

Bowls England Partnership Opportunities from 2023



BIRMINGHAM 2022 BUILDING A LEGACY



The home Commonwealth Games tournament was an amazing celebration of the best of lawn bowls.

The quality of the sport on display was breath-taking and the atmosphere electric, showing the potential for lawn bowls to transform its spectator base and broadcast coverage.

The diversity of the players was joyous. Men and women, able-bodied and para-athletes, 20 to 70 year olds, from India to the Norfolk Islands...all just bowlers, together on the green, passionately representing their country. It was a source of inspiration for people to take up bowls irrespective of sporting ability, background or circumstance.

This is a Golden Opportunity for Bowls England and those who wish to partner with us to build a lasting legacy.

BOWLS ENGLAND'S VISION



IS TO ADDRESS SOCIETY'S CHALLENGES

- Pressure of ageing population – by 2030 1 in 4 in our country will be over 60
- Health crisis – 42% of over 55s are inactive
- Loneliness – 2m over 50s experience loneliness and its risen by 50% in the last decade
- Childhood obesity – 25% 10-11 year olds are obese

THROUGH SPORT HAS SUCH A POSITIVE IMPACT ON PHYSICAL AND MENTAL HEALTH

SO, OUR DREAM IS

For everybody to realize the joy and benefit of playing sport and we believe bowls' inherent accessibility means we are best-placed to make that happen.

BOWLS IS A SOLUTION BECAUSE IT IS DOABLE, VITALIZING, SOCIABLE & MESMERIZING



BOWLS ENGLAND'S PURPOSE

Bowls England is the National Governing Body for lawn bowls, the form of the sport played at the Commonwealth Games. Bowls is played on a green and the aim of the game is simply to get your bowls closest to the jack. Over 125,000 people play regularly within the 2000 bowls clubs spread nationwide.

OUR MISSION IS

To promote and develop the sport of bowls across England so it enriches the lives of its participants, connects communities and is in good health for future generations.





BOWLS ENGLAND FIVE YEAR AMBITION

We recently launched our 2021-26 Strategy Fit for the Future. Our aim is to inspire 1m bowls experiences each year by 2026.

WE WILL DO THIS BY -



Building the brand of bowls

By celebrating its inclusive values and qualities, we will inspire people to feel bowls is a sport where they'd belong



Making Bowls truly accessible

We will open up the gateways to our sport, to embrace more people irrespective of their background or circumstance



Creating great playing experiences

We will satisfy the ever-changing needs of our participants to help them enjoy a fulfilling relationship with our sport



Supporting our communities

We will nurture our volunteer workforce to help cultivate vibrant and safe environments for our sport to flourish



Leading with purpose

We will be an admired and sustainable national governing body

BOWLS' UNIQUE PROPOSITION

65+

A wealth of baby boomers

63% of bowlers are over 65 offering a unique target market for sports sponsorship. Baby Boomers own half of Britain's £11 trillion wealth.



Intergenerational fun

Bowls is like the "scrabble of sport" with all ages playing authentically together. **92% say bowls has a positive impact on their sociable interaction**



A truly accessible sport

With few physical, financial and geographical constraints. **93% of non-bowlers feel they are capable of playing bowls**



Imaginable role models

Our England players competing at Birmingham 2022 will inspire people of all ages and abilities to think **'that could be me'**



Giving life to years

With an ageing population, a crisis in social care and loneliness on the rise, bowls has much to offer society. **81% say bowls impacts positively on their physical and mental wellbeing**

CURRENT AUDIENCE

Over 125k regular players

Ambition of 1m bowls experiences' per annum by 2026

GENDER

35%
WOMEN

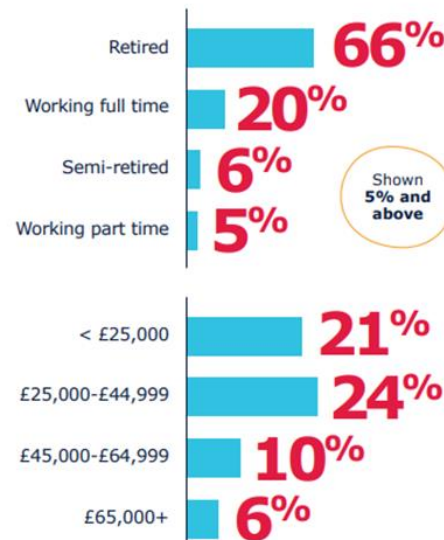


65%
MEN

AGE

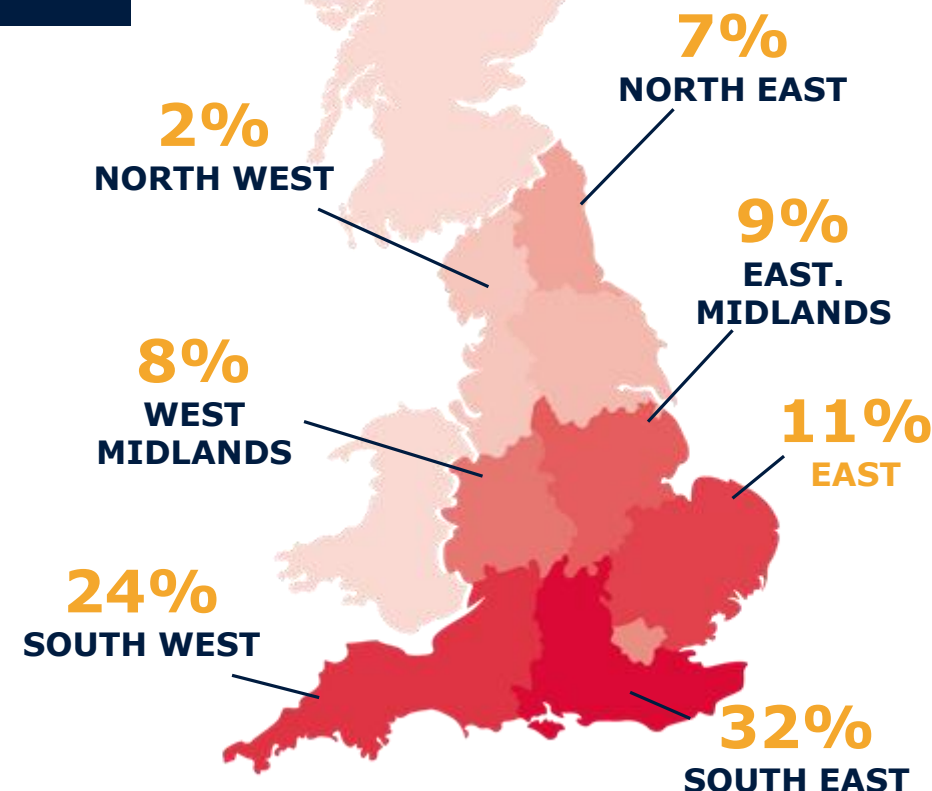
U45 8%
45-54 7%
55-64 22%
65-74 45%
75+ 18%

EMPLOYMENT AND HOUSEHOLD INCOME



Two thirds are retired,
1 in 5 works full time

GEOGRAPHY



CURRENT AUDIENCE



Club Bowler Brian

One of 75,000 bowlers who play competitively within clubs.

Semi-retired, enjoys walking, gardening and watching sport. Motivated by the sporting challenge and being active.



Social Bowler Sue

One of 10,000 who play in clubs casually.

Spends time reading, doing quizzes and looking after grandchildren. Enjoys the social side of the sport and being part of a club.



Volunteer Vic

One of 15,000 who contribute to running a bowls club.

Still plays occasionally, treasures the friendships made through bowls and wants to give back to the local community.



Supporter Sandra

One of more than 50,000 who support their loved ones who play.

She gains pleasure seeing her loved-ones enjoying the sport and feels at home at the bowls club.

PROSPECTIVE AUDIENCE



Junior Jess

One of tens of thousands of 8-13 year olds who fancy playing sport but don't fit the sporty mould.

She wants a new hobby, to make new friends and learn new skills.



Casual Kabir

One of millions of 40 and 50 year olds with more leisure time as their children have grown up.



Sporty Sarah

One of hundreds of thousands of 40 and 50 year olds who love sport and looking for a less physically demanding sport.



Mature Mike

One of millions of 60 and 70 year olds who have retired and want to stay active.

AUDIENCE TOUCH POINTS



Bowls England has begun a significant step change in terms of communications and content, with a shift towards direct-to-consumer relationships.

INTERNATIONAL BOWLS

- 16 person England squad and expert support team
- Regular international events including bi-annual World Championships and annual British Isles series

NATIONAL EVENTS

- **Bowls England National Finals** – annual national championships at Victoria Park, Royal Leamington Spa. 18 days, 31 trophies, August. 25k+ attendance. Live streaming reaching 75k+ per day.
- **Bowls Big Weekend** – nationwide open weekend at May Spring Bank. +750 clubs take part, 20,000 have a go.
- **Annual Awards Event** – celebration of our sports and its people – Athena, Leicester, February.

GRASSROOTS PRODUCTS

- A new casual form of the game, **Bowls Bash**, is being rolled out across the country.
- **Play-bowls.com**, a national pay and play platform, is making our sport more accessible and capturing player data
- Experiential roadshow activity and participation campaigns

COMMUNICATIONS

- Access to 2000 clubs through 6000 club leaders contact details
- 30k individual player records
- 35k followers across social media
- 75k monthly web users





PARTNERSHIP RIGHTS



Our starting point is to understand your brand and your objectives, and identify which partnership rights are going to best deliver against your needs and with the resources available to you. From that, we can develop a bespoke list of rights.

The below is a broad look at the three levels of partnership

	Principal Partner	Official Partner	Official Supporter
Official designation and category exclusivity	●	●	●
England Team	●		
England Player access	●	●	●
Title Major Event Sponsor inc. National Finals	●		
Live Streaming Sponsor	●		
Competition Event Sponsor	●	●	
Event branding	●	●	●
VIP hospitality and tickets	●	●	●
Annual Awards Sponsor	●	●	●
Grassroots T20 of Bowls Sponsor	●	●	
Composite marks and content access	●	●	●
Digital communications	●	●	●
Social media communications	●	●	●

OPPORTUNITIES BY WORKING WITH US

A partnership with Bowls England will -

- Raise your profile through an association with a Commonwealth Games sport.
- Generate rich content which enables you to tell your story.
- Demonstrate your diversity and inclusion hopes by using bowls to position yourselves on the big issues of the day.
- Add value to our passionate bowls community and drive adoption of your products and services.
- Strengthen local bowls clubs and deliver against your CSR responsibilities.
- Make the most of Birmingham 2022 and be part of biggest sporting extravaganza since 2012.
- Work in partnership with a motivated Bowls England team who lives by its values of being collaborative, adaptable, responsible and encouraging. We CARE.



We'd welcome the opportunity to understand more about your brand and business, and discuss a partnership which can help you deliver your ambitions.



JON COCKCROFT

Jon Cockcroft, Chief Executive Bowls England

07921 059 386 or jon.cockcroft@bowlsengland.com