

# Bowls England Partnership Opportunities from 2024



# LAWN BOWLS IS ON THE UP

The 2022 home Commonwealth Games in Birmingham was an amazing celebration of the best of lawn bowls and Bowls England is building a meaningful legacy.

Participation is growing, we are opening our sport to new audiences and showcasing bowls' inclusive qualities. With more eyeballs on our sport and deeper engagement of existing bowls lovers, we are increasing our sponsor value. We are proud to have Aviva as our Principal Partner.

Why not join our partnerships programme and be part of this exciting time for Bowls England and our sport? Together we make a difference to peoples' lives and both our organizations' futures.





# 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% of 10-11 year olds are obese

## 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**

# WHO WE ARE



## GENDER

35%  
WOMEN



65%  
MEN

## AGE

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

## EMPLOYMENT & INCOME



Two thirds are retired,  
1 in 5 works full time

## 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.



### 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.



### 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.



### 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.



### Sporty Sarah

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



### Casual Kabir

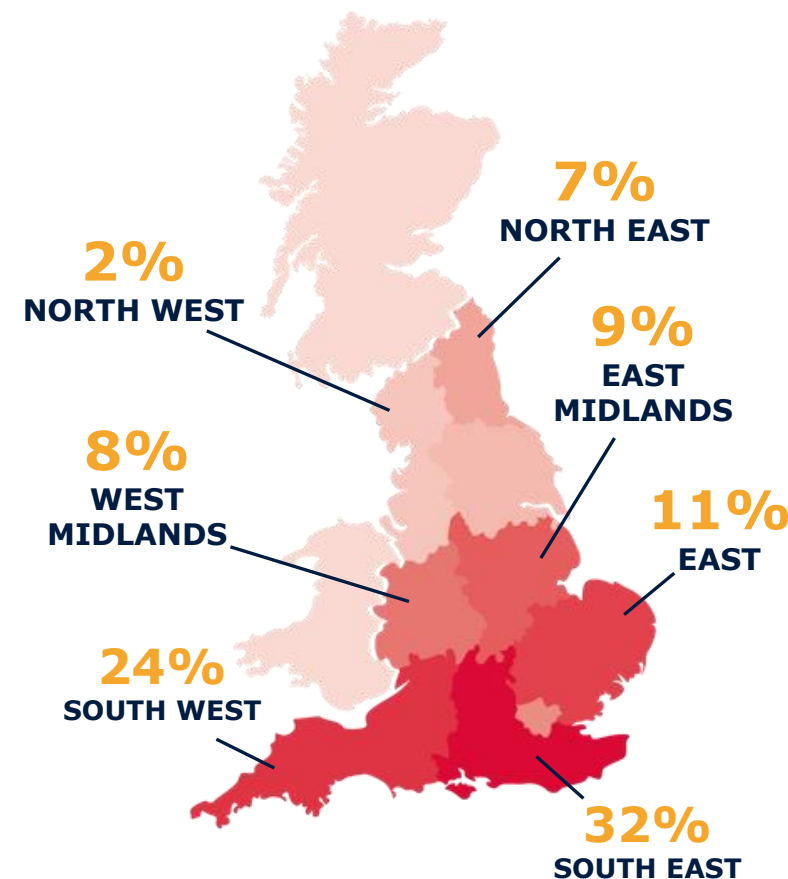
One of millions of 40 and 50 year olds with more leisure time as their children have grown up.



### Mature Mike

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

## GEOGRAPHY



Over 125k regular players

Ambition of 1m bowls experiences per annum by 2026



# AUDIENCE TOUCH POINTS

Bowls England has an array of platforms through which you can raise your brand awareness and engage with our audience.

## INTERNATIONAL BOWLS

- 30 person **England squad** and expert support team
- Under 25s and Under 18s **age group teams**
- Regular **international events** including World Championships and annual British Isles series

## NATIONAL EVENTS

- **Aviva National Finals** – annual national championships at Victoria Park, Royal Leamington Spa. 18 days, 31 trophies, August. 25k attendees.
- **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
- Celebration match programme against local clubs
- Experiential roadshow activity and participation campaigns
- A **workforce** of coaches, umpires and volunteers

## COMMUNICATIONS

- [www.bowlsengland.com](http://www.bowlsengland.com)
- Email broadcast platform with targeted distribution lists
- A full suite of social media channels
- Bowls England TV





**11.7K**

STREAMING  
REGISTRANTS

**486K**

MINUTES  
WATCHED  
ON CATCHUP

**3.94M**

MINUTES  
WATCHED

**100.2K**

SOCIAL  
ENGAGEMENTS

**AVIVA  
NATIONAL  
FINALS**



**3.15M**

TV REACH

**65M+**

ONLINE  
READERSHIP

**150K**

RADIO REACH

**249K**

PRINT  
READERSHIP

**BOWLS'  
BIG  
WEEKEND**

Official Partner **AVIVA**



**OUR  
REACH**



**11M+**

2023 SOCIAL  
IMPRESSIONS

**7.7M+**

PAGE & PROFILE  
REACH IN 2023

**800K+**

2023 VIDEO VIEWS

**33K**

EMAIL  
DATABASE





# 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 two levels of partnership**

	Official Partner	Official Supporter
Official designation and category exclusivity	●	●
England Team endorsement	●	
England Player access	●	●
Major Event Sponsor inc. Aviva National Finals	●	
Live Streaming Sponsor	●	
Competition Event Sponsor	●	
Event branding and activation	●	●
VIP hospitality and tickets	●	●
Annual Awards Sponsor	●	●
Various grassroots products 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 ideals 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.
- Enjoy fun and accessible employee and client engagement opportunities.
- 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.



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