

# MITCHAM BOWLING CLUB SPONSORSHIP INFORMATION



## ABOUT US

Our Story commenced with a vision in 1958...

Over the past half-century and more, the vision has become reality for thousands resulting in Mitcham Bowling Club becoming a successful member of Bowls Victoria (previously the Royal Victorian Bowls Association and Victorian Ladies Bowling Association), winning many Pennant titles and producing several top bowlers.

The Club is in a prominent position, with two superb turf bowling greens at its home in the beautiful surrounds of Halliday Park on Mitcham Road. It provides an important recreational facility for the Mitcham region. Further, it also provides a vital social outlet for people of all ages and backgrounds.

A leading example of this is the number of Barefoot Bowls evenings conducted by the Club as an introduction to the game of bowls. Many social groups and corporate bodies enjoy these evenings throughout the year.

## BOWLING CLUB OF CHOICE

In an era when membership of bowling clubs is declining, Mitcham Bowling Club's membership base is continually expanding and with this providing more opportunities for people to enjoy the game of lawn bowls.

Throughout the year, Mitcham Bowling Club host regular pennant and competition matches on our greens that yield an exposure to in excess of 5,000 members, visitor bowlers and general public. This number is continuing to grow.

Together as we expand, we'll continue to provide an encouraging, developing, competitive and successful bowling club for the community!



## PERFORMANCE ON THE GREENS

It's an exciting time to be involved with the Mitcham Bowling Club – both on and off the greens. Mitcham Bowling Club's strong representation in the Metro Weekend, Metro Midweek and Eastern Ranges Night Pennant competitions continued in the 2023-24 season. The club fielded competitive Sides in all these competitions with tremendous success.

- ⇒ 100+ Bowling Members playing in Pennant Sides.
- ⇒ Expanded the number of Sides to 12 for the season.
- ⇒ 10 Sides played in finals games.
- ⇒ 2 Sides achieved promotion into the next Division for 2024-25 season.
- ⇒ 5 Sides won their Pennant Division Section Final.
- ⇒ Mitcham won the Division 7E Division Final.

During the 2023-24 season, Mitcham Bowling Club were strongly represented in the Eastern Ranges tournaments, with players progressing through to the final's series of games of several bowling categories. These included Men's Novice, Singles, Pairs, Triples, Fours, Over 60s Pairs and Women's Novice, Singles, Fours and Mixed Pairs. The Mitcham Bowling Club also had several of our members selected to represent the Eastern Ranges in Region Sides competitions as well as for Victoria in their Over 60's State side competitions.

The Mitcham Bowling Club is fully supportive of the development of all our Bowling Members. Bowlers have recognised this and are selecting the Mitcham Bowling Club as their club of choice, and this has resulted in an increase in Bowling Members. These new Bowling Members complement existing Bowling Members across all demographics including levels of abilities, age and gender.

Fostering relationships with local schools and other community sporting clubs is providing opportunities for younger and less experienced bowlers to be introduced to the game of lawn bowls. The development of these bowlers is an ongoing focus for the Mitcham Bowling Club.



***“We’re not just a bowling club, we’re a community hub.”***

## **MITCHAM BOWLING CLUB IN NUMBERS**

- ⇒ 150+ Bowling Members
- ⇒ 85+ Social Members
- ⇒ 65+ Private Functions annually
- ⇒ 1,000+ Followers across Facebook and Instagram
- ⇒ 500+ Website Visits (Monthly)
- ⇒ In excess of \$2,000 donated to charity and community groups via our charity events and by the Mitcham Lager Fundraising Program

## **OUR SIGNIFICANT EVENTS**

- ⇒ Mitcham (Selby / Jarvie) Memorial Classic
- ⇒ Focused Ability and Demographics Bowling Events
- ⇒ Community Friday Barefoot Bowls
- ⇒ Comedy Nights
- ⇒ Food & Wine Evenings
- ⇒ Sponsors Events

## **MITCHAM LAGER FUNDRAISING PROGRAM**

Mitcham Lager is our very own beer crafted with our community in mind. We are deeply committed to our community, so we pledge to donate 50 cents from every Mitcham Lager sold to a local charity or community group. It's our way of giving back!

We carefully select a deserving charity or community group to receive funding for a dedicated 2-month period.

Together, we're creating a stronger and more supportive community!



## MBC PRIMARY SPONSOR PARTNER

As our primary sponsor partner, you will be our most prominent sponsor for the club. Your logo will be displayed across all areas of the club including:

- Mitcham Road Signage facing both Mitcham Road and our top green.
- Large Scoreboard Signage.
- Logo displayed on our Digital Social Membership Cards.
- Logo displayed on our uniforms. (shirt sleeve)
- Logo appearing on all our social media posts.
- Corporate Barefoot Bowls Events
- MBC Digital sponsorship package is included.
- Free tickets to sponsor events.
- Sponsoring naming and branding of all our significant events.
- FREE Social Membership.
- FREE Tickets to our Sponsor's Season Lunch.

Your logo will also be prominently featured on our sponsor partners 'Thank You - Pull Up Banner' background during all club events.

The final details and cost of the MBC Primary Sponsor Partner appointment will be agreed upon mutually.





Note: Your logo will also be placed on every other board listed within these packages. Costs agreed upon mutually.

## MBC SILVER SPONSOR PARTNER PACKAGE 1

As a major sponsor partner of the club, your logo is on our biggest board facing Mitcham Road. This prominent position will be seen by thousands of motorists travelling along Mitcham Road, including heavy traffic from school drop off/pick up at Mitcham Primary School.

Sign Size: 250cm x 140cm

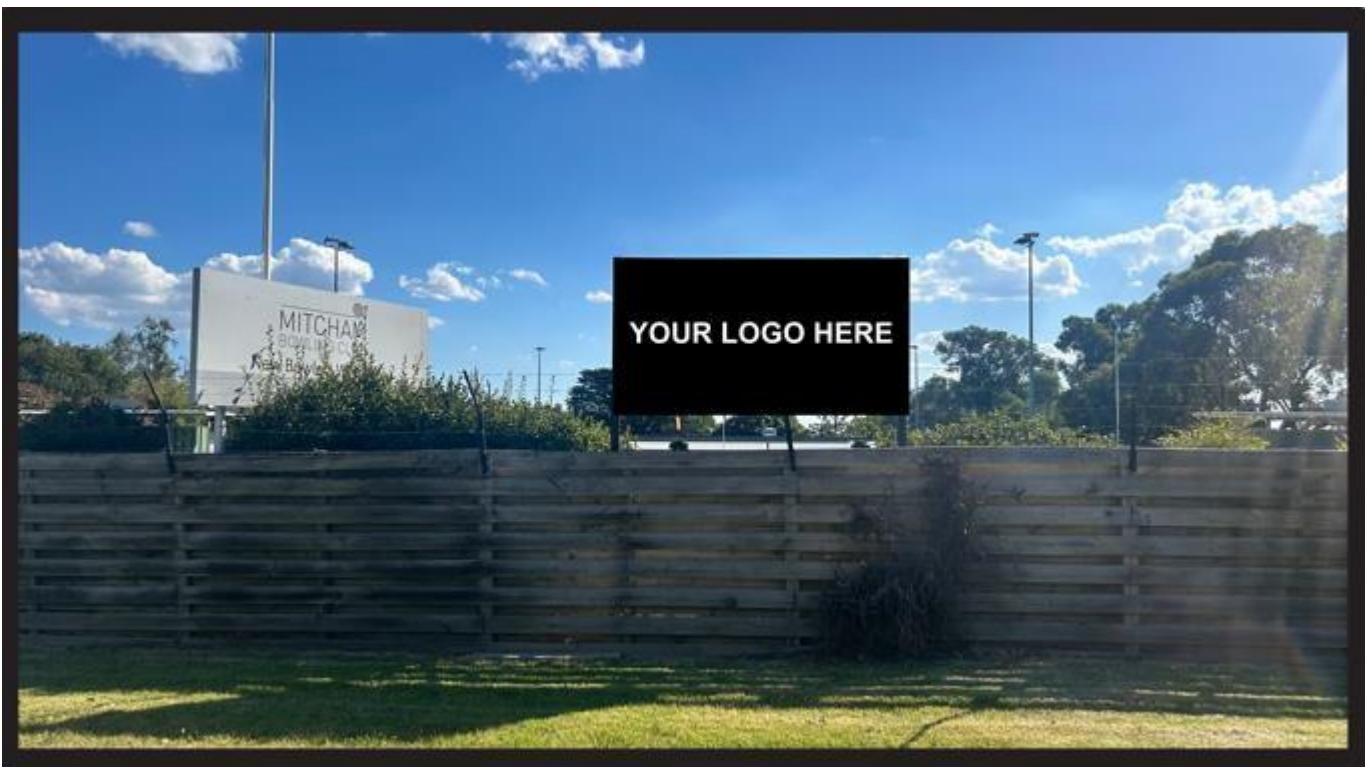
Annual Price: \$3,500 + GST with a 3 year option

Opportunities exist for signage provided to both Mitcham Road and Top Green Signs for an annual cost of \$5,500 + GST

This sign will be displayed on Mitcham Road for 12 months.

### **The MBC Silver Sponsor Partner package 1 also includes:**

- MBC Digital sponsorship package at no extra cost.
- FREE Social Membership.
- FREE Tickets to our Sponsor's Season Lunch.
- Corporate Barefoot Bowls Event.
- Your logo will also be included on our sponsors 'Thank You - Pull Up Banner' background during all club events.



## MBC SILVER SPONSOR PARTNER PACKAGE 2

As a major sponsor partner of the club, your logo is on our biggest board facing our top green. This prominent position will be seen by visiting players and members of the public. This sign is

Highly visible during all Club events and Functions, also to a High Volume of Traffic frequenting Holiday Park (the busiest in The City of Whitehorse) and also Mitcham Primary School traffic during Drop off & Pick Up

Sign Size: 250cm x 140cm

Annual Price: \$2,500 + GST with a 3 year option

This sign will be displayed on our RJ (Bob) Middleton Green for 12 months.

### The MBC Silver Sponsor package 2 includes:

- MBC Digital sponsorship package at no extra cost.
- FREE Social Membership.
- FREE Tickets to our Sponsor's Season Lunch.
- Corporate Barefoot Bowls Event.
- Your logo will also be included on our sponsors 'Thank You - Pull Up Banner' background during all club events.





# MBC BLUE SPONSOR PARTNER PACKAGE 1

## Garden Wall Signage

This prominent position for the players' seats faces the Clubrooms on the David Parker Green, which hosts the Club's Pennant team and major Club and regional events. This signage is also highly visible during club functions and night events.

Sign Size: 200cm x 40cm

Annual Price: \$500 + GST (1 Year)

+ initial cost of production & installation via a Sponsor partner (approx. \$190 + GST)

## MBC Blue Sponsorship Package 1 also includes:

- MBC Digital sponsorship package at no extra cost.
- FREE Social Membership.
- FREE Tickets to our Sponsor's Season Lunch.
- Your logo will also be included on our sponsors 'Thank You - Pull Up Banner' background during all club events.



## MBC BLUE SPONSOR PARTNER PACKAGE 2

### Player's Enclosure Signage (End of Rinks)

These prominent positions in the Players' enclosures are clearly visible from the Clubrooms on the David Parker Green, which hosts the Club's Pennant teams and major Club and regional events. This signage is also highly visible during club functions and night events.

Sign Size: 100cm x 62cm

Annual Price: \$400 + GST (1 Year)

+ initial cost of production & installation via a Sponsor partner (approx. \$150 + GST)

### MBC Blue Sponsorship Package 2 also includes:

- MBC Digital sponsorship package at no extra cost.
- FREE Social Membership.
- FREE Tickets to our Sponsor's Season Lunch.
- Your logo will also be included on our sponsors 'Thank You - Pull Up Banner' background during all club events.



## MBC BLUE SPONSOR PARTNER PACKAGE 3

### Scoreboard Signage

Mitcham Bowling Club has two greens capable of eight rinks on each. Both rinks are used in both the north – south and east – west directions. This results in 32 rink scoreboards being available for sponsors. This gives exposure to 5000+ people per season with at least two teams playing at Mitcham Bowling Club in weekend pennant each week, one Midweek pennant game each week, Tuesday Night Pennant, Club hosted tournaments, corporate and social events and casual visitors.

Sign Size: 65cm x 35cm

Annual Price: \$ 225 + GST (1 Year) (discount for multiple signs)  
+ initial cost of production & installation via a Sponsor partner (approx. \$90 + GST)

### MBC Blue Sponsorship Package 3 also includes:

- FREE Social Membership.
- FREE Tickets to our Sponsor's Season Lunch.
- Your logo will also be included on our sponsors 'Thank You - Pull Up Banner' background during all club events.



## MBC DIGITAL SPONSORSHIP PACKAGE

Our digital sponsorship package includes your logo across a range of digital platforms such as:

- Facebook & Instagram Posts and 'Thank You Sponsor' Posts.
- Website – on our home page under 'Sponsors'.
- TeamApp – on our members communication portal.
- Communication updates on the Mitcham Bowling Club's season progress.
- Early bird notification of our Significant Events.
- Your logo on our monitor screens in the club as a slide show.

This sponsorship will last for 12 months, and we will need a high-quality file of your logo.

Costs \$ 250 + GST

### MBC Digital Sponsorship Package also includes:

- FREE Social Membership
- FREE Ticket to our Sponsor's Season Lunch.
- Your logo will also be included on our sponsors 'Thank You - Pull Up Banner' background during all club events.



## MBC TOURNAMENT SPONSORSHIP PACKAGES

Tournament and Bowling event sponsorship is also an option. This may include Naming rights, Signage and promotion across all Social networks, presentation of awards etc.

### ***Sponsor participation and pricing upon negotiation.***

Events Include but not limited to:

Mitcham Classic (Selby/Jarvie Memorial Tournament)

King of The Hill (Fathers Day pairs tournament)

Super Veterans (Over 80's Fours Tournament)

Saturday Pennant (Saturdays – 5 Sides)

Midweek Pennant (Tuesday – 3 sides )

Night Pennant (Tuesday Evenings – 3 sides)

### **MBC Tournament Sponsorship Packages also includes:**

- FREE Social Membership.
- FREE Tickets to our Sponsor's Season Lunch.
- Opportunity for Sponsor provided advertising during the Tournament.



## SUMMARY OF SPONSOR PARTNER PACKAGES

The following is a summary of the sponsor partner packages provided by the Mitcham Bowling Club. Thank you to all our Sponsor partners that have become an integral part of the Mitcham Bowling Club family.

Benefits of Sponsorship	Primary	Silver 1	Silver 2	Blue 1	Blue 2	Blue 3	Digital	Tournament
Investment per annum (+ GST)	TBC	\$3,500	\$2,500	\$500	\$400	\$225	\$250	TBC
Term of investment	3 years	1 to 3 years	1 to 3 years	1 year	1 year	1 year	1 year	Event Basis
<b>Inclusions:</b>								
Thank You – Pull Up Banner	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Event Naming Rights	Yes							Yes
Uniform Sponsorship	Yes							
Corporate Barefoot Bowls Event	2 Events	1 Event	1 Event					
Mitcham Road Signage	Yes	Yes	Optional					
RJ (Bob) Middleton Green Signage	Yes	Optional	Yes					
Main Scoreboard Signage	Yes							
Garden Wall Signage	Yes			Yes				
Player's Enclosure Signage	Yes				Yes			
Rink Scoreboard Signage	Yes					Yes		
Social Membership	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Tickets to Sponsor's Season lunch	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Website Advertising	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Social Media Advertising	2 posts Weekly	1 post Weekly	1 post Weekly	1 post Fortnightly	1 post Fortnightly	1 post Monthly	Yes	Yes
Facebook / Instagram "Like"	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
MBC Season Progress Updates	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Significant Events notifications	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

## NEXT STEPS

Several sponsorship packages are provided by the Mitcham Bowling Club that cater for the different needs of our sponsors. We appreciate the contributions our sponsors make to the Mitcham Bowling Club and are flexible in arranging tailored sponsorship packages.

To further discuss and organise your sponsorship and becoming an integral part of the Mitcham Bowling Club family, please contact us via email or website.

W [www.mitchambowlingclub.com.au/sponsorship](http://www.mitchambowlingclub.com.au/sponsorship)

E [sponsors@mitchambowlingclub.com.au](mailto:sponsors@mitchambowlingclub.com.au)

***Thank you for your sponsorship consideration for the Mitcham Bowling Club***