



# **BERKHAMSTED BOWLS CLUB**

**- NATIONAL CLUB OF THE YEAR 2015 -**



## **SPONSORSHIP OPPORTUNITIES 2021**

Berkhamsted Bowls Club is an ideal method of enhancing the awareness of your business and its products and/or services within the local community and surrounding areas.

### **About the Club**

Berkhamsted Bowls Club is located in the heart of the town just off the town centre next to the Football & Tennis Clubs opposite the very popular children's playground. Since its formation in 1985 the Club has continually strived to be one of the most progressive and influential in the Country providing leisure and competition for all ages at all levels of ability



### **Membership**

The Club has 120 playing members and 35 social members making it one of the largest in the County. Over the past five years the Club has enjoyed the best recruitment drive in Hertfordshire, this includes the starting of a junior section which has now been running for the past eight years.

### **Recent Awards & Achievements**

- Recently being named 2015 National Club of the Year by Bowls England (governing body for Bowls) We were also Runners up in 2012 & 2013
- Developing the largest Junior Membership in the County
- Committing ourselves to disability growth in the Sport through membership, equipment purchase & England representation through one of our blind members
- Winning Dacorum Sports Club award to disability in Sport
- Staging County matches as well the Watford & District Finals Championship in 2018 & 2019

### **Facilities**

The Club has a generously sized Clubhouse which is surrounded by its own hedgerow and trees. The recent modernisation of kitchen & bar facilities make it a perfect venue for hosting a diverse range of events as well as prestigious or fun occasions. The bowls green is now regarded as one of the best surfaces around and is always a popular draw with playing visitors. As well as having a large public car park on its doorstep the Club also has its own car parking area



### **Marketing and exposure**

Social media - eye catching website with over 20 pages, National, County and District links, facebook site recording over 500 views regularly and twitter

Local advertising – weekly newspaper article, large clubhouse exterior banner, leaflets, posters, exhibitions, magazine articles and adverts, clubhouse notice boards

### **Social & Services**

The Club has run an ever growing Bridge Club for over 12 years each week, it also runs whist, games, bingo, race nights, skittles & darts comps, walking clubs and quiz events on a regular basis. Over the past few years the Club has held taster sessions for the following organizations – Hemel & Berkhamsted Rotary Clubs, Berkhamsted Youth Centre, U3A Explorer Scouts, the Youth Centre and local businesses

### **Charities & Community**

We cater for the disabled and, naturally, support many local and national charities including, the Hospice of St Francis, the MS Society, the Air Ambulance, Aylesbury Parkinsons Support Group and Northchurch's Happy Wanderers.

We work hand in hand with other local sports clubs, businesses, social clubs & schools to promote opportunity and goodwill in the community

### **Why Sponsor Berkhamsted Bowls Club ?**

If you run or own a successful local business then Berkhamsted Bowls Club offers the perfect opportunity for you to both promote your business and to support a local community charity

Although the majority of our expenses are covered by subscriptions and fundraising we are looking for successful local businesses to provide sponsorship for our Club.

The sponsorship helps to:

- Build links between your business and the local community
- Enhance your business image and profile
- Promote your business and attract new customers
- Build goodwill among the community and other local businesses
- Help the Club realise its ambitions with sport, friendship and health

To help your organisation decide on how you would wish to sponsor the club we offer a varied set of packages structured to cater for a range of budgets. We feel certain you will be proud to sponsor this local club which has achieved such a prestigious accolade - one which both the club and the local community should be deservedly proud

**SUGGESTED POTENTIAL SPONSORSHIP PACKAGES** (all options are negotiable)

Potential packages could, for example, include the following:-

PACKAGE	COST	SPONSOR BENEFITS
<b>MAIN CLUB SPONSOR</b> (or CLUB PARTNER)	£1,500 per annum	<ul style="list-style-type: none"> <li>• Company name on all leaflets &amp; stationery</li> <li>• banner across clubhouse end and entrance flag(s)</li> <li>• company name on Website &amp; Facebook</li> <li>• complimentary 'taster' sessions</li> <li>• Dinner Dance tickets</li> </ul>
<b>COMPETITION TROPHIES</b>	£500.00 per annum	<ul style="list-style-type: none"> <li>• All internal Finals Weekend sponsored and complimentary drinks for sponsor</li> <li>• banner(s) alongside the green</li> <li>• company name on Website &amp; Facebook</li> <li>• company name on beer mats</li> </ul>
<b>JUNIOR SECTION</b>	£500.00 per annum	<ul style="list-style-type: none"> <li>• All internal Finals Weekend sponsored and complimentary drinks</li> <li>• banner(s) alongside the green</li> <li>• company name on Website &amp; Facebook</li> </ul>
<b>ADVERTISING</b>	£150 - £200 per annum	<ul style="list-style-type: none"> <li>• banner(s) alongside green</li> <li>• company name on bowling mats and/or bar mats</li> <li>• company name on Website &amp; Facebook</li> </ul>

## Who to contact

For more information on sponsorship of Berkhamsted Bowls Club contact:

**Kevin Clarke** chiefkevinclarke@outlook.com M:07841 371943 H: 01296 668104

**Tony Smart** tony.smart2@ntlworld.com M: 07704 414 268 H: 01442 399587

## Sponsorship Agreement Form

Type of Sponsorship .....

Period of Sponsorship .....

Sponsorship amount £.....

Sponsoring Organisation .....

Name and title of representative .....

Telephone number .....

Email .....

Organisation address .....

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This agreement is between the Sponsoring Organisation (Sponsor) and Berkhamsted Bowls Club.

Sponsorship provides the benefits outlined in the relevant section of the Sponsorship Pack for the specific type of sponsorship.

Sponsorship does not permit the Sponsor to have any rights or responsibilities in the operation of Berkhamsted Bowls Club, nor does the Sponsor have any rights or responsibilities in the selection of players for any team in the Club. Nothing in the agreement shall make us partners or joint venturers. The Sponsor and Berkhamsted Bowls Club are independent contractors with respect to one another, and neither shall have any authority to represent or bind the other in any manner or to any extent whatsoever, except as specified within this agreement. The Sponsor shall have the right to use the following terms in advertisements, posters, brochures, newsletters, etc.: "Sponsor of Berkhamsted Bowls Club" (plus section or competition name, if appropriate).

## Signatories

### Sponsoring Organisation

Name:

Title:

Date:

Signed:

### Berkhamsted Bowls Club

Name:

Title:

Date:

Signed: