

**ESSENDON BOWLS CLUB**  
**SEASON 2020/2021 ADVERTISING PACKAGES**  
**HELICOPTER PACKAGE**



**(Includes SCREEN, BAR SIGN AND NEWSLETTER)**

## **Cost of This Package - \$180 (& GST):**

### **This package includes the following:**

- An advertisement in our club newsletter 'The Biased Bomber' (currently published 6 - 8 times per year). Advertising to be in colour as per the attached sample page. This will reach over 200 hundred people on the EBC Distribution list. With additional exposure to community members attending our club for functions and community events, plus exposure on club electronic media, this number is significantly multiplied. (Refer to synopsis of Essendon Bowls Club below)
- Free listing on the EBC Club web site through a dedicated link (currently under redevelopment) and on the EBC Face Book Page.
- An A3 sign magnetic sign displayed in a prominent location in the EBC club rooms (see photo below)
- Business cards on display on the club bar. (Business cards to be supplied by the advertiser)
- Electronic exposure through scrolling displays on one of three screens in the EBC clubrooms as appropriate.
- A reduced price on a Barefoot Bowls Event or hall booking for your staff

### **Please Note:**

Please note the following if considering this package:

- If a continuing advertiser, existing magnetic bar sign can be used if wanted.
- New advertisers will be responsible for the cost of their new magnetic bar sign – this cost will be forwarded with our club invoice. New signs cost approx.. \$40 last season.
- If continuing advertisers wishing to replace an existing magnetic sign, will also be at advertiser's expense

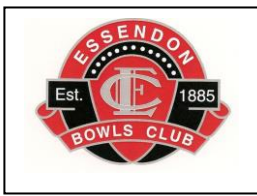
### **Sample copy of Bar Signage:**



6 Advert Newsletter  
Format.docx



Newsletter 9 Ads  
per page Sample.do



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**ABOUT ESSENDON BOWLS CLUB:**

**Essendon Bowls Club is a community minded lawn bowls club based in Raleigh Street, Essendon and is part of the Windy Hill sporting precinct. We are proud of our association with other local sporting clubs through our affiliation with the Essendon Sports Club, including the nationally recognised Essendon AFL football team.**

Boasting almost 200 members (bowling members, social members and junior members) our club competes in Bowls Victoria's Metropolitan Pennant competitions on Saturdays (86 participants per week), and Tuesdays (54 participants per week) plus a nightly competition held on Wednesday evenings (36 participants). This makes us one of the largest and most progressive bowling clubs within the City of Moonee Valley. Having won 2 Bowls Victoria Metropolitan Premier League Grand Finals in the past 5 years (including the latest grand final in season 2018/2019) makes our club one of the more successful in metropolitan Melbourne.

**At a community wide level, our club is regularly used for a community challenge bowls event held over 4 consecutive Wednesdays in February and November each year involving nearly 60 players (mostly social and novice bowlers) each competition. A significant part of each evening is a nightly raffle with proceeds being donated to a chosen charity. Our club also provides a Sunday afternoon music day each month featuring a local music group. This is regularly attended by between 100 and 200 people each month.**

Our club also provide opportunity for barefoot bowls bookings for social events, corporate team building events and fundraising activities. This can result in many people visiting our club for such events – up to 1000 additional visitors during a 2 month period.

**Essendon Bowls Club is constantly reviewing and upgrading our electronic and social media platforms – the EBC Web site and our Facebook page, which currently sits at over 600 followers. This means extra exposure for our advertisers and sponsors.**

Our club is proud of its junior bowls activities which includes involvement with local schools, school holiday and after school junior activities and involvement in Bowls Victoria sponsored Under 18 activities, all of which draw parents and relatives to our club.

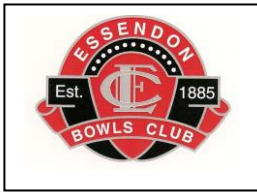
**BENEFITS OF ADVERTISING WITH OUR BOWLING CLUB:**

- **Exposure of your brand to all people passing through our club – this can be between 300 and 400 people per week during the lawn bowls season. (Essendon BC members, visiting bowling club members and people attending the club for social and community activities)**
- **Exposure of your brand through traffic visiting our EBC Web site and our Facebook page, which currently sits at over 600 followers.**
- **Exposure can be negotiated through various advertising packages which can include, but are not limited to, locations within our club premises (internal and/or external), our club newsletter (printed 6 to 9 times per year), our electronic & social media outlets**
- **Exterior advertising on club fencing facing busy Raleigh Street and observable to pedestrian traffic (2 local schools are located opposite our club entrance and car park and attract attention at before and after school drop off times)**
- **Naming rights and advertising opportunities at club sponsored tournament events & functions held during the bowling season including the abovementioned Community Challenge and Monthly Music Days as well as tournaments held during the year.**

**PLANNING FOR YOUR ADVERTISING AND PROMOTIONAL NEEDS:**

Our club has several advertising packages available which can be tailored to suit your organisational needs and welcomes the opportunities to meet with you to discuss your requirements.

Please contact the club on 9375-2522 or via email at [essendonbowls@optusnet.com.au](mailto:essendonbowls@optusnet.com.au).



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