WORLD BOWLS CHAMPIONSHIP 2027

Royal Leamington Spa, England

Be a part of a once in a generation moment...

OUR AMBITIOUS WORLD BOWLS CHAMPIONSHIP VISION

- A world-class event that showcases the skill and national rivalry of the world's best bowlers, presenting our sport in a modern context.
- An inclusive and welcoming atmosphere that celebrates the diversity of our sport and instils pride among the nation's bowls community.
- A moment that inspires new participants to realise the joy and benefit of a sport that is accessible to all ages and abilities.
- An occasion that makes a positive economic and social impact to Royal Leamington Spa and the region.

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EVENT SNAPSHOT

- Biggest Bowls event in the world, and for a generation in England.
- 20th July – 1st August 2027 - 12 competition days
- Hosted in Victoria Park, Royal Leamington Spa, England
- Over 40 nations from across the globe
- 400+ athletes and support staff; 200+ staff and volunteer workforce
- Men, Women, Para competitions together for the first time in England
- Global broadcast audience and 12,500+ spectators
- Estimated £4m economic impact

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BE ON TOP OF THE WORLD

The World Bowls Championships 2027 presents a unique marketing platform for a brand to connect into an engaged audience of over 55s. It's more than just a global event; it's a chance to be part of something with genuine national and community impact.

Why Partner?

- Increase brand awareness through a global event – this is the biggest platform in the sport of bowls
- Build brand sentiment and grow sales amongst a target audience of over 55s and their multi-generational connections
- Engage with audiences internationally through rich storytelling and on event through fan activations.
- Associate with positive social impact through the World Bowls Championship community schemes aimed at increasing activity levels amongst under-represented groups.

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JOIN OUR PARTNER PROGRAMME

WORLD BOWLS

BOWLS ENGLAND

uk sport

THE NATIONAL LOTTERY®

WARWICK DISTRICT COUNCIL

Funded by UK Government

BOWLS UNIQUE, UNCLUTTERED 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**

Imaginable role models

Our England players competing on the world stage will inspire people of all ages and abilities to think **'that could be me'**

A truly accessible sport

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

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**

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THE BOWLS AUDIENCE

GENDER

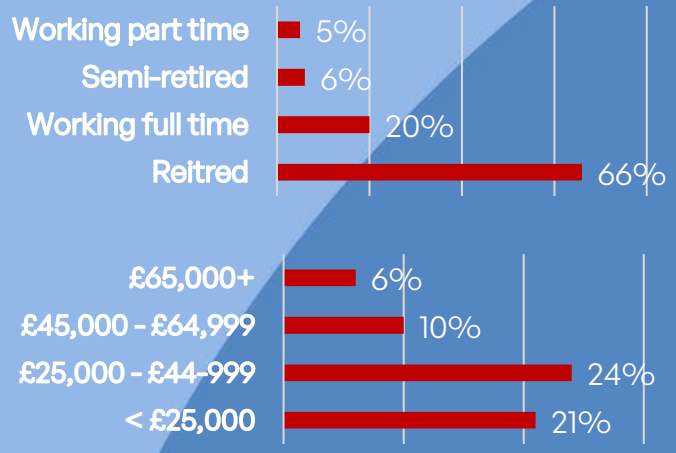
35% WOMEN

65% MEN

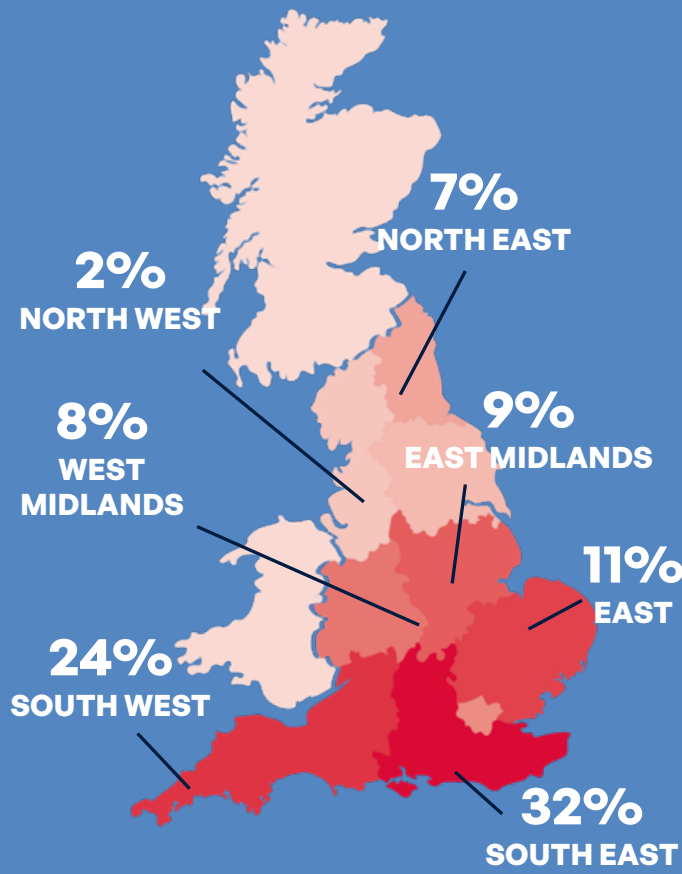
AGE

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

EMPLOYMENT & INCOME



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.

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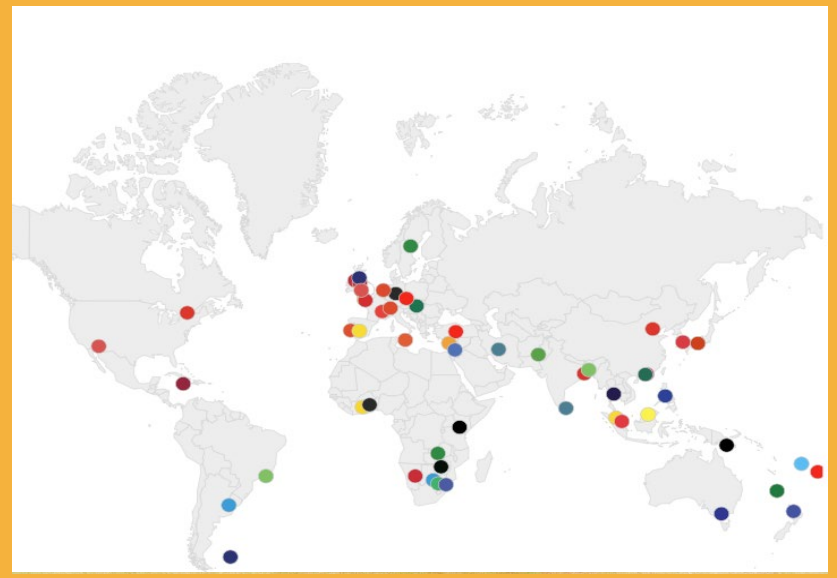
BROADCAST EXPOSURE

- Estimated global audience of 3m
- Broadcasters (TBC)
  - UK - BBC: 5 million people watched at least 15 minutes of Lawn Bowls at the 2022 Commonwealth Games
  - UK audience of 1.6m for the World Indoor Championships
  - Continental Europe – Eurosport
  - New Zealand – Sky TV
  - Australia – Fox/Kayo
  - South Africa – Star Times/SuperSport
  - India – FanCode/ViaCom
  - Malaysia – Astro
  - China - CCTV
  - Any territory without a broadcast partner will access through World Bowls digital service
- Second screen experience with event content



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ENGAGING EVENT ACTIVATION

- Broadcast, in stadia and field of play branding
- Modern sports presentation to engage spectators
- Premium experiences and opportunity to have-a-go at bowls on competition greens
- Festival fan-zone in the centre of Victoria Park - open to ticket buyers and general public
- Themes around trying bowls, health & well-being, over 55s entertainment and local community activity
- Digital communications, multi-channel marketing campaigns

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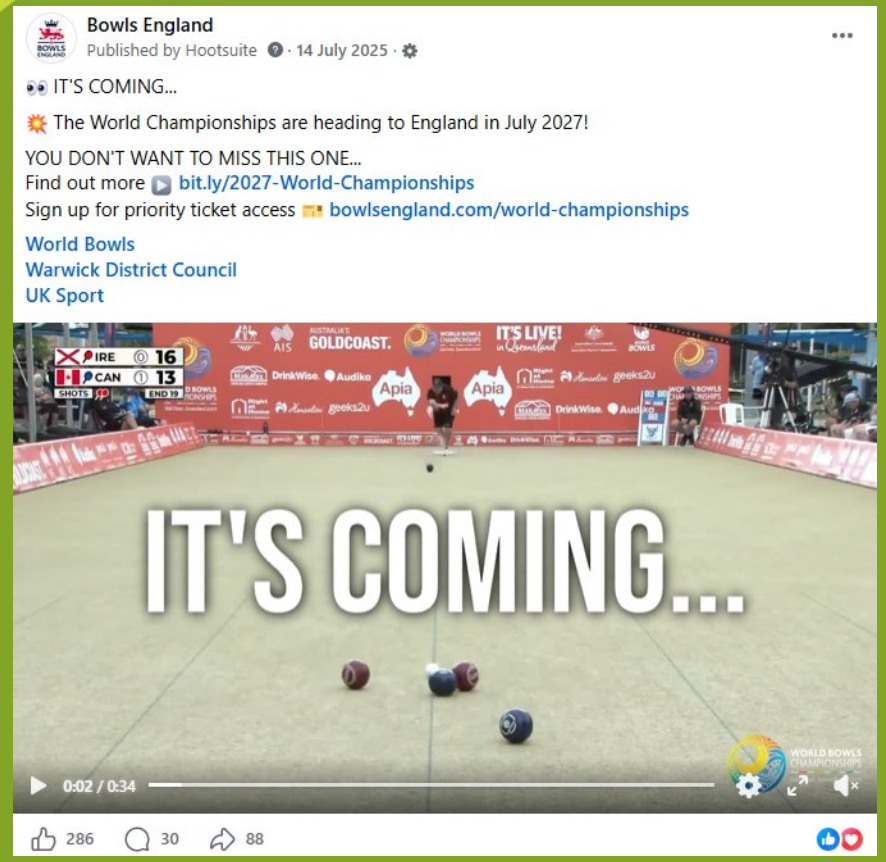
GROW DIGITAL PRESENCE AND TRACK SALES

- The partnership will drive awareness and consideration of a partner's services. The event's digital channels will play a key role in building your brand into the bowls audience.
- **Social Media** – Across the various Bowls England social media platforms, which are ever growing, we can reach an audience of 39k+
- **Email database** – Personalised emails to 40k contacts, 4k club contacts and 1000s of ticket buyers.
- **Website** – 1.3m website traffic, 500k homepage visits, 3.4m events, highly engaged pages (60k visits to competitions pages).
- **Event partner channels** – working with World Bowls, UK Sport's (+3m) and local stakeholders such as WDC and Shakespeare England, the event will reach millions across the UK and globally



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TELLING YOUR STORY IN THE MEDIA

- Since announcing that we will be hosting the World Bowls Championship, we saw a spike in media interest, including BBC coverage, which we will continue to exploit in the lead up to, and during the event.
- We will create ‘moments’ in the lead up, which will ignite interest from the media, bowls community and wider target audiences, such as team announcements, event plans and countdowns.
- Through collaboration with key stakeholders and PR coverage, we will ensure this event becomes embedded in target audience conversations.

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CREATING MOMENTS

We have plenty of events to leverage and our communications channels are active all year round.

- International Bowls events – throughout
- Team announcements – Early 2027 onwards
- Event announcements - throughout
- Bowls' Big Summer – Summer 2027
- World Bowls Championships Media Day – Summer 2027
- World Bowls Championships – July 2027

Plus, opportunities for lifestyle media and content.

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MAKE LOCAL CONNECTIONS

World Bowls Championship sponsorship will connect with 35 County Associations and 1800 volunteer-led bowls clubs which are the heartbeat of our sport.

- **Have a go sessions** – clubs will be mobilised to put on taster sessions during the event that people can access through our club finder – play-bowls.com.
- **Bowls for Health** – target community groups through social prescribing. Branded coaches and give-aways.
- **Pop-up rink** – We have a pop-up bowls rink that could tour around the country. Supported by local clubs and signpost back to them. Branding around pop-up rink.
- **Viewing Events** – clubs to host World Bowls Championship viewing events to bring people together – wall-charts, sweepstake packs, branding at clubs.
- **Club Celebrations** – Give club leaders a money can't buy experience at the World Bowls Championships with behind-the-scenes access, meet the stars, best seat in the house.

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INSPIRING A NATION

Use England players and key influencers within the bowls audience to position your brand, open media doors and add value to our grassroots campaigns.

- **World Class Delivery** – align your service with the world's best players – skill levels, dedication, quality delivery and results. Behind the scenes content, interviews, what it takes to win.
- **International stars** – use overseas teams and diversity of World Bowls Championships to connect with community groups across England.
- **Everyday heroes** – tell the back stories of top bowlers and connect them with their local roots.
- **Celebrity Match** – work together to stage a Bowls Bash style game with celebrities, coached by England stars, to endorse the event.

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RIGHTS MATRIX

These are indicative. We will create bespoke packages based on your objectives

Rights	Title Sponsor	Event Partner
Naming rights inc. event logo	Yes, every asset and event mention	No
Category Exclusivity	Principal Partner	Official Partner
Use of event assets and content	Yes	Yes
Broadcast advertising/graphics	Yes, full inventory	Yes, limited inventory
Perimeter advertising	30%	15%
Media backdrops	30%	10%
Umpire/volunteer uniforms	Logo	No
Event programme/app advertising	Two pages, including back cover	One page
Fanzone display stand and giveaways	Yes, primary location	Yes
Branding and content on website and communications	Yes, lead sponsor on all assets and event logo; content on all e-comms	Part of sponsor lock-up
Access to international bowlers	Yes, England players	Yes
VIP hospitality	6 per day	2 per day
General admission tickets	10 per day	4 per day
Corporate bowls event at venue	Yes, 16 places	Yes, 4 places
Indicative price range *	£95-110k	£40-50k

Moments That Matter

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Interested?

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