

Warwick-BowlsSA forge new deal

Bowls major sponsor for more than a decade Warwick Wealth has announced a new deal with Bowls South Africa which secures Warwick's involvement with bowls until the end of 2017, and creates an opportunity for BowlsSA to forge ahead with development, writes **Alan Simmonds, Media Officer, Bowls SA.**

The sponsorship is worth more than R3.5-million a year; in excess of R10-million in the next three-and-a-half-years; Warwick has an option to renew for a further three years. The deal became effective on July 1 and runs for 42 months until December 31, 2017.

Speaking from the Warwick Wealth head office in Claremont, Cape Town, CEO and chairman, Ian Kilbride, says: "After discussions with BSA during May and June, a great deal was agreed that meets the bowls umbrella body's needs, while satisfying Warwick's increasingly 'Client Centric' and investment business approach to sponsorship and marketing."

The contract replaces all previous arrangements and has seven features to guide this exciting relationship.

1 A significant increase in annual fees paid to BSA by Warwick Wealth to secure the Masters, Nationals and several other events as principal sponsor

2 Warwick will cease paying districts or clubs fees, but will annually stage/sponsor more than 200 events nationally. Prize money and other rewards will be increased and qualifying criteria made easier

3 In 2014 Warwick will pay existing Platinum Clients R1 000 on their birthdays; no new Platinum clients will be created before year end

4 From January 1, 2015 a Warwick Platinum Client will be any client at Warwick with an investment of more than R1-mill and a Will valued at more than R1m with Warwick Trust.

5 From January 1, 2015 all Platinum clients will receive R1 000 on their birthday and, if they are bowlers a further R500, so a total of R1 500. This additional R500 is to fund the bowler's district and BSA affiliation fees

6 From January 1, 2015, all bowlers with a Personal Share Portfolio, an investment of more than R500 000 with Warwick will receive R500 on their birthday – again to fund affiliation fees. This, therefore, means that even if a bowler's investment at Warwick is under R1-mill and/or they don't have a will with Warwick, they still qualify to have their affiliation fees paid via a birthday present of R500

7 Warwick has invested further in its four 'Lifestyle Network Managers' in Cape Town, Port Elizabeth, Durban and Johannesburg to set up the 200 required events, the vast majority of which will be held at bowls clubs.

Allan Freeman, president of BowlsSA said in Johannesburg before leaving for the Commonwealth Games in Scotland to attend a World Bowls summit: "Bowls and Warwick have enjoyed a harmonious association to our mutual benefit. I and my successors will always be grateful for the understanding, generosity and professionalism Ian Kilbride and Warwick have made available to the bowlers of this nation. Together we will set new standards and make our wonderful game a truly integrated and successful sport for all."

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