



Barrow Bowls Club

Sponsorship plans for 2019

www.barrowbowls.club

facebook.com/barrowbowls

As a small sports club in a small village, we rely on support and fund raising from the local community for our existence but we are proud to stand by our local businesses and community and help to spread the word. Massive thanks go to our existing Gold Sponsors, **Martyn Bell Motor Engineers** and **M.D. Signs**.

Although our membership is mainly located within the village, we have many people visiting during the course of the summer season from all over the historic South Humberside region and occasionally from further afield. With 16 home league fixtures during 2019 and several weekend competitions running through the season, we estimate our average bowls-related footfall per year including players and spectators is around 750 people.

The position of our club house is a prime spot for visibility of advertising boards. Our gable end is located at the side of the shared car park (illuminated during darkness) for the Barrow Sports and Fitness club on Thorngarth Lane, which is busy with squash players, and also the gym and beauty salons located in the complex as well as the bar with visiting darts, dominoes and snooker/pool teams. We are also seen by visitors to the outdoor all-weather sports pitches and the local Pigeon Racing club. Where other bowls clubs offer advertising boards visible to bowlers, our catchment is much larger and not confined to just bowlers. Your signage works harder for the money.

It's not just advertising by signage though, we will also mention our Gold and Event Sponsors in any local and social media reports and include links to a sponsors web address on our website.

We are delighted to be able to offer you business advertising space on our building and/or green surrounds, to join our existing Gold Sponsors. Details of plans and photographs are included within this leaflet so you can see what you'll get for your hard-earned money. We hope there will be a package suitable for you. If you would like a customised plan, please get in touch.

For all your signage needs, Barrow Bowls Club recommends:

M.D. Signs, Barton. 01652 634265

Gold Annual Plan

Our Gold Annual Plan provides one of seven spaces on our highly visible gable end for a whole calendar year. You will also receive a link from our website to yours, mentions in local and social media and in articles published in the village quarterly, The Missing Link, and your business will be included on any promotional material the club publishes for things such as recruitment drives. At the end of the sponsorship term, we will offer you the chance to renew for a further year as preferential treatment for loyalty to Barrow Bowls.



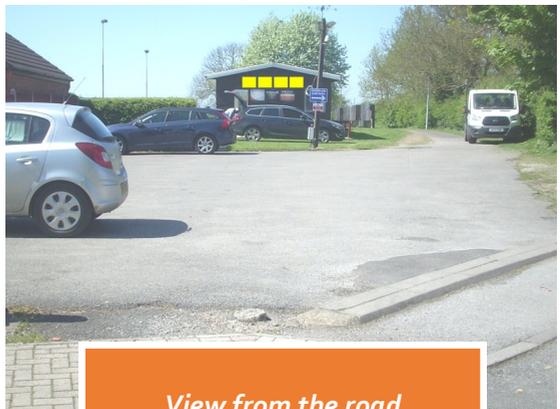
The club house gable end

The photo to the left shows the gable end and our existing sponsors' signs. These are 600mm wide and 450mm high.

The Gold Annual Plan is priced at just £120 per year. All you need to do is have your sign made to the stated size and when we receive it we'll mount it to the wall. If you would prefer us to have the sign made for you, provide us with your artwork and we'll do the rest for an all-inclusive price of £150.

The photo to the right shows the gable end and our existing sponsor signs and the visibility from Thorngarth Lane.

The overflow car park is situated to the west side of the club house and is accessed by the road behind the club house, which means that all vehicles have to drive past our gable end to access the overflow car park, pigeon club or outdoor sports pitches.



View from the road

For those looking for a smaller budget plan, see our Verandah and Shed plans on the back page.

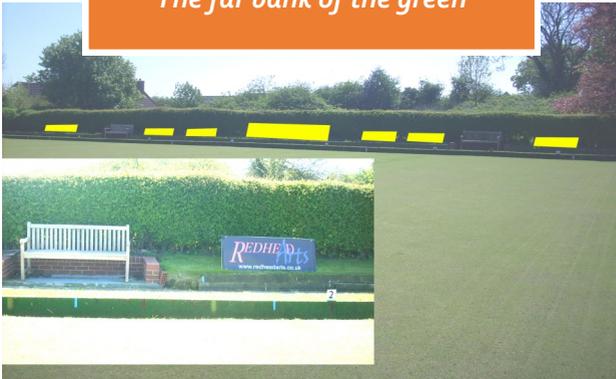
Event Sponsor Plan

During the course of the season, we host weekend competitions. These are usually held over the course of a single day, either Saturday or Sunday. An average of 50 bowlers per event attend these competitions plus a number of spectators. It is a whole day event starting around 10am and finishing around 5pm. During the course of the day many bowlers are also sat at the side of the green waiting for their match to start. With this in mind, we can offer you our Event Sponsor Plan, giving you the opportunity to sponsor a competition event. We will erect a banner, supplied by you, mounted centrally on the far bank of the green and visible to the whole area surrounding the green (including the club house) and from the main and overflow car parks shared with the Sports and Fitness Centre.

Your sponsorship of a competition also gives you:

- ◆ References as event sponsor in pre and post match speeches
- ◆ References as event sponsor in any local and social media reports
- ◆ Opportunity to distribute promotional material in our club house on the day either by static promotion or attended by your own representative.

The far bank of the green



The Event Sponsor Plan is priced at just £30 for the day. All you need to do is provide us with the advertising banner and any handouts or promotional materials you would like to provide inside the club house for bowlers and spectators.

Your banner should be a minimum size of 6ft long by 2ft high (as pictured) and a maximum of 12ft long by 4ft high. Please advise as to the size of your banner before the event so we can arrange a mounting frame to suit.

For those looking for a smaller budget plan, please see our “Event Banner” plan on the back page.

Budget Plans

If you are budget conscious or just don't need the level of advertising we are offering in our main plans, we have some sign-only plans available to suit the smaller advertising budget.



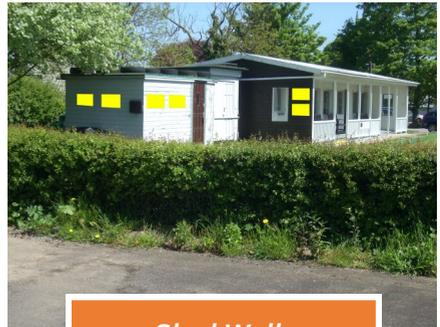
Verandah Gable End

Verandah Plan

The Verandah Plan is a lower cost sign-only option to our Gold Annual Plan. For just £75 per annum we can provide a space for a customer supplied 600x450mm sign on one of our verandah walls which are visible to bowlers, spectators and visitors to the green. There are seven positions available for you to choose from.

Shed Plan

An even more cost conscious option is the sign-only Shed Plan. For an annual fee of £50, we can provide one of six spaces for a customer supplied 600x450mm sign on the south shed wall visible from the green and the seats on the far bank, or alternatively the west shed wall or west gable end, both visible from the overflow car park. These walls are also visible from the surrounds on the western edge of the green.



Shed Walls

Event Banner Plan

If the main Event Sponsor plan has already been taken, we have a smaller banner-only plan available for competition days. For just £15 for the day, we will erect your banner on the far bank of the green. This should be a maximum dimension of 6 ft long by 2 ft high, or the nearest metric equivalent. There are six "Event Banner Plan" spaces available for each event on the far bank opposite the club house and visible from car parks.

Contact Chris Brown for all your advertising queries or to purchase the package right for your business.

Call 01469 531024 or email: sponsorship@barrowbowls.club