



SPONSORSHIP & ADVERTISING OPPORTUNITIES WITH ST IVES BOWLING CLUB

St Ives Bowling Club has a range of advertising/sponsorship opportunities for businesses, which offer the sponsor a high profile through a range of marketing tools. Some of the opportunities are outlined below, and we would be pleased to discuss these with you.

St Ives Bowling Club is located in The Belyars area of St Ives and has been used as a Bowling Club for approximately 80 years. The Club is used all year round, with a large membership. It also welcomes visiting bowlers from around the county and further afield, across the UK, with Touring Teams. The Club attracts men and women, and is actively encouraging new bowlers of all ages, although is predominantly used by older people. The Clubhouse is also used for other activities, such as photography clubs, quiz sessions and social evenings.

As a result, St Ives Bowling Club receives a great deal of footfall and has a very focused target audience.

MANY MARKETING RETURNS:

In addition to displaying your branding with each opportunity as outlined below/over, sponsors also receive:

- Their logo and link on our website
- Their literature circulated to members
- Inclusion in a press release thanking corporate sponsors
- Thanks through our growing Facebook page [/thebelyarsbowlingclub/](https://www.facebook.com/thebelyarsbowlingclub/) and further interaction
- Invitations to the club's public events for networking with members, guests and sponsors
- Thanks minuted at committee meetings which are circulated to all members
- Thanks listed in our fixture book for 12 months (printed twice each year) and circulated to all members and approximately 10 other clubs
- An invitation to hold a presentation to our members and other guests they may like to invite at our clubhouse venue in return for a donation (subject to availability)
- Use of our clubhouse venue for their events in return for a donation (subject to availability)
- Any other opportunities that we can facilitate that they may like to discuss

OUR MOST POPULAR OPPORTUNITY!

... GREEN BOARDS: Cost of sponsorship for 1 year - £85 / 2 years - £127.50

(Includes the cost of the board. We can also help with simple artwork if you do not have a designer.)

Present your business to every member and visitor to the club by sponsoring a Green Board. Green Boards are displayed around the outside of the bowling green, facing in towards players. They measure 2ft high by 4ft deep and are full colour, printed onto an aluminum finished board (some examples below). Seen by members, visiting teams, supporters, visitors to the club and events held at the clubhouse, they are an extremely cost-effective advertising opportunity.





HAND/FIXTURE BOOK: Cost of sponsorship for 6months (one book) - £200 or 12months (2 books) - £350

We have an opportunity for one sponsor to gain profile from the Club's fixture book, which is printed twice per year and circulated to all 80 members and approx. 10 other clubs. This is the member's source of info on all matches and other club member's contact details – so a book kept readily at hand and referred to frequently.

The book is A5 portrait in format. The sponsor's logo would be printed onto the front of the book, with "kindly sponsored by", displayed across the bottom third of the page. In addition, the sponsor would have the opportunity to supply the artwork for an advert to take the entire back cover. So, whenever/however the book is placed down, it would display your branding. Other than a page within the book which lists thanks to all our corporate supporters, we would not allow any other advertising – giving you exclusivity.

BOWLS BAG STICKERS: Cost of sponsorship for 12 months - £250

We have an opportunity for one company to sponsor the member's new bag stickers. They will display the club's logo and name and "kindly supported by XXX". Approx. 80 members will display them on their bags, plus we will run on another 20 stickers for any other appropriate placement = 100 stickers in circulation.

This will result in exposure to:

- the members;
- visiting teams (as visitors will see the member's bags);
- other clubs' members (as members will use their bags at away matches);
- general public (friends and family seeing member's bags in their homes)

CAR STICKERS: Cost of sponsorship for 18 months / lifetime of the sticker - £500

We have an opportunity for one company to sponsor the club's new car stickers. They will resemble a bowl – round and black in colour, with the club's logo in the middle and "kindly supported by XXX" around the bottom. Approx. 80 members will display one in their car, plus ask 4 friends/family to display a sticker in theirs – 400 car stickers in circulation.

This will result in exposure to:

- the members;
- visiting teams (as visitors will have to pass by member's cars to enter the club);
- other clubs' members (as members will use their cars to travel to away matches and park in other club's car parks);
- general public footfall past bowling clubs – home at St Ives and away (as passers-by will see them in car windows);
- friends and family of members who carry the stickers in their cars (cross-generational exposure);
- traffic travelling behind any of the cars displaying stickers (general public).

FURTHER BENEFITS FOR ALL SPONSORS:

- If a you would like to commit to more than one year's sponsorship, the cost of subsequent years will be reduced where possible.
- You will be asked if you would like to repeat your support before the opportunity is taken elsewhere, once your agreement / timeframe has expired.

We hope that these opportunities are of interest and would welcome the opportunity to discuss them with you. We would also be delighted to show you around the club if you would like to visit.

For further information, or to discuss any of these opportunities, please do not hesitate to contact **Helen Mulhern on 07747 633236 / helen@eventy.co.uk**