



**TRARALGON BOWLS CLUB
SPONSORSHIP PROPOSAL**



PROPOSAL OUTLINE

OUR MAIN POINTS

Club Overview

Partnership Opportunity

Sponsorship Packages

What Sets Us Apart

By The Numbers

Contact Us

CLUB OVERVIEW

A BRIEF BACKGROUND

Traralgon Bowls Club, located in the heart of Gippsland centrally between Melbourne and Lakes Entrance, as it stands today is a member's owned sport and entertainment facility. The sport of lawn bowls plays a huge role in the Club's day to day activity, with many club members and visiting bowlers regularly utilising the exceptional bowls facilities on offer.

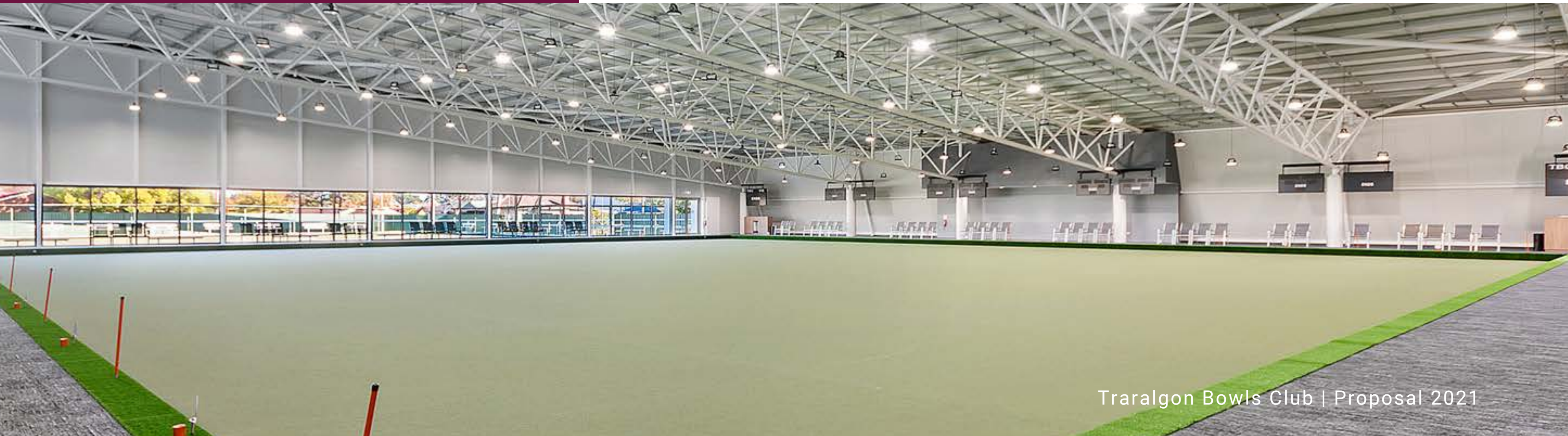


The Club has recently undergone refurbishment to provide an exceptional Club house for our bowlers and other entertainment facilities resulting in the Club winning the 2018 Community Clubs Victoria Best Club Refurbishment award.

CLUB OVERVIEW

A BRIEF BACKGROUND ON FACILITIES

Our 3 grass greens and world class indoor centre provides our bowlers with exceptional facilities to train and enjoy the sport. Our synthetic green allows our specifically trained coaches to hold group events and encourage and promote the sport of lawn bowls. With the bistro open for lunch and dinner 7 days a week, a member's lounge area, TAB, keno and 3 adaptable function rooms, the Traralgon Bowls Club caters for many types of events.



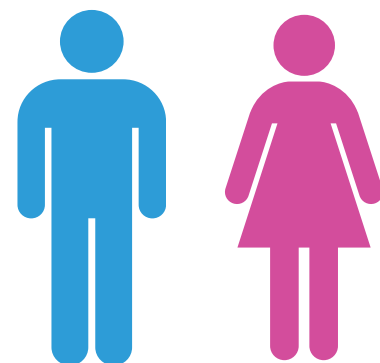
CLUB OVERVIEW

A BRIEF BACKGROUND ON MEMBERS

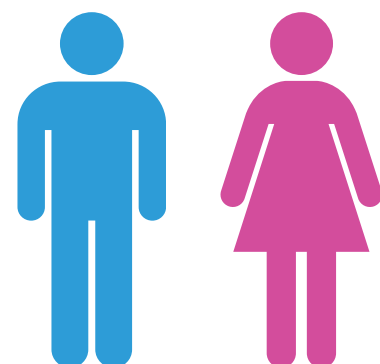
Traralgon Bowls Club was formed in 1908 and over the past 113 years has established itself as a proud and successful club being able to win several Division 1 pennant championships in both midweek and weekend pennant as well as having players represent the club in region and state events.



40+ pennant championships and counting



Traralgon Bowls Club has over 2000+ members as a whole club



Traralgon Bowls Club has over 200+ bowls members

MORE THAN JUST A BOWLS CLUB!!

Our goal is to embody "more than just a bowls club" to be successful on and off the green and to offer inclusive opportunities to everyone in the community to participate and be a part of our great sport





PARTNERSHIP OPPORTUNITY

VALUE

Traralgon Bowls Club recognises that sponsorship is a relationship between two parties in which there is an exchange of benefits and where both parties seek benefits that are specific to a business arrangement or agreement. As such Traralgon Bowls Club is committed to forming partnerships with organisations and brands that embody similar values.



PARTNERSHIP OPPORTUNITY

TAILORED APPROACH

This document outlines the sponsorship and advertising packages available for the Traralgon Bowls Club. Whilst these packages have detailed benefits for each respective level, Traralgon Bowls Club can work with commercial partners to tailor sponsorships or advertising packages, to best support your marketing objectives and budget.



MAJOR CORPORATE SPONSORSHIP PACKAGE - \$10,0000

- Naming rights for club championship singles or pairs
- Business logo on all Traralgon Bowls Club apparel
- Sponsors card x 4 with 15% discount on food and beverage to use at any time during your sponsorship period.
- 4 x corporate bowls event. The use of the green, bowls and an instructor for up to 3 hours for 35 people.
- Internal advertisements on the in-house TV's which run 14 hours per day and 364 days a year (plus monthly changes to your advertisement)
- 12 months signage around the outside greens
- Advertising on the back of scorecards
- Advertising through Traralgon Bowls Club social media channels
- Advertising on live streamed club championship events
- Event signage – duration of allocated club championship event
- Logo displayed as Major corporate sponsor on Club's website and in newsletter



ULTIMATE BOWLS CHAMPIONSHIP

TEAM SPONSORSHIP PACKAGE

- Part or full ownership of a Latrobe Valley based Ultimate Bowls Championship team
- Branding on all of the team based apparel
- Logo on advertising at all UBC events
- Sponsors card x 4 with 15% discount on food and beverage to use at any time during your sponsorship period.
- 4 x corporate bowls event. The use of the green, bowls and an instructor for up to 3 hours for 35 people.
- Internal advertisement including the Club website and Multiscreen TV throughout venue which run 14 hours per day and 364 days a year (plus monthly advertisement changes)
- Advertising through Traralgon Bowls Club social media channels
- Advertising on live streamed club championship events as a UBC sponsor
- 12 months advertising around outside green
- Event signage – duration of allocated event
- Logo displayed as UBC team sponsor on Club's website
- A corporate function and exclusive use of the upstairs function room and viewing area when/if Traralgon Bowls Club host a UBC event



TOURNAMENT SPONSORSHIP PACKAGE

- Naming rights to annual Traralgon Bowls Club Classic Triples throughout your sponsorship period
- Exclusive access for your business to utilise the upstairs function room and viewing area throughout the two day event
- Sponsors card x 4 with 15% discount on food and beverage to use at any time during your sponsorship period.
- 4 x corporate bowls event. The use of the green, bowls and an instructor for up to 3 hours for 35 people. 1 complimentary standard beer, wine or soft drink on arrival
- Internal Advertising on the in house TV's which run 14 hours per day and 364 days a year (plus monthly advertisement changes)
- 12 months signage around the outside greens
- Advertising through Traralgon Bowls Club social media channels
- Advertising on live streamed club championship events
- Logo displayed as tournament sponsor on Club's website, newsletter and tournament advertising material



LIVE STREAM SPONSORSHIP PACKAGE

- Partnership rights to Traralgon Bowls Club live streamed events including major advertisements throughout the live streams.
- Sponsors card x 2 with 15% discount on food and beverage to use at any time during your sponsorship period.
- 2 x corporate bowls event. The use of the green, bowls and an instructor for up to 3 hours for 35 people. 1 complimentary standard beer, wine or soft drink on arrival
- Internal Advertising on the in house TV's which run 14 hours per day and 364 days a year (plus monthly advertisement changes)
- 12 months signage around the outside greens
- Advertising through Traralgon Bowls Club social media channels
- Logo displayed as live streaming partner on Club's website and in newsletter



PLATINUM

SPONSORSHIP PACKAGE - \$5,000

- Sponsors card x 5 with 15% discount on food and beverage to use at any time during your sponsorship period
- 1x corporate bowls event. The use of the green, bowls and an instructor for up to 3 hours for 35 people. 1 complimentary standard beer, wine or soft drink on arrival
- Internal advertisements via the in house TV's which operate 14 hours per day and 364 days a year (plus monthly advertisement changes)
- 12 month signage around outside greens
- Advertising through social media posts per fortnight of your choice on Traralgon Bowls club social media channels
- Event signage – duration of allocated event
- Logo displayed as a Platinum sponsor on Club website and in club newsletter
- Naming rights for Club Championship Events – Men's or Ladies



MAJOR - GOLD SPONSOR

SPONSORSHIP PACKAGE - \$2,500

- Sponsors card x 5 with 10% discount on food and beverage to use at any time during your sponsorship period
- 1x corporate bowls event. The use of the green, bowls and an instructor for up to 3 hours for 35 people. 1 complimentary standard beer, wine or soft drink on arrival
- 4 x Internal advertisements via the in house TV's which operate 14 hours per day and 364 days a year (plus monthly advertisement changes)
- 12 month signange around outside greens
- Advertising through social media posts on a fortnightly basis on Traralgon Bowls club social media channels
- Event signage – duration of allocated event
- Logo displayed as a Gold sponsor on Club website and in club newsletter
- Naming rights for Club Championship Events – Men's or Ladies



SILVER SPONSOR

SPONSORSHIP PACKAGE - \$1,500

- Sponsors card x 3 with 10% discount on food and beverage to use at any time during your sponsorship period
- 1x corporate bowls event. The use of the green, bowls and an instructor for up to 2 hours for 25 people. 1 complimentary standard beer, wine or soft drink on arrival
- Internal advertising on the in house TV's which run 14 hours per day and 364 days a year (plus monthly changes to advertisements)
- 12 month signage around outside greens
- Advertising through social media posts on a monthly basis on Traralgon Bowls club social media channels
- Event signage – duration of allocated event
- Logo displayed as Silver sponsor on Club's website and in newsletter
- Naming rights for a Club Championship event – Men's or Ladies (excluding singles or pairs)



BRONZE SPONSOR

SPONSORSHIP PACKAGE - \$500

- One sponsors card with 10% discount on food and beverage to use at any time during your sponsorship period
- Internal advertisement on the in house TV's which run 14 hours per day and 364 days a year (plus monthly changes to internal advertisement)
- Advertising around our outside greens for 12 months
- 1x corporate bowls event. The use of the green, bowls and an instructor for up to 2 hours for 15 people. 1 complimentary standard beer, wine or soft drink on arrival
- Logo displayed as a bronze sponsor on Club's website and in club newsletter
- Naming rights for a Club Championship event – Men's or Ladies - (excluding singles and pairs)





WHAT SETS US APART?

WHY SPONSOR TRARALGON BOWLS CLUB?

BRANDING

All partners will be given the opportunity for their contribution to be recognised around the venue. Your branding will also be presented in various online engagements including websites, e-newsletters and social media.

ENGAGEMENT

At various levels of investment we are able to provide engagement opportunities that will enable you to directly market your product to the attending audiences, all engagement activities are able to be customised to your audience and marketing goals.



WHAT SETS US APART?

EXPERIENCES

The Traralgon Bowls Club have multiple bowls events throughout the year; there are a number of events that will also be occurring including (but not limited to) coaching clinics, opportunities to practice bowling and VIP networking functions, all able to be tailored to your needs.

SERVICING

As a part of our sponsorship contract, Traralgon Bowls Club will work with sponsors to produce a schedule of benefits and a plan of execution of those benefits. Traralgon Bowls Club will provide sponsors with regular progress reports on the implementation of the schedule throughout the sponsorship period.

BY THE NUMBERS

HOW FAR WE REACH INTO THE COMMUNITY



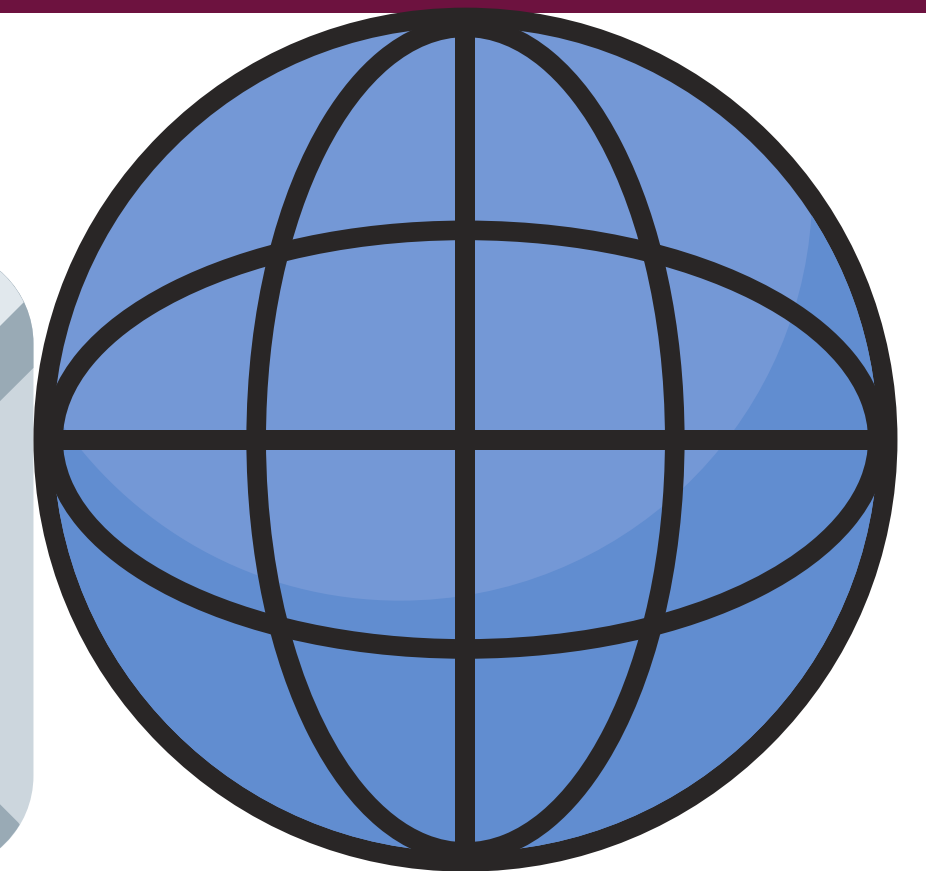
Facebook
550+ followers



Instagram
200+ followers



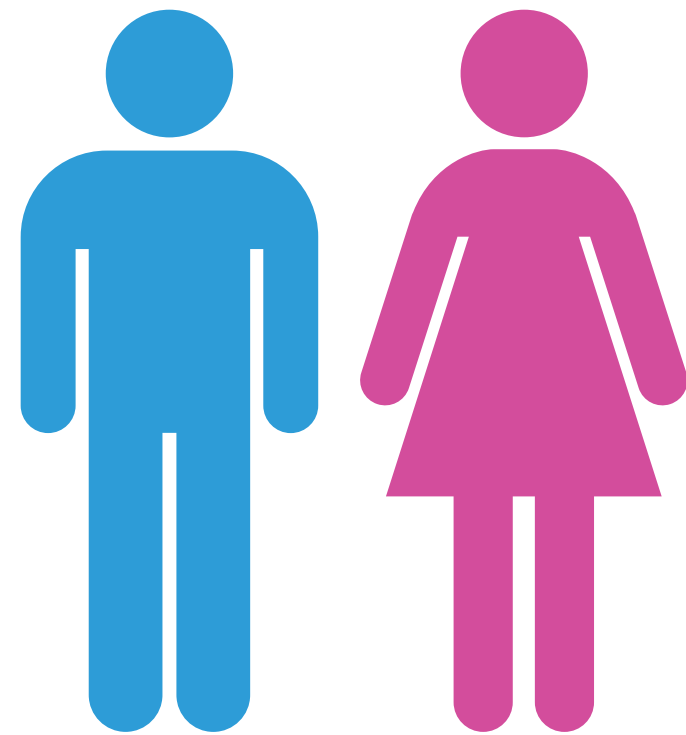
Email database
Over 2000
members



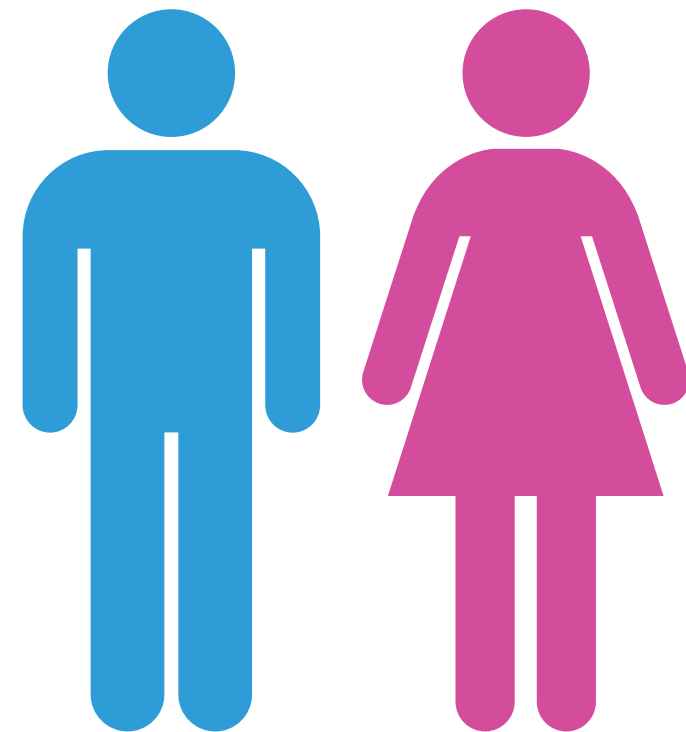
Website
Over 1000 visits per
month

BY THE NUMBERS

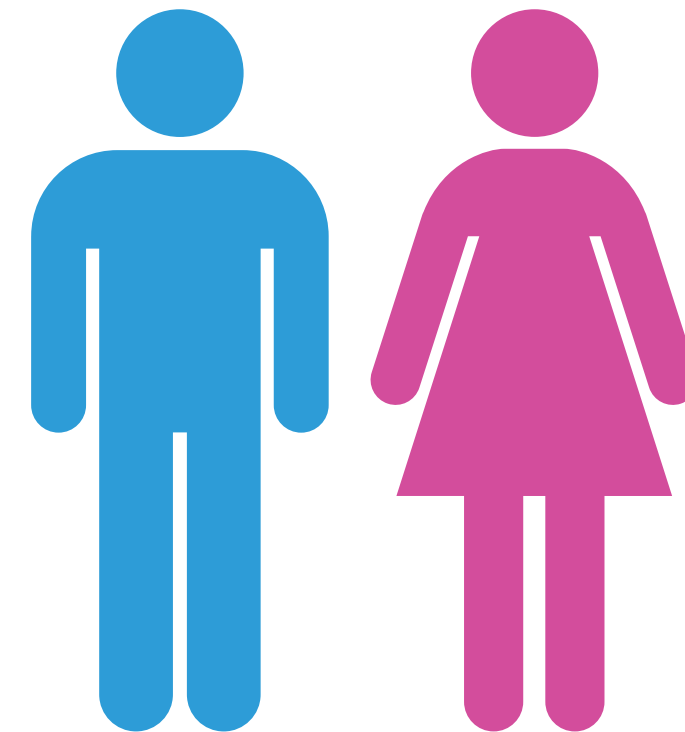
HOW FAR WE REACH INTO THE COMMUNITY



Members
200+ bowls
members



Saturday Pennant
Six divisions =
over 100 players
per weekend



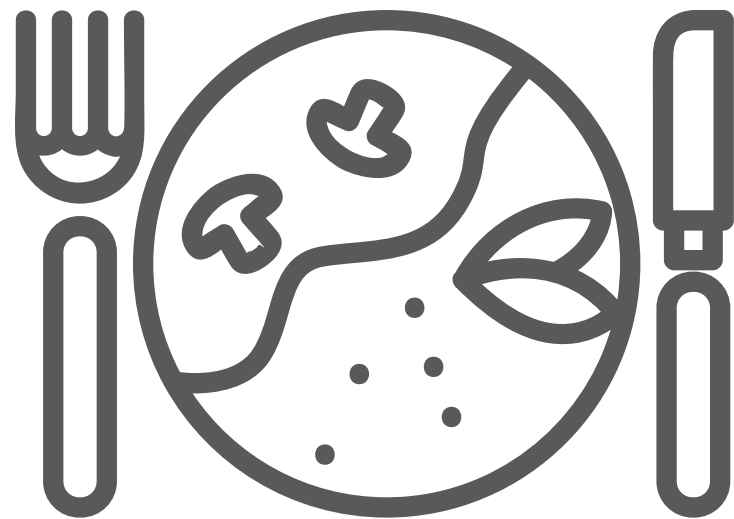
Midweek Pennant
Four divisions =
over 50 players per
weekday



Weekly events
Bowls activity 7 days
a week

BY THE NUMBERS

HOW FAR WE REACH INTO THE COMMUNITY



Meals

200+ meals
every Friday
night



Friday night Raffles

100+ people to
the weekly
raffles



Functions

Lots of different
functions every
month



Major Events

200+ people to the
annual triples event

CONTACT INFORMATION

WE'D LOVE TO HEAR
FROM YOU!

CONTACT NAME

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