



2023/2024

SPONSORSHIP AND

ADVERTISING

PACKAGES

ANGLESEA.BOWLING@GMAIL.COM

WWW.ANGLESEA.BOWLS.COM.AU



FROM THE PRESIDENT

THANK YOU FOR CONSIDERING TO SPONSOR THE ANGLESEA BOWLING CLUB FOR THE 2023/24 SEASON.

ANGLESEA BOWLING CLUB HAS ENJOYED A 25% GROWTH IN MEMBERSHIP FOR TWO YEARS RUNNING AND CONTINUES TO ATTRACT THE ATTENTION OF LOCALS AND VISITORS TO THE AREA.

IF YOU CHOOSE TO SPONSOR OUR CLUB, WE CAN HELP PROMOTE YOUR BUSINESS THROUGH SIGNAGE, OUR GROWING SOCIAL MEDIA PRESENCE, DIRECT ACCESS TO CLUB MEMBERS, NAMING RIGHTS TO TOURNAMENTS AND MOST IMPORTANTLY DIRECTLY AS CUSTOMERS. WE SEE THIS AS A PARTNERSHIP AS OPPOSED TO ASKING FOR A HANDOUT.

OUR MEMBERS ARE FIERCELY LOYAL TO LOCAL AND REGIONAL BUSINESSES AND TO THOSE WHO SUPPORT US.

ALL SPONSORSHIPS COME WITH A COMPLIMENTARY SOCIAL MEMBERSHIP THAT GIVES YOU DISCOUNTS ON DRINKS AND MERCHANDISE.

FURTHERMORE, WE ARE INTRODUCING SEVERAL NEW INITIATIVES THIS SEASON (SEE NEXT PAGE), TO INCREASE VALUE AND FURTHER STRENGTHEN THE CONNECTION BETWEEN CLUB AND SPONSOR.

CLUB MEMBER STEVE GREENWOOD HAS COME ON BOARD THIS YEAR TO HELP MANAGE OUR SPONSORS. HE' S THE BEST PERSON TO CONTACT THROUGHOUT THE YEAR IF YOU HAVE ANY QUESTIONS. HAVING SAID THAT, PLEASE FEEL TO CONTACT ME IF NEEDED.

REGARDS,
BEN COYLE
0476 152 171
ANGLESEA.BOWLING@GMAIL.COM

STEVE GREENWOOD
0409 005 873
STEVE.G.GREENWOOD@GMAIL.COM



NEW SPONSORSHIP BENEFITS

NOTE: 'SPONSOR SPOTLIGHT' NOT INCLUDED IN THE 'ADVERTISER' PACKAGE

SPONSORS CHRISTMAS PARTY

OPEN INVITE TO ALL OF YOUR STAFF
FRIDAY, DECEMBER 22
FREE BAREFOOT BOWLS
DISCOUNTED DRINKS
BBQ
GOOD TUNES

SPONSOR SPOTLIGHT

EVERY WEEK, THE CLUB WILL FEATURE ONE OF IT'S SPONSORS. ACTIONS INCLUDE:

- MEET THE MEMBERS - FRIDAY NIGHT CHAT/INTERVIEW WITH BEN COYLE (PRESIDENT) AT THE CLUB.
- SOCIAL MEDIA POST SPECIFIC TO YOUR BUSINESS
- INTRODUCTION TO THE CLUB VIA EMAIL NEWSLETTER

BUSINESS DIRECTORY

SPONSORS WILL BE INCLUDED IN A NEW BUSINESS DIRECTORY. HARD COPIES WILL BE DISTRIBUTED AT THE CLUB. THE DIRECTORY WILL ALSO BE PUBLISHED ON OUR WEBSITE.

YOUR LISTING WILL INCLUDE BASIC INFORMATION ON YOUR BUSINESS AS WELL AS ANY SPECIAL OFFERS YOU MIGHT BE WILLING TO OFFER MEMBERS.

INSTEAD OF GOOGLING FOR A TRADE OR BUSINESS, WE ENCOURAGE OUR MEMBERS, SUPPORTERS, PLAYERS, FRIENDS AND FAMILIES TO SEARCH OUR LIST OF VALUED PARTNERS AND UTILISE THEIR SERVICES.



SPONSORSHIP & ADVERTISING PACKAGES

ADVERTISER

\$550 PER ANNUM (GST INCLUDED)

- AD IN OUR BUSINESS DIRECTORY (BOOKLET DISTRIBUTED TO CLUB MEMBERS; THIS INFO WILL BE ALSO POSTED ON OUR WEBSITE)
- INVITATION TO SPONSORS CHRISTMAS PARTY
- A SCROLLING ADVERTISEMENT ON INTERNAL TV
- YOUR BUSINESS NAME ON 100 SCORECARDS
- OPTION TO LEAVE PROMOTIONAL MATERIAL AT THE CLUB

SILVER

\$1100 PER ANNUM (GST INCLUDED)

SAME BENEFITS AS 'ADVERTISER' PACKAGE, PLUS:

- A 900CM X 2000CM SIGN HUNG ON BOWLING CLUB'S INTERNAL FENCE
- A WEEK AS OUR 'SPONSOR SPOTLIGHT' (FRIDAY NIGHT INTRODUCTION AT THE CLUB; TARGETED SOCIAL MEDIA POST; PROMOTION VIA EMAIL NEWSLETTER)
- FREE USE OF CLUB ROOMS FOR ONE EVENT (FOR PERSONAL OR BUSINESS USE - SUBJECT TO AVAILABILITY)

GOLD

\$2200 PER ANNUM (GST INC)

ONLY 6 AVAILABLE

SAME BENEFITS AS 'ADVERTISER' & 'SILVER' PACKAGES, PLUS:

- A BIGGER SIGN (900MM X 2400MM), HUNG INSIDE ONE OF THE CLUB'S SHELTER SHEDS
- BRANDING ON CLUB PENNANT SHIRTS
- NAMING RIGHTS TO A SPECIAL BOWLS EVENT



SPONSORSHIP & ADVERTISING PACKAGES

PLATINUM

\$3300 PER ANNUM (GST INC)

ONLY 2 AVAILABLE

SAME BENEFITS AS 'ADVERTISER', 'SILVER' & 'GOLD' PACKAGES, PLUS:

- BRANDING ON NEW MERCHANDISE ITEMS AND PENNANT SHIRTS (IN PRIME POSITION)
- COMPLIMENTARY ESKY FULL OF DRINKS AT SPONSORS CHRISTMAS PARTY

SPECIAL PLACEMENT

BOWLING MATS (TAKEN UNTIL 2025)

\$2200 PER ANNUM (GST INC)

AREA RESERVED FOR YOUR BUSINESS LOGO ON THE BOWLING GAME MATS, WHICH ARE PLACED AT EVERY END AND BOWLERS MUST DELIVER EACH BOWL FROM. THIS IS A TWO YEAR CONTRACT & CAN BE COMBINED WITH OTHER PACKAGES. THIS IS A MONETARY ONLY COMMITMENT. SILVER PACKAGE BENEFITS ARE INCLUDED AS A BONUS.

SCOREBOARD ADVERTISEMENTS

\$1980 PER ANNUM (GST INC)

EXCLUSIVE NAMING RIGHTS TO CLUB SCOREBOARDS FOR THE SEASON, PLUS SILVER PACKAGE BENEFITS.

ELECTRONIC SIGN ADVERTISING

\$770 (GST INC) - SUMMER ONLY

BE ONE OF FOUR BUSINESSES ADVERTISED ON OUR ELECTRONIC SIGN FACING THE ANGLESEA SHOPS. THIS IS FOR 6 WEEKS OF SUMMER ONLY.



KEEN TO SPONSOR OUR CLUB?

NAME OF BUSINESS:

PACKAGE:

BILLING ADDRESS:

EMAIL:

CONTACT NAME:

CONTACT NUMBER:

AUTHORIZED SIGNATURE:

THANK YOU FOR SUPPORTING OUR CLUB AND COMMUNITY.

FROM ALL AT THE ANGLESEA BOWLING CLUB



Anglesea Bowls Club

**SPONSORS
CHRISTMAS
PARTY**

**LET US ORGANISE
YOUR END OF YEAR
CELEBRATION!**

- INVITE YOUR WHOLE TEAM
- FREE BAREFOOT BOWLS
- CHEAP FOOD & DRINK
- GOOD TUNES

**FRI 22 DECEMBER
REGISTER YOUR INTEREST NOW!**