



# Sponsorship Guide

Season 2010



## ABOUT BOWLS ENGLAND

Bowls England was established in January 2008 and is committed to promoting the sport of outdoor bowls and increasing participation levels among all ages, sexes and abilities.

Bowls England is accountable to its Members (County Associations), Associated Members (Clubs) and Affiliated Members (individuals).

When Bowls England was formed, 70 County Associations (Men's and Women's Associations) became Members of Bowls England. It is our aim, through unification, to streamline this figure to 35 County Associations.

The 35 Member Counties are:

Bedfordshire	Hampshire	Northumberland
Berkshire	Herefordshire	Nottinghamshire
Buckinghamshire	Hertfordshire	Oxfordshire
Cambridgeshire	Huntingdonshire	Somerset
Cornwall	Isle of Wight	Suffolk
Cumbria	Kent	Surrey
Derbyshire	Lancashire	Sussex
Devon	Leicestershire	Warwickshire
Dorset	Lincolnshire	Wiltshire
Durham	Middlesex	Worcestershire
Essex	Norfolk	Yorkshire
Gloucestershire	Northamptonshire	

As at 1st October 2009 there were:

- **4,059 Associated Members (Clubs)**
- **128,890 Affiliated Members (Individuals)**

## NATIONAL CHAMPIONSHIPS & COMPETITIONS

The total number of individual competitors in Men's, Women's and Mixed National Championships in 2009 was 67,552 Men and 40,489 Women.

The Women's National Championships are held at Royal Leamington Spa in July/August with the Men's National Championships held in August.

In total, more than 2,000 bowlers qualify to take part in the final stages of the Championships, with thousands more spectators attending both events.

A full breakdown of Championships and Competitions with entries for 2009 is shown on page four.

## SPONSOR BENEFITS

**As a BOWLS ENGLAND sponsor, YOU can benefit from the following:**

- Use of YOUR COMPANY'S NAME in BOWLS ENGLAND materials including Yearbook, Member Communications, News Releases, Scorecards and Championship Programmes.
- Recognition of YOUR COMPANY as an official partner of BOWLS ENGLAND for the term of the agreement and naming rights for your chosen Competition.
- A dedicated page with links as appropriate on the BOWLS ENGLAND website at [www.bowlsengland.com](http://www.bowlsengland.com)
- Rights to include YOUR COMPANY'S MATERIALS in the BOWLS ENGLAND annual mail-out to Club Secretaries at no cost. Materials to be approved by BOWLS ENGLAND in advance.

### ***National Championships***

- Prominent promotion of YOUR COMPANY'S NAME in all promotional materials and marketing initiatives relating to the Men's and Women's National Championships.
- At least two prominent banner sites at the BOWLS ENGLAND Men's and Women's National Championships, guaranteeing visual prominence to players and spectators who attend.
- While BOWLS ENGLAND will provide the advertising space free of charge and will usually erect banners at its cost, YOUR COMPANY will provide all banners and other branding materials.
- Access to event finalists and event winners for media interviews and photography.
- Permission to conduct survey and prize draw for spectators during Championships.
- Regarding all of the above, BOWLS ENGLAND will endeavour to provide additional banner sites and other branding opportunities for YOUR COMPANY in the spirit of this agreement.

### ***Hospitality***

- Two hospitality places at the BOWLS ENGLAND Sponsors' Championship Celebration Dinner.
- Up to four admission tickets providing tea and coffee facilities in the Sponsors' Marquee at Worthing and/or Leamington as appropriate - date/s to be agreed.
- Two places at the Annual BOWLS ENGLAND Dinner - date and venue to be advised.

### ***Promotional Activity***

- Access to Tony Allcock MBE (Chief Executive of Bowls England and former World Singles Champion) for media interviews, expert quotes and photography.
- Use of the BOWLS ENGLAND logo.

**These benefits are subject to alteration according to the level of sponsorship and each sponsor's individual requirements.**

## BOWLS ENGLAND - NATIONAL CHAMPIONSHIPS AND COMPETITIONS 2008

	<i>No. of Entries</i>	<i>No. of Competitors</i>
<b>Men's National Championships</b>		
Singles	5655	5655
Junior Singles	791	791
Pairs	6395	12790
Triples	4137	12411
Fours	2807	11228
<b>Women's National Championships</b>		
Singles	3203	3203
Two-Wood Singles	3141	3141
Junior Singles	156	156
Junior Pairs	70	140
Pairs	3907	7814
Triples	2778	8334
Fours	1739	6956
<b>Men's National Competitions</b>		
Champion of Champions	834	834
Over 55 Singles	758	758
Over 55 Pairs	1189	2378
County Top Two Fours (Balcomb Trophy)	35	280
County Under 25 Two Fours (White Rose Trophy)	35	280
County Championship (Middleton Cup)	35	840
Top Club	782	8602
Club Two Fours	1015	8120
<b>Women's National Competitions</b>		
Champion of Champions	489	489
Over 55 Singles	465	465
Over 55 Pairs	920	1840
County Two Fours (Walker Cup)	35	280
County Under 31 Double Rink (Amy Rose Bowl)	35	280
County Championship (John's Trophy)	35	840
Top Club	377	3770
Mother & Daughter Pairs	98	196
<b>Mixed National Competitions</b>		
Mixed Pairs	1283	2566
Mixed Fours	651	2604