



# Avenue Bowls Club

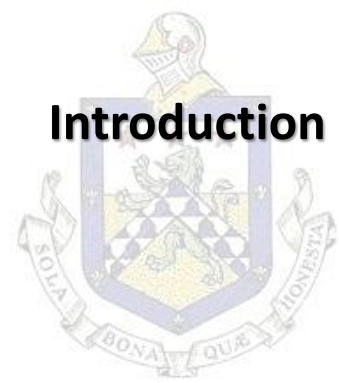
SINCE 1923



## Sponsorship Pack

2025 Season





## Introduction

Dear Valued Supporter,

Welcome to the Avenue Bowls Club 2024 Sponsorship Package! Established in 1923, Avenue Bowls Club has thrived as a beacon of sportsmanship, camaraderie, and excellence over nearly a century. Our storied history is a testament to the dedication of our members, and the numerous successes achieved on and off the green. As we stride into the future, we invite you to be part of our continued success story by exploring the sponsorship opportunities outlined in this package. Your support is not only vital for the growth and prosperity of our club but is also a testament to your commitment to fostering community spirit. We extend an open invitation to explore additional sponsorship ideas beyond those included in this package, as we welcome, and value all forms of support that contribute to the thriving legacy of Avenue Bowls Club. Together, let's shape a future full of shared victories and memorable moments.

Warm regards,

Avenue Bowls Club Committee.



**Club President**  
Peter Hooper

**Club Secretary**  
Lee Maughan

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

# About Avenue Bowls Club



## Avenue Bowls Clubs Ethos

Avenue Bowls Club stands as a venerable institution with a rich heritage, deeply rooted in the ethos of fostering camaraderie and supporting its members through the exhilarating world of sports. Since its inception in 1923, the club has been a bastion of excellence, priding itself on creating an inclusive and vibrant community where individuals of all skill levels find not only a sport but a family.

Our commitment to supporting our members is reflected in the numerous success stories that have unfolded on the greens. The club has consistently produced players of exceptional calibre, earning representation at county, national, and even international levels.

Our members' achievements stand as a testament to the nurturing environment Avenue Bowls Club provides, where passion for the sport is met with unwavering encouragement, enabling our players to reach the pinnacle of their abilities. With a history steeped in triumphs and a future brimming with promise, Avenue Bowls Club remains dedicated to empowering its members on their sporting journey, fostering a legacy of pride and accomplishment.



### KEY FACTS:

- Apr-Sep: Enjoy the green! Our outdoor season offers bowling fun.
- 60 Members Strong: Join a vibrant community of bowlers.
- 32 Matches, 14 at Home: Royal Leamington Spa is where the action is!
- Local & Beyond: Face opponents from Warwickshire and nearby counties.
- Gala's & Open Competitions: Unleash your skills at our exciting events.
- Newbies Welcome: Dedicated open day to grow our bowling family.
- Active social media accounts and presence.

# About Avenue Bowls Club



Nestled in the heart of Royal Leamington Spa, Avenue Bowls Club stands as a venerable hub for lawn bowling enthusiasts since its establishment in 1923. Boasting a vibrant community of 60 dedicated playing members, our outdoor season runs from April to September, creating a lively atmosphere on the greens.

We host a total of 32 league matches, with 14 thrilling encounters taking place at our cherished home green. Avenue Bowls Club not only welcomes local competition but also draws opponents from across Warwickshire and neighbouring counties.

Beyond the competitive spirit, the club is known for its engaging inter-club events, including Gala's and open competitions, attracting players not only locally but also from across the Midlands.

Our commitment to growth is evident in our dedicated open day, enticing new members to join the fold. To stay connected, we've embraced the digital age with a user-friendly club website featuring a dedicated sponsors area, complemented by a rapidly expanding social media presence across Facebook, Twitter, and Instagram. With the support of five skilled coaches within our ranks, Avenue Bowls Club is not just a sporting haven but a thriving community that nurtures bowling skills and fosters enduring friendships.

## Teams & Planned fixtures for 2025 include

- ❖ Coventry Six League
- ❖ Pickering League
- ❖ Stratford Herald League
- ❖ Kineton & District League
- ❖ Wardrop Cup
- ❖ Ivens Cup (two teams entered)
- ❖ Hosting national tournament
- ❖ A vast number of county and national competitions.

## RECENT CLUB SUCCESSES:

- National Championship Representatives
  - National Junior Singles Champion - 2022
  - Fours, Semi-finalists 2021
  - National family Pairs Champions - 2018
  - Mixed Fours, Finalists 2017, Semi-finalists 2015.
- Coventry Six
  - Division D, winners 2018
  - Division C, Winners 2019
  - Division B, Winners 2021
- Over 12 County Championship titles since 2012
- Warwickshire Wardrop Cup Champions 2021, 2023



Our national fours semi-finalists, Bowls England National Championship Finals, Royal Leamington-Spa, 2021

## Why we seek sponsorship



Avenue Bowls Club actively seeks sponsorship as a crucial partnership for mutual growth and community support. By aligning with local businesses, we offer sponsors a unique opportunity to be visibly active in supporting our vibrant community. Sponsoring Avenue Bowls Club provides businesses with the chance to enhance their image and profile, showcasing their commitment to community engagement and attracting new customers.

Additionally, sponsorship plays a pivotal role in helping the club achieve its ambitions in sports, health, wellbeing, and youth development.

Sponsors benefit from high visibility through pitch-side advertising, ensuring exposure to all users of Avenue Bowls Club. Furthermore, our primary club sponsor enjoys the privilege of having their logo prominently displayed on team shirts worn by all players during matches.

The company logo is featured on our club website, along with a detailed sponsor's biography, ensuring a lasting online presence.

To maximize visibility and engagement, sponsors are regularly promoted on our active social media platforms—Facebook, X, and Instagram—making sponsorship with Avenue Bowls Club a dynamic and rewarding collaboration.

Avenue bowls club offers companies the opportunity to use club facilities for events and hosting corporate days where you and your teams can experience the fun and enjoyment of the sport.

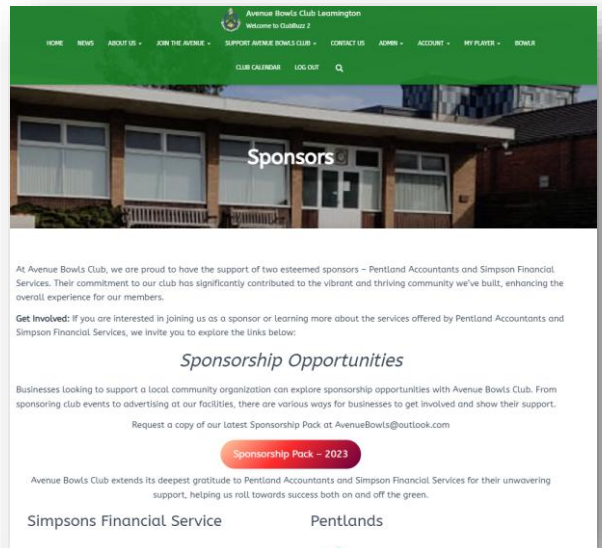


# Sponsorship opportunities Advertisement



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



## Scoreboard advertisement

Your logo 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.

**Waiting List for 2028 Season**

# Sponsorship opportunities

Sponsor a team



**AVENUE BOWLS CLUB**  
Vs  
**Three Spires C**

Coventry 6 Cup Match

MONDAY 9<sup>TH</sup> MAY  
AVENUE BOWLS CLUB  
6:00PM

Supported by

YOUR LOGO HERE

## Coventry 6 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. 10 fixtures with a minimum of 20 posts over the season. You will also receive a complimentary framed team photo.

## Pickering 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. 15 fixtures with a minimum of 30 posts throughout the season. You will also receive a complimentary framed team photo.

**Pickering League**

**AVENUE BOWLS CLUB (73)**  
Vs  
**Whitnash(53)**

**Rink 1** A. Maries, B.Port, M Kelly, R Maries 1000  
Against: A. Oiler 24-37

**Rink 2** C. Thomas, R. Hayes, G. Newton, A. Sparke 1000  
Against: S. Oiler 24-37

**Rink 3** D. Liffcott, G. Moran, J. Hughes, A. Smith 1000  
Against: B. Player 25-19

Supported by

YOUR LOGO HERE



## Other league and competition teams

We can offer similar exposure on related posts/photos for all our other teams including our Kineton & District League, League and our national cup competition sides.

Please contact the club to find out about other teams you can support.

# Sponsorship opportunities

## Sponsor an event



Supporting an annual competition event at Avenue Bowls Club is a strategic investment for businesses seeking valuable exposure and community engagement.

By aligning your brand with our prestigious competition, your company gains a unique platform to present trophies and prizes, reinforcing its commitment to local sports and community development. The opportunity to actively participate in award ceremonies enhances your brand visibility and fosters positive connections with attendees.

Negotiable options allow businesses the flexibility to tailor their involvement, ensuring a customized approach that aligns with their marketing goals. Whether through on-site promotional materials, banners, or direct engagement with participants, supporting an event at Avenue Bowls Club provides a dynamic platform to showcase your brand.

This collaborative effort not only strengthens community ties but also offers businesses a chance to create lasting impressions and forge meaningful connections with a diverse audience.

### **Derek Booth Memorial Triples Trophy, 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. This event is well supported by local and regional players of all abilities, the local community and is a good fundraiser for the club.



# Sponsorship opportunities



## Club Singles League Sponsorship

Our club singles league is an internal tournament introduced during the 2020 season, when our normal bowls schedule had been affected due to the COVID-19 pandemic.

The league was introduced to give our members a chance to play bowls competitively and was played over nine weeks within a league format, followed by semi-finals and a final. The league was extremely popular and served our members well by giving them the chance to play bowls and maintain their own health and well-being.

Schedules and results will be posted regularly on our social media pages, this format of games and advertisement is a new approach to advertising bowls. Sponsorship would allow this event to continue with improved prizes for the players as well as fundraising capabilities for the community. Any sponsor will be included on all social media posts related to this event.

## Club Kit Sponsorship (Primary sponsor)

Elevate your brand to new heights by becoming Avenue Bowls Club's primary sponsor!

As the prominent sponsor featured on our club kit worn by all players during every game, your company's logo will command attention and visibility, reaching a diverse audience both on and off the green.

This exclusive opportunity not only positions your brand at the forefront of our sporting endeavors but also establishes a lasting and impactful presence within the local community.

Your logo will take center stage on our official website, ensuring maximum exposure and recognition among our members and online visitors. This partnership goes beyond mere sponsorship; it's a strategic collaboration that aligns your brand with our club's legacy of excellence.

Join us in fostering a sense of community and sportsmanship while elevating your company's visibility to new heights.

Be the driving force behind our success – become Avenue Bowls Club's primary sponsor today!



### Other benefits are;

- Advertisement at our club, with banners and other promotional material, for the duration of sponsorship, further enhancing publicity for your company<sup>1</sup>
- 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 sponsorship packages (all options are negotiable)

Package	Description	Cost pa
<b>Bronze</b>	<ul style="list-style-type: none"> <li>1x 2150 x 730mm green-side banner<sup>1</sup></li> <li>1x website advert and link to sponsor's website</li> </ul>	£150
<b>Bronze +</b>	<ul style="list-style-type: none"> <li>Bronze package and</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> </ul> </li> </ul>	£250 (£200 for one of our knockout cup teams)
<b>Silver</b>	<ul style="list-style-type: none"> <li>Bronze package and</li> <li><b>Scoreboard advertisement</b> for one board<sup>4</sup></li> </ul>	<b>Available 2028</b>
<b>Silver +</b>	<ul style="list-style-type: none"> <li>Bronze package and either of the following:</li> </ul>	£500
	<table border="1"> <tr> <td> <b>Dedicated sponsor for our website.</b> <ul style="list-style-type: none"> <li>Your logo which is linked to your website on every page of our website.<sup>4</sup></li> <li>Prominent information of your company located on our sponsor's page.</li> </ul> </td> <td> <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 business.</li> <li>An invitation to present prize.</li> <li>Complimentary drinks on the day</li> </ul> </td> </tr> </table>	
<b>Dedicated sponsor for our website.</b> <ul style="list-style-type: none"> <li>Your logo which is linked to your website on every page of our website.<sup>4</sup></li> <li>Prominent information of your company located on our sponsor's page.</li> </ul>	<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 business.</li> <li>An invitation to present prize.</li> <li>Complimentary drinks on the day</li> </ul>	
<b>Gold</b>	<ul style="list-style-type: none"> <li>Bronze package &amp; <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>Sponsor dictated noticeboard within clubhouse</li> <li>Invitation to our end of season awards ceremony</li> <li>Complimentary 'taster' session for your company.</li> </ul> </li> </ul>	£4000 (based on 4year deal) with optional £800 per year extension <sup>2</sup>

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

<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



## Interested in becoming a club sponsor?



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



[www.bowlsavenue.com](http://www.bowlsavenue.com)



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



[facebook.com/avenuebowlsclub](https://facebook.com/avenuebowlsclub)



[twitter.com/BowlsAvenue](https://twitter.com/BowlsAvenue)



[instagram.com/bowlsavenue](https://instagram.com/bowlsavenue)