



World Bowls Premier League (WBPL)

Call for Expressions of Interest – WBPL Franchises

Overview

World Bowls Ltd., through its commercial arm, World Bowls Series (WBS) is calling for expressions of interest from potential WBPL franchises to nominate teams – either owned by Member National Authorities (MNA's), associations, clubs, private enterprises and/or individuals – for potential licences to participate in the WBPL throughout 2024.

The WBPL is a professional franchise bowls tournament between 8-16 mixed men's and women's teams from across the globe. It is a fast and exciting version of the sport comprising the best players that bowls has to offer, in the world's most entertaining format of bowls ever played. The first event is anticipated to be held in early 2024 – with the tournament set for further expansion, with the aim of taking place twice in 2024 in different locations.

There is a clear commercial opportunity for bowls across the globe, with high potential for growth over the next ten years. Bowls is currently played in nearly 60 countries and the current audience potential is 100 million viewer-hours annually.

World Bowls Ltd., through WBS, has initiated this process to expand the sport into new markets and drive the growth of content, events, player profiles and participation across the globe.

Proposed Competition Format

The WBPL's proposed competition format is as follows:

- Two bowl triples format, mixed gender.
- 8 to 16 teams with the best female and male players from around the world.
- Round robin tournament format.
- Final knock-out series.
- Two sets of five ends with a one-end tie break, if one set all.
- 30-second shot clock in play.
- Total match time approximately 60-65 minutes.
- Week-long event in Australia and/or international markets.
- Timing – early 2024 and late 2024.

General Criteria

World Bowls Ltd. In conjunction with WBS will evaluate each EOI submission having regard to the following:

- The extent to which the franchise EOI demonstrates:
 - A compelling vision for the WBPL and teams, including the ability to be sustainable, progressive, engaging to the/your community, and contribute positively to the growth of bowls globally, from a viewership and participation point-of-view.
 - The attitudes, ethics and mindset to underpin a successful long-term collaborative relationship with bowls stakeholders including World Bowls Ltd.
- The extent to which the franchise EOI demonstrates an understanding and appreciation of the history and culture of bowls in their country of origin, including clubs and players, national team representation and any participation or connection with that history and culture.
- Information on the existing or proposed governance framework and entity structure and its suitability for the current vision of the WBPL.
- Existing financial strength or demonstration of the ability to raise finance sufficient to acquire the right to participate in the WBPL and ensure the sustainable participation that contributes to the growth of the WBPL.
- The extent to which the franchise EOI demonstrates the capability and experience to operate a global professional bowls team.
- Such additional criteria as World Bowls Ltd. may determine and are in the best interests of bowls globally.
- Ability to play in events in early 2024 and mid-late 2024.

Beyond the scope of the above criteria, provision of additional funding, financial, personnel, capacity and general resourcing support will be considered favourably in this process.

Preparing an EOI

World Bowls Ltd. is seeking a general overview of your franchise/team and *how it addresses each of the general criteria (shown above)*. Articulating a clear value-add or point of difference is highly desirable.

We are asking for responses of no more than five pages for the EOI in Word/Pdf. Depending on responses, there may be a second round of preferred or short-listed teams/franchises, where more detailed submissions will be required. It is during this second round that deposits and proof of ability to financially support your entry will be requested. A formal commitment of a minimum of three years - and up to five years is anticipated.

By way of transparency, it is anticipated that licence fees will be in the vicinity of \$50,000 USD - \$150,000 USD, per annum (dependent upon level of interest). All costs to participate are up to individual franchisee owners. There will be a transparent prize-money pool disclosed through the second phase of the EOI process.

Applications close June 30, 2023

Contact details for questions and return of submissions: Neil Dalrymple, Chief Executive Officer, World Bowls Ltd.: ceo@worldbowls.com ; M: +61 439 350 884

