



WORLD BOWLS

Indoor Championships

21st - 27th April 2024



..... Guernsey 2024

SPONSORSHIP OPPORTUNITIES



Sponsorship Proposal for the World Bowls Indoor Championship 2024

Introduction

We are thrilled to announce that Guernsey has been granted the honour to host the prestigious World Bowls Indoor Championships 2024. This annual event gathers the best indoor bowls players from around the globe, with the most recent games in the UK and Australia attracting 64 competitors from 25 to 36 different countries respectively.

About the Event

The World Bowls Indoor Championship is a premier event in the sport of bowls. The 2023 Championship in Australia was live-streamed with over 1.2 million views worldwide. Following that success, we are planning to provide live streaming coverage for the 2024 Championship in Guernsey, offering a fantastic opportunity for global exposure.

The event will be hosted at the Guernsey Bowls Stadium, Hougue du Pommier which is a purpose built international six rink stadium. The venue was recently used to host the bowling programme for the Guernsey 2023 Island Games.

Sponsorship Opportunities

Hosting such a prestigious event with competitors from all over the world is obviously a great honour, and we wish to put on the best championship possible. This inevitably comes at a cost and we are looking for sponsors to support the event. As a sponsor, your brand will be showcased to a large, diverse audience, both onsite and via the live streaming platform. Sponsorship can help enhance your brand image, increase your visibility, and demonstrate your commitment to the sport and community.

We will use any sponsorship received to cover the following:

- Opening and Closing ceremonies
- Live streaming services
- Umpire and officials costs
- Signage and banners for the rink at the Guernsey Indoor Bowls Centre
- Lunches for players and officials
- Contribution to competitor accommodation costs
- Volunteer shirts
- Kit for the Guernsey team

In return, as a sponsor, depending on the level of sponsorship you will receive:

- Branding on all event-related marketing and promotional materials
- Logo placement on the event signage and banners
- Mentions during live streaming coverage
- Logo placement on volunteer shirts and Guernsey team kit
- Recognition during the Opening and Closing ceremonies

Your support would greatly contribute to the success of the World Bowls Indoor Championship 2024. We are confident that this partnership will offer significant value to your brand and create a lasting impact. Thank you for considering this proposal, and we look forward to the possibility of partnering with you for this event.

SPONSORSHIP OPPORTUNITIES

<p>TIER 1 SPONSORSHIP</p> <p>.....</p> <p>£5,000</p> <p>Limited to 5 tier 1 sponsors</p>	<p>TIER 2 SPONSORSHIP</p> <p>.....</p> <p>£2,000</p> <p>Limited to 8 tier 2 sponsors</p>	<p>TIER 3 SPONSORSHIP</p> <p>.....</p> <p>£500</p> <p>Limited to 10 tier 3 sponsors</p>
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	Tier 1 sponsorship	Tier 2 sponsorship	Tier 3 sponsorship
Invitation to the opening ceremony Vin d'Honneur			
Participaion in medal ceremonies			
Logo on water bottles			
Branding on event related marketing (online and traditional)			
Advert in the event programme			
Logo in the event programme			
Logo on banners at the Guernsey Bowls Stadium			
Logo on holding screen for the live streaming services			
Mentions during live streaming coverage			
Logo placement on volunteer shirts			
Logo placement on Guernsey team kit			
Invitation to closing ceremony			
Use of rink for social/have a go sessions for your staff			

As well as the opportunities listed, we will be planning a full programme to engage with local media to maximise coverage for this event.

Other donations and sponsorship amounts are also welcome. Our organising committee will be happy to discuss any options or answer any queries you may have.

About Guernsey Indoor Bowls Club

- Established in 1984 with four rinks laid by members of the Association.
- Popularity of the sport grew significantly and in 1988 a six rink extension was built.
- Today the stadium has six rinks and is part of a larger sporting complex.
- The stadium has hosted international events and members compete at the highest international levels.

Links to the World Bowls Indoor Championships

- 1 gents singles wins, 5 ladies singles wins and 3 mixed pairs wins.
- Guernsey has been a member of the IIBC since 1988, participating consistently in the junior as well as the senior events.
- Alison Merrien MBE was appointed Vice-President of the IIBC in 2022 and will be President for the IIBC Championships in April 2024.



Message from Alison Merrien MBE

“As IIBC Vice-President it would be a great honour to hold the World Indoor Championships at my home club, I have been involved with bowls for over 35 years playing as well as volunteering for many of those, but yet to be involved in a World Championship held on home turf.

I, and Guernsey look forward to welcoming players and guests from all over the world to play in this prestigious event”.

Contact details



To discuss any sponsorship opportunities, please contact:
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