

# HOLT BOWLS CLUB

SINCE 1921



## Sponsorship Pack

2022 Season

## **Thank you for taking an interest in Holt Bowls Club.**

Affiliated to Bowls England and Bowls Wiltshire, and consisting of roughly 50 playing members, we are one of the premier bowls clubs in Wiltshire.

As an amateur sports club, the majority of our funding comes from our members, supplemented by sponsorships and donations.

This pack gives an overview of the club, as well as potential sponsorship opportunities and benefits. If you are interested in sponsoring Holt Bowls club and would like to discuss sponsorship options, please contact us at the email address below.

Following the success of our centenary year in 2021, there is no better time to sponsor our club.

We look forward to working with you as a potential sponsor to provide mutual benefit to both yourself/your company and our club in a long and successful partnership.



### **Club Chairman**

Chris Moore

### **Club Secretary and Club Captain**

Wayne Snook

[holtbowls@outlook.com](mailto:holtbowls@outlook.com)

# About Holt Bowls Club

## We have a clear sense of who we are at Holt.

We pride ourselves on our togetherness as a club and a positive and friendly atmosphere for our members to enjoy the sport of bowls.

The club has a rich history of providing it's members the perfect platform to develop their skills and achieve higher-level honours.

Most of our players compete in County and National competitions and due to the high standards of our playing members, the club is frequently represented at County Finals and the National Championships held at Royal Leamington Spa, Warwickshire.

Many current and former players have gone on to represent the club at county and national level with one player receiving an international trial for Bowls England.



## KEY FACTS:

- Our outdoor season runs between April and September
- Roughly 50 playing members and increasing
- 52 league matches played during the season (30 played at our home green in Holt)
- Opponents from across the whole of Wiltshire and surrounding counties
- Annual events including pairs and triples tournaments, attracting players locally and from across the south west, plus our annual open day
- Club website with dedicated sponsors area
- Strong social media presence, with over 500 followers via Facebook, Twitter and Instagram pages, with regular retweets from Bowls England providing nationwide coverage.

# About Holt Bowls Club

We play approximately 30 home matches per year against local and county wide clubs across Wiltshire as well as playing return fixtures.

As a club we enter 3 leagues as well as 4 knockout cup competitions, two of which start county-wide but will then progress to regional and national.

We regularly promote our clubs progress/results via local press with occasional photo coverage. We continually provide news and updates via our website and dedicated pages on social media.

We have a strong following via social media and are becoming one of the best exponents of this form of promotion, maximising engagement with a wide audience.

## Teams & Planned fixtures for 2022 include

- Wilts Four Rink League (1st Team): 18 Fixtures (9 at home)
- Wilts Three Rink League: 16 Fixtures (8 at home)
- Mid-Wilts Triples League 18 Fixtures (9 at home)
- Entry in four club knockout competitions (county and national)
- 9 friendly matches (4 at home)
- Hosting of two tournaments open to all bowlers nationwide
- Members to enter County and National Competitions

## RECENT CLUB SUCCESSES:

- Wilts Four Rink League
  - Winners: 2012, 2015
  - Runners-up: 2013, 2014, 2016, 2018
- Wilts Three Rink League
  - Winners: 2015, 2016, 2017, 2019
  - Runners-up: 2012
- National Quarter-finalists in Club Events
  - Club two fours: 2012, 2018
  - Top club: 2014
- 14 County Championship titles since 2012



# Why we seek sponsorship

Bowls is an amateur sport and, as such, playing members contribute to the cost of playing each week. We seek sponsorship to assist with raising funds to help with the maintenance and provision of club facilities, equipment and resources required by our club.

With our aim to ultimately invest in the future of our club through coaching opportunities, promotion and to provide benefits to all current and prospective future members as well as the wider community.

Bowls is an excellent way to advertise your company within the local community and across the region. Sponsoring Holt Bowls Club will provide your company with a fantastic opportunity for local and regional exposure, as well as contributing to the sport of bowls and the local community, by opening up opportunities for people to play bowls and improve their health and wellbeing.

## Potential Benefits for Sponsors

- Business visibly active in the support of the local community
- Enhance your business image and profile to promote your business and attract new customers
- Help the club develop and realise it's ambitions for sport, health and wellbeing and youth development
- High visibility of pitch-side advertising visible to all users of Holt Bowls Club
- Primary club sponsor's logo to be printed on team shirts, as worn by all players, in all matches
- Company logo visible on club website and sponsor's biography/details on dedicated sponsors page
- Sponsors regularly promoted on club social media pages and logo used on promotional posts/photos via Facebook, Twitter and Instagram

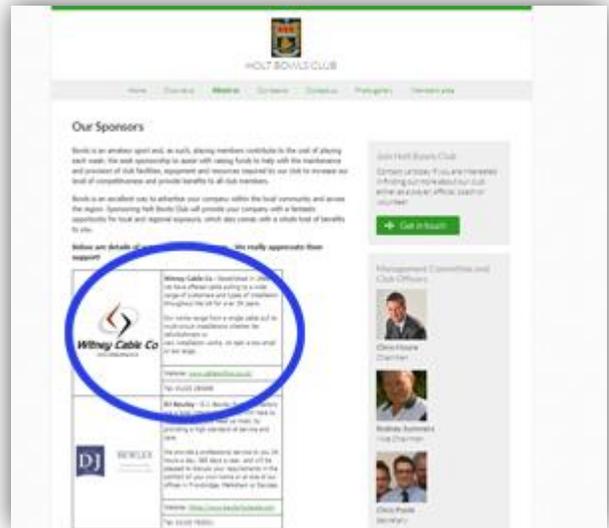


# Sponsorship opportunities

## Advertisement

### Website advertisement

Your logo, short biography and contact details will appear on our dedicated sponsors page, with your logo also in prominent position on our home page.



### Green-side advertisement

Your 1200x900mm banner to be displayed in prominent position around the green, throughout the period of sponsorship.

### Scoreboard advertisement

Your banner to be fixed to one of our 6 scoreboards, used regularly for all home league matches and internal/tournament games, for the duration of sponsorship.

**Only 1 board available!**



# Sponsorship opportunities

Sponsor a team

## Wilts four rink league team

Your logo to appear on all team related social media and website posts.

Posts will update on team selection and results, as well as team matters. 18 fixtures with a minimum of 36 posts over the season. You will also receive a complimentary framed team photo.



## MATCH RESULT

WILTS THREE RINK LEAGUE

**HOLT BOWLS CLUB 59 (8)**

VS

**SWINDON BOWLS CLUB 41 (2)**

- RINK 1 A. MIZEN, H. DAVIS, C. POOLE AND J. DAVIS LOST 14-23 AGAINST C. BEALES
- RINK 2 R. SUMMERS, P. BUSH, M. BARKER AND B. GADD WON 20-12 AGAINST J. SMITH
- RINK 3 D. ANDERSON, B. NASH, M. CLIFT AND G. ARCHARD WON 25-6 AGAINST L. KIRBY

SUPPORTED BY



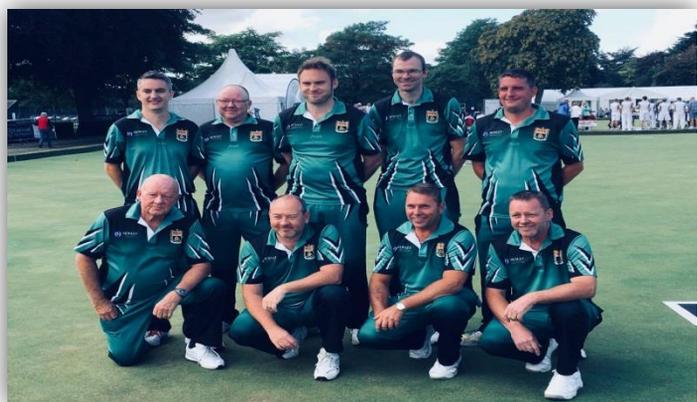
## Wilts three rink league team

Your logo to appear on all team related social media and website posts.

Posts will update on team selection and results, as well as team matters. 16 fixtures with a minimum of 32 posts over the season. You will also receive a complimentary framed team photo.

## Other league and competition teams

We can offer similar exposure on related posts/photos for all our other teams including our Wilts triples league teams and our national cup competition sides.



Our national club two fours quarter-finalists, Bowls England National Championship Finals, Royal Leamington-Spa, 2018

# Sponsorship opportunities

## Sponsor an event

As an annual event sponsor, your business will be advertised as part of our own tournament promotion, via our website, social media and external advertisements posted at other clubs in the area.

You will also have the opportunity to display promotional material in prominent place at the club, throughout the duration of the event, as well as the chance to present prizes at the end of the tournament.

Event sponsorship is also flexible in approach as a bespoke package can be agreed with your business as our events often cater for all competitors needs on the day. What better way to promote your business than by providing or contributing specific food and drink products for consumption.

### **2 Bowl Triples Tournament Sponsorship**

We hold an annual triples tournament consisting of 24 teams of 3 players, to play throughout the day at the beginning of August. Generally this event is well supported by local and regional players of all abilities, the local community and is a good fundraiser for the club.



### **Australian Pairs Tournament Sponsorship**

In September, we host our Australian pairs tournament that consists of 24 pairs and is held over a whole day. The event is well supported and entries are usually secured within days of dates being released. We were able to attract players from other counties and even some international players. We also streamed parts of the 2021 event live over social media, with reported coverage in Asia and the United States.

# Sponsorship opportunities

## Digital 'always visible' Sponsorship

In addition to a website logo and link, as well as greenside advertisement, the digital 'always visible' package includes main sponsorship of our website and social media pages. Your company's logo will appear in prominent position on our website homepage.

Your company's logo will also feature as the only sponsor logo within our social media 'cover' photos.



## ~~Club Kit Sponsorship (Primary sponsor)~~ **v SOLD**

The club shirt sponsor is the primary sponsor of the club. Being the primary sponsor of our bowls club can bring a whole host of benefits and can be a fantastic way to gain company exposure with members of the bowls club, local community and across the region.

All playing shirts and jackets will be printed with your company logo, and worn by all members in all competitive and friendly matches, for the duration of the sponsorship

Other benefits are;

- Advertisement on our website and social media pages
- Advertisement at our club, with banners and other promotional material, for the duration of sponsorship, further enhancing publicity for your company<sup>1</sup>
- Complimentary framed team photo
- Invitation to our end of season awards ceremony
- Free hire of the clubhouse for one company event<sup>2</sup>
- Complimentary 'taster' session



<sup>1</sup> Banner/Board to be provided by sponsor, at own cost

<sup>2</sup> Subject to availability

# Sponsorship packages

We offer the following suggested sponsorship packages (all options are negotiable)

Package	Description	Cost pa
<b>Bronze</b>	<ul style="list-style-type: none"> <li>1x 1200x900mm green-side banner<sup>1</sup></li> <li>1x website advert and link to sponsor's website</li> </ul>	£75
<b>Bronze +</b>	<ul style="list-style-type: none"> <li>Bronze package plus</li> <li><b>Dedicated sponsor for one of our league/cup teams</b> <ul style="list-style-type: none"> <li>Regular exposure on social media pages</li> <li>Minimum of 32 posts (league only), dependent on team sponsored, with sponsors logo</li> </ul> </li> </ul>	£150 (£75 for one of our knockout cup teams)
<b>Silver</b>	<ul style="list-style-type: none"> <li>Bronze package plus</li> <li><b>Digital sponsorship for our website/social media pages</b> <ul style="list-style-type: none"> <li>Main digital 'always visible' sponsor</li> </ul> </li> </ul>	£160
<b>Silver +</b>	<ul style="list-style-type: none"> <li>Bronze package plus</li> <li><b>Scoreboard advertisement</b> for one board<sup>4</sup> <b>SOLD</b></li> </ul>	£200 (based on 2 year deal)
<b>Gold</b>	<ul style="list-style-type: none"> <li>Bronze package plus</li> <li><b>Dedicated sponsor for one of our annual events</b> <ul style="list-style-type: none"> <li>Prominent advertising material to be displayed throughout the day, enhancing publicity for your services, products etc.</li> <li>An invitation to present prizes</li> <li>Complimentary drinks on the day</li> </ul> </li> </ul>	£350
<b>Platinum</b>	<ul style="list-style-type: none"> <li>Bronze package plus <b>SOLD</b></li> <li><b>Primary club kit sponsor</b> <ul style="list-style-type: none"> <li>Complimentary framed team photo</li> <li>Free hire of clubhouse for one company event<sup>3</sup></li> <li>Sponsors logo on all club correspondence</li> <li>Invitation to our end of season awards ceremony</li> <li>Complimentary 'taster' session</li> </ul> </li> </ul>	£1,500 (based on 3 year deal) with optional £300 per year extension <sup>2</sup>

<sup>1</sup> Banner/Board to be provided by sponsor, at own cost

<sup>2</sup> Maximum of 2 year extension per agreement

<sup>3</sup> Subject to availability

<sup>4</sup> Digital art work to be provided by sponsor

**If you have any ideas that may suit your needs more specifically then we are open to discuss and develop a bespoke package.**



## Interested in becoming a club sponsor?



Please send us an email at [holtbowls@outlook.com](mailto:holtbowls@outlook.com) to discuss your sponsorship requirements today.

**Website :** [www.holtbowls.co.uk](http://www.holtbowls.co.uk)

**Email :** [holtbowls@outlook.com](mailto:holtbowls@outlook.com)

**Facebook :** [Facebook.com/holtbowls](https://www.facebook.com/holtbowls)

**Twitter :** [Twitter.com/HoltBowls](https://twitter.com/HoltBowls)

**Instagram :** [Instagram.com/holtbowlsclub](https://www.instagram.com/holtbowlsclub)