

# Bowls NSW

# MARKETING SERVICES

Your guide to marketing with Bowls NSW

## New branding & marketing message

Insights gained through focus group research assisted us in designing a new modern logo that is easily identifiable as a bowl. The new logo features a stylised outline of a bowl, created using the NSW State colours. Our new key message, "Love what you play, it's more than a game" was developed to enable Bowls NSW to highlight the sociability of the game and promote bowls as "more than just a sport". The new branding is assisting us to change present attitudes and perceptions, making the game more appealing to the younger demographics as well as our valued members and corporate partners.

## Marketing services available



### Promotional Video

Bowls NSW recently produced a promotional video that tells the story of some of our most well known players in New South Wales. Each player tells their own unique story about what they have achieved and why they love what they play! The common theme throughout the video is that bowls is "more than a game". This video is available to all clubs. For a copy, email [marketing@bowlsnsw.com.au](mailto:marketing@bowlsnsw.com.au)



### Image Library

Bowls NSW has worked with professional photographers in the sports industry to develop an updated image library. Images within the library are bright, colourful and show the action of the game. Log onto [bowlsnsw.com.au](http://bowlsnsw.com.au) and click on Our Resources and then onto Photo Gallery. Alternatively email [marketing@bowlsnsw.com.au](mailto:marketing@bowlsnsw.com.au) to view the images we have available.



### State of Bowls Magazine

State of Bowls is the official publication of Bowls NSW. The magazine reaches over 43,000 readers on a quarterly basis and is distributed via local bowling clubs. State of Bowls is the longest running sports-specific magazine in Australia. This sort after magazine is an excellent marketing tool to share with potential new bowlers.

For a copy of our 2015 Media Kit please, email [marketing@bowlsnsw.com.au](mailto:marketing@bowlsnsw.com.au)



## Online Tools

Our Bowls NSW website is considered one of our strongest marketing tools and is often the first place participants go to source information.

We have also recently launched social networking sites including Facebook, Twitter and Instagram. We will soon be launching an e-Newsletter in NSW, which will be delivered directly to our members' inbox on a monthly basis. Bowls NSW has a great community of engaged players. We focus our content and images towards upcoming competitions, results and squad development.

For more information on our online tools or for a consultation on how you can make your online tools more effective, email [marketing@bowlsnsw.com.au](mailto:marketing@bowlsnsw.com.au)



## Print Materials

After the successful launch of our new branding we were able to design a suite of print materials for the clubs. We have developed print ads, posters, flyers and pull-up banners. These materials can be used to assist you with your recruitment campaigns. All materials can be customised and tailored to meet your individual needs. Included in your new Marketing Resource Kit is an A2 poster to get you started.

To order additional print materials email [marketing@bowlsnsw.com.au](mailto:marketing@bowlsnsw.com.au)



## Recruitment Programs

Marketing and Sports Development work closely together when it comes to launching and rolling out recruitment programs. Our flagship recruitment program in NSW, Aloha Barefoot Bowls is an exciting event to help clubs actively engage with potential new members in their local communities. Aloha has been running for 3 years now and this year we had over 50 clubs participating throughout NSW.

For more information on Aloha Barefoot Bowls, see [www.alohabowls.com.au](http://www.alohabowls.com.au) or email [marketing@bowlsnsw.com.au](mailto:marketing@bowlsnsw.com.au)

On a national level, Bowls Australia has recently launched a new program called Jack Attack. The Jack Attack Program is aimed at introducing participants to bowls in a structured competition that is still delivered in a social manner. For more information, visit [jackattack.com.au](http://jackattack.com.au).



# FOR MORE INFORMATION

The Marketing Team are here to assist you and your club to market and promote the sport of bowls in NSW and to grow participation.

Please contact us on **1300 286 392** or email [marketing@bowlsnsw.com.au](mailto:marketing@bowlsnsw.com.au) to discuss your marketing needs.