



SPONSORSHIP
PROPOSAL

INVITATION TO BE A SPONSOR

BOWLS NORTH WEST INC. SPONSORSHIP PROFILE

Relationship between Bowls North West & Sponsor:

We seek to develop and maintain a professional reciprocal relationship with your business to ensure mutual benefits by improving business for both parties.

Revenues raised from all forms of sponsorship will be utilised to assist in the day to day running of Bowls North West Inc. (BNW), the continued external promotion and expansion of our organisation and the maintenance of the sport of lawn bowls on the north west coast of Tasmania.

We wish to help you to meet your objectives and receive maximum exposure of your brand's product/service. We are open to any suggestions that you may have to help us market your business. Your organisation's association and participation with BNW will provide considerable promotion and networking opportunities, thus assisting in sourcing new customers. We would also love to introduce you and your staff to the bowls experience!

The Audience your brand is exposed to:

Bowls North West Inc is the controlling body of lawn bowls on the North West Coast of Tasmania. Member clubs are Smithton, Wynyard, Burnie, South Burnie, Ridgley, Penguin, Ulverstone, Devonport, East Devonport, Viewmont, Sheffield, Railton, Latrobe, Turners Beach and Port Sorell.

People of all ages are the target for the game of bowls. Bowls has traditionally been a sport participated in by middle to mature aged individuals, ranging from 45 to 80 years, giving the increase in the ageing population that is set to continue over the next 20 years, the market for bowls is increasing. There is potential for widening the average age of bowls members in the 15 – 45 age group.

All club members are active people with a variety of interests and hobbies including: investing, gardening, exercise, health, a wide range of sports, photography, travel, building, dining, wine, music, motor cars, cooking, computers, reading, fishing, dancing, hunting, films, theatre, alternative medicine, arts and crafts, bird watching, farming and bushwalking.

Your brand and support will not only be recognised by members of our member Clubs but also:

- Community participants in weekly Club social and corporate bowls competitions.
- Over 3000 male and female registered bowlers from North West Clubs during the summer bowls season.
- Regular promotion of sponsorship via other activities at our 14 member Clubs (e.g. carnivals, regional and state bowls competitions, social events and competitions, counter meal nights etc).

Bowls North West Inc. details:

An Overview

Following the unification of men's and lady's bowls on the North West Coast of Tasmania, Bowls North West Inc. was formed in mid 2016 to guide and direct the development and sustainability of the sport of lawn bowls within the North West region into the future.

BNW has 15 member Clubs spread right across the Tasmanian north west coast to provide the sport of lawn bowls to all and sundry.

It conducts the following regular bowls Pennant competitions in the summer months: Wednesday Midweek (men), Thursday (ladies) and Saturday (open gender). It also provides coastal championships for various bowls disciplines, competes in triangular competitions against the North and South and regularly stages bowls events on behalf of Bowls Tasmania and Bowls Australia.

We presently have over 3,000 registered bowlers playing the sport and another 3,000 social bowlers involved in Club activities along the coast. Many of our member Clubs are now progressing to be "Community" Clubs and are welcoming more members of their communities to the benefits of not only the sport but also the other benefits that these Clubs can offer.

The Future

To support this positive activity and to plan for the future, BNW sought input from all member Clubs in confirming the issues that they saw for the sport in the coming years. Furthermore, the Board of BNW also identified its current strengths, weaknesses, opportunities and threats that it believed needed addressing in ensuring the sport remains strong into the future.

Following this process, the Board compiled our 2017-22 Strategic Plan which was endorsed and accepted at our 2017 AGM. This Plan sets out the key

objectives to be addressed, how we propose to address them, who will undertake each task and acceptable timelines for completion.

A copy of our Strategic Plan can be provided on request.

It is a “living” document which will not only provide a clear direction for the future of bowls on the North West Coast but also guidance in the day to day decision making of this new organisation and a baseline for evaluating progress and changing approaches as we move forward.

Sponsorship Benefits & Agreement:

Sponsorship arrangements can run for a minimum of one year up to any period of time. Ideally we seek commitments for three years so as to amortise possible advertising costs over an extended period for your benefit. Additionally, we wish to develop lasting relationships such that we can help you to maximise the benefits to your business.

Cash sponsorship will certainly be appreciated such that we may utilise the funds for our development. Alternatively, in-kind support is more than acceptable if the product/service offered is one that BNW is able to utilise.

Once again, we invite you to join us in discussions to ensure we offer the benefits of our services and facilities to maximise your sales and marketing objectives. The following proposed sponsorship benefits and opportunities are by all means negotiable for this reason.

Thanks in anticipation of your support.

Kind regards.

Phil Prouse
PRESIDENT

SPONSORSHIP BENEFITS

The following benefits are available – the level of monetary or in-kind support will determine which benefits are to apply:

- Product/business category exclusivity
- Space to place Advertisements and Promotions in the BNW Newsletter
- Name & Logo on all BNW correspondence
- Name & Logo on all relevant BNW advertising, website and Facebook page
- Naming rights to the Open Gender Premier Division Saturday pennant
- Signage on all score cards used for Saturday pennant, Veteran days, Midweek pennant, Lady's Thursday pennant and all men and lady's coastal Championship events - together with Vincent Funeral Services (BNW major sponsor)
- As a BNW sponsor verbal recognition at luncheon or afternoon teas at BNW events including all pennant games
- Signage can be displayed at all BNW member clubs – cost to be at sponsor expense
- Trade display at BNW Carnivals
- Circulation of literature by BNW to member Clubs
- Invitation to hold presentations on product/business to member Clubs
- Invitations to attend all official BNW functions and present applicable trophies to Pennant Premiers and BNW Championship winners
- The right to promote your business as a Club sponsor
- BNW will actively promote your business and endorse your product/service wherever possible

GOLD SPONSOR - \$5,000 per year:

- Product/business category exclusivity
- Space to place Advertisements and Promotions in the BNW Newsletter
- Name & Logo on all BNW correspondence
- Name & Logo on all relevant BNW advertising, website and Facebook page
- Naming rights to the Open Gender Premier Division or other Divisions Saturday pennant, lady's Thursday Pennant or Wednesday Midweek Pennant
- Signage on all score cards used for Saturday pennant, Veteran days, Midweek pennant, Lady's Thursday pennant and all men and lady's coastal Championship events - together with Vincent Funeral Services (BNW Gold sponsor)
- As a BNW Gold sponsor verbal recognition at luncheon or afternoon teas at BNW events including all pennant games
- Signage can be displayed at all BNW member clubs – cost to be at sponsor expense
- Trade display at BNW Carnivals
- Circulation of literature by BNW to member Clubs
- Invitation to hold presentations on product/business to member Clubs
- Invitations to attend all official BNW functions and present applicable trophies to Pennant Premiers and BNW Championship winners
- The right to promote your business as a Club sponsor
- BNW will actively promote your business and endorse your product/service wherever possible

SILVER SPONSOR - \$3,000 per year:

- Product/business category exclusivity
- Space to place Advertisements and Promotions in the BNW Newsletter
- Name & Logo on all BNW correspondence
- Name & Logo on all relevant BNW advertising, website and Facebook page
- Signage on all score cards used for Saturday pennant, Veteran days, Midweek pennant, Lady's Thursday pennant and all men and lady's coastal Championship events - together with Vincent Funeral Services (BNW major sponsor)
- As a BNW Silver sponsor verbal recognition at luncheon or afternoon teas at BNW events including all pennant games
- Signage can be displayed at all BNW member clubs – cost to be at sponsor expense
- Trade display at BNW Carnivals
- Circulation of literature by BNW to member Clubs
- Invitation to hold presentations on product/business to member Clubs
- Invitations to attend all official BNW functions and present applicable trophies to Pennant Premiers and BNW Championship winners
- The right to promote your business as a Club sponsor
- BNW will actively promote your business and endorse your product/service wherever possible

BRONZE SPONSOR - \$1,500 per year:

- Product/business category exclusivity
- Space to place Advertisements and Promotions in the BNW Newsletter
- Name & Logo on all BNW correspondence
- Name & Logo on all relevant BNW advertising, website and Facebook page
- Signage on all score cards used for Saturday pennant, Veteran days, Midweek pennant, Lady's Thursday pennant and all men and lady's coastal Championship events - together with Vincent Funeral Services (BNW major sponsor)
- As a BNW Bronze sponsor verbal recognition at luncheon or afternoon teas at BNW events including all pennant games
- Signage can be displayed at all BNW member clubs – cost to be at sponsor expense
- Invitations to attend all official BNW functions and present applicable trophies to Pennant Premiers and BNW Championship winners
- The right to promote your business as a Club sponsor
- BNW will actively promote your business and endorse your product/service wherever possible

Further opportunities are available via the provision of in-kind support for the conducting of specific bowls events or fund-raising activities within the summer Pennant bowls season and our out of season activities.

All of the above mentioned are negotiable and we would welcome the opportunity to meet and discuss any of these with you at any time - please contact our Sponsorship co-ordinator or CEO Tracey Little on 0407 321 548 in the first instance.

SPONSORSHIP AGREEMENT

Between Bowls North West Inc. and

..... (Sponsor)

The above parties agree to enter into a Sponsorship Agreement details of which are as follows:

..... (Sponsor) agrees to sponsor:

(Insert details)

Bowls North West Inc. agrees to provide the following sponsorship benefits:

(Insert details)

In return the Sponsor will provide:

(Insert details of financial or in-kind arrangement):

Signed for and on behalf of Bowls North West Inc. by:

Tracey Little

Chief Executive Officer

Signed for and on behalf of(Sponsor Business)

by:

.....

(Insert name and position)

OnDay of2019