



# Clwb Bowlio Cricieth Cricieth Bowling Club

Sponsorship for the 2024 season

November 2023

# Why choose us?

## About us

Located in the heart of Cricieth, established in 1922 the Bowling Club continues to be an important part of the local community and attraction for visitors.

Boasting a bowling green considered one of the best quality in Wales and a 9-hole pitch and put golf course kept in excellent condition, the club is one of Cricieth's best hidden gems.

Facilities are open to the public and visitors from April to October each year.

Recent years has seen the club's trophy cabinet expand being back-to-back champions of the Anglesey & District league, Gwynedd Senior Cup champions and champions of the Betws & Rhos winter league in the first year of entry.

We are completely dependent on unpaid volunteers and kindness of our members and the wider community.



## Why do we need the sponsorship?

We depend on membership fees and money made from visitor's use of the bowling green and the pitch and put. With rising costs, it is becoming more and more challenging to sustain the activities of the club year to year, however, more importantly, we want to develop the club and invest in its long-term sustainability.

The key objectives of the club over the coming years are as follows:

### Improve community links & build membership

We are conscious of our ageing membership profile. Bowling has an incorrect perception of being a sport for the elderly where in fact the average age of top UK bowlers is < 50. We want to increase membership numbers, and those being local members, to protect the longevity of the club that we love.

### Create a youth academy

20 years ago, the club had a thriving youth academy, with strong links with Ysgol Treferthyr, generating a handful of players who represented Wales at under 18 level and increased the club's profile nationally. We want to bring this back. Llanfairpwll have proven in recent years that this model can still be successful but needs investment.

### Invest in the club's facilities

We are conscious that the club needs investment in some of its facilities, and ongoing investment in the bowling green and golf course maintenance. Currently, this depends on the kindness of certain members, but this is not sustainable. We are also looking at investment in a new covered seating structure at each side of the green.

### Hold its first open competition

The competitive bowling calendar includes various league and cup competitions for teams. However, clubs also stage their own 1-day open competitions where any bowler can enter on their own or in pairs (depending on the type of competition), with the ultimate winner winning prize money, a trophy and personal pride. Given the quality of our bowling green, the bowling community have been screaming out for Cricieth to host their own open competition. To do so, it would require investment to set up and organise, but also funding for the prizes.

We are confident that if we were to run a competition, we could attract some of Wales and the UK's best bowlers. It would also be great for the wider community and the club's profile.

# Sponsorship packages

## Primary club sponsor

- Shirt sponsor for club shirts, which are worn by players in competitive league / cup fixtures and by players competing in open competitions
- Sponsorship board at the bowling green (around the green) which will be seen by thousands of people
- Mentions on every club social media post

£600 for 3 years

## Advertising board

- Sponsorship board at the bowling green (around the green) which will be seen by thousands of people

Cost - £60 for 1 year

Cost - £100 for 2 years

Duration - £150 for 3 years

## Competition sponsor

- Be the sponsor of the club's first ever open competition! This will likely attract lots of people across Wales and wider.
- Sponsorship board at the bowling green (around the green) which will be seen by thousands of people
- The cup will be named after the sponsor and the sponsor will be included in all social media posts in relation to the competition

Cost - £400 per competition



\*\* Supply cost of advertising boards to be advised and discussed

## What's in it for you?

### Exposure

The club welcomes thousands of visitors each summer to use the bowling green and golf course. We also participate in 6 leagues comprising of roughly 60 different clubs across North Wales which means that hundreds of bowlers will attend the green or see our shirts at away games. This provides excellent exposure and advertisement to your business.

### Invest in the community

Invest in the community! The club is focussed on increasing local membership and creating links with local schools. Come with us on the journey...

## Get in touch

We'd love to have you on board and sponsor our club. If you're interested or would like to discuss further, get in touch with:

Dylan Rees

dylanpuwrees@outlook.com