

SPONSORSHIP OPPORTUNITY

The Halls Head Bowling Club welcomes new & appreciates existing sponsors. We have developed a programme to provide sponsorship opportunities in the many areas & locations around the Club to promote a sponsors products.

The Club has a membership of around 750 which includes 300 bowlers & 450 social members. Bowling events are held at the Club on a regular basis when up to 200 people will be in attendance. The function hall is also regularly occupied by up to 200 people running their own social organisation & seeing your signage displayed.

A regularly updated full list of sponsors is circulated to all members & available on this website

We would welcome the opportunity to present our case & have you join our team. Please ring the Halls Head office on the 'contact us' details on this web site or fill in the details.

These sponsoring opportunities include the following:

Bowling Green naming rights

This is a large sign (usually approximately 1800mm * 1200mm) located alongside the green or above the shade area at the end of the green. Either way, the sign is positioned to your requirements in a prominent position. The sponsors name is announced every time this green is being used.

The sponsors name is also displayed on the TV screens located around the Club & in the Club website.

This arrangement is normally on a minimum three year term at \$1,000.00 per year.

Special Event advertising

The Club Regularly hosts one or two, part of full day, bowling events. The sponsor here has the opportunity to display any promotion material & bunting in and around the Club.

When you sponsor an event it is normal to have single sponsor advertising on the internal TV screens & at least one of the large overhead projectors.

This type of event can attract up to 250 bowlers & it is normally preferred to have the sponsor present prizes at conclusion of play.

Regular Event Advertising

The events that run on a regular basis include 'Scroungers', 'Winter Triples' & 'Club Championships'. These are multiday events & in the case of Scroungers, occur every Friday & attract around 70 people.

Multiday events give you the opportunity to have your name presented to a larger accumulated audience and have your advertising material shown each day.

Club Championships are considered by the Club as prestigious events and a good opportunity for advertising. There are less participants than Scroungers but the numbers swell with viewers.

The sponsors can present prizes & trophies at these events.

Corporate Bowls Advertising

Corporate bowls is generally available to non regular bowlers (sometimes called 'bare foot bowlers') & certainly attracts a crowd of around 200 participants. At our Club, Corporate Bowls happens six weeks before & six weeks after Christmas. The crowd is coming along for a fun time & advertising is certainly a possibility either on the screens, around the greens, with prizes presented or all three.

Sponsoring with Vouchers.

Vouchers are a good area to participate where vouchers can be raffled at our normally very busy Friday Night Social or at other opportunities during the week.

Around the Greens Advertising

This area comes in a number of sections:

Score Board Advertising

At the end of each rink there is a scoreboard with advertising above. These scoreboards are in a very conspicuous position, as is the advertising. The signs are approximately 800mm * 500mm with multi signs available if required.

Bowling Mat Advertising

There are normally two mats per rink, seven rinks per green & four greens. Advertising on the mat is not something you would normally see from a distance but it is certainly very prominent each time the player steps up to bowl.

Fixture Book Advertising

Each year the Club produces a 'Fixture Book' to advise fellow members of coming competitions & pennants. Also shown are fellow member contact details. This is a very well used book by all players. Advertising is available in full page, half page & one third page sizes.