2026 World Women's Curling Championship are coming to Calgary. Curling Canada is assembling a dedicated and passionate Host Organizing Committee to help deliver two exceptional sporting events.

We are currently recruiting experienced and community-minded individuals for four key volunteer leadership positions. These roles are integral to the planning and execution of the events and will offer the opportunity to contribute meaningfully to the success of world-class curling competitions hosted right here in Calgary.

### **Role #1: Director, Community Engagement**

Rally the city and share the excitement far and wide!

The Director of Community Engagement will lead the planning and execution of grassroots marketing and local promotional initiatives across Calgary.

Responsibilities include:

- Leading “Paint the Town” and street team campaigns
- Supporting the “Show Your Badge,” or equivalent program
- Coordinating appearances of the championship trophy and event activations
- Managing local distribution of event signage and promotional materials
- Supporting Curling Canada's sponsorship and partner servicing efforts
- Assisting with special community events

This role is ideal for someone who loves planning, engaging with the community and finding new opportunities. One should be outgoing, organized, and passionate about community-building. Strong relationships with local stakeholders, event partners, and tourism or business groups are considered an asset.

### **Role #2: Director, Patch Services**

The Patch is where the party lives off the ice!

We need a strong leader to ensure smooth operations. From bar service to games and late-night fun, you'll help run the show under the guidance of Curling Canada's Food & Beverage Manager.



The Director of Patch Services will play a key role in delivering a vibrant and seamless Patch experience for all attendees by: Overseeing volunteer teams responsible for beverage service, games, and general operations

- Working in coordination with Curling Canada's Food & Beverage Manager on Patch set-up, staffing, and logistics
- Ensuring volunteers are properly trained, scheduled, and equipped to deliver exceptional service
- Leading the team during daytime and/or late-night shifts and entertainment programming throughout the event

This position is well-suited for someone with leadership experience in hospitality, event operations, food & beverage operations, and/or volunteer coordination. You must be comfortable working in a fast-paced environment, ready to roll up your sleeves and lead by example.

### **Role #3: Director, VIP & Hospitality**

Love creating memorable experiences and making people feel like VIPs?

The Director of VIP & Hospitality will oversee the set-up and flow of the VIP Lounge and hospitality areas, support the smooth service of catered meals and refreshments, and play a key role in welcoming guests at special receptions and sponsor events. You'll also work closely with other teams to make sure everything runs smoothly behind the scenes.

Specific responsibilities include:

- Leading the set-up, tear-down, and daily maintenance of the VIP Lounge and designated coffee/hospitality stations
- Coordinating delivery, inventory, and distribution of refreshments, snacks, and catered meals
- Managing VIP guest check-in and access control, including ticket collection and credential check
- Supporting the planning and execution of VIP Lounge operations and potential other hospitality functions
- Monitoring catering quality and addressing any hospitality-related issues as they arise

This role is ideal for someone who's organized, service-minded, and loves adding those extra touches that make guests feel special. You are detail-oriented, personable, and experienced in event or hospitality management. A strong understanding of VIP service standards and the ability to adapt quickly in a dynamic environment are key assets.



## Role #4: Director, Fan Experience & Game Day

Love creating unforgettable moments and engaging fans from the moment they walk in?

The Director of Fan Experience & Game Day plays a key role in bringing the energy and excitement of the live event to fans inside the arena. You'll also work closely with Curling Canada's sponsorship, event team, and Tourism Calgary to help deliver seamless sponsor activations and fan engagement opportunities throughout the venue.

Specific responsibilities include:

- Coordinating aspects of the Info Desk, including event material preparation, and collaboration with local tourism where applicable
- Supporting and overseeing fan-facing activations, including anthem singers, flag bearers, Slider (official mascot), trophy opportunities, in-venue promotions and sponsor giveaways
- Managing the Up Close & Personal sessions with your volunteers assisting the competing teams
- Ensuring timely communication, volunteer assignments, and scheduling for all tasks

This role is ideal for someone who's enthusiastic, organized, and loves creating memorable moments for fans. You're detail-oriented, confident in leading a team, and thrive in a fast-paced, live event setting. A background in events or game presentation is an asset, and a passion for fan engagement is a must.

These volunteer positions offer a unique opportunity to contribute to two major international events, build your professional network, and support the growth of curling and sport tourism in Calgary.

The 2025 PointsBet Invitational is held on October 1<sup>st</sup> – 5<sup>th</sup>, 2025 and the 2026 World Women's Curling Championship will be held March 14<sup>th</sup> – 22<sup>nd</sup>, 2026. These roles will require a commitment in the months leading up to the events for planning, Host Committee Meetings, etc., as well as availability during the event periods for onsite leadership and support.

If you or someone you know is interested in getting involved in a meaningful leadership role, we would love to hear from you.

To express interest, please contact Laurence Lavallee, Event Manager, Curling Canada, at [laurence.lavallee@curling.ca](mailto:laurence.lavallee@curling.ca).