



**BOWLS
PREMIER
LEAGUE**

Bowls Premier League **LICENSEE PROSPECTUS**

DECEMBER 2018



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INTRODUCTION

It is my pleasure to introduce you to the Bowls Premier League (BPL) prospectus. This competition is a significant and ground breaking competition for Bowls in Australia.

The overall purpose of the BPL is to provide Bowls in Australia with the means to develop commercial and broadcast opportunities, and to drive an increase in participation levels through a short-format competition that aligns to the grass-roots participation product Jack Attack and to the BPL Cup that can be experienced by new, social and experienced players alike at club-land and to the sport of bowls nationwide.

The competition is based around a flexible licensee model, with the aim of creating consumer engagement with their geographical area which allows more than one team in each State or region. Bowls Australia has established a management committee to manage the implementation and staging of this competition.

I invite you to carefully consider the contents of this prospectus and your involvement in this fantastic opportunity for our sport.

Neil Dalrymple
Chief Executive Officer
Bowls Australia





WHAT IS BPL?

A fast and exciting version of the game comprising the best players the sport has to offer, BPL is the world's most entertaining format of Bowls every played.

With more consequences more often, BPL packages the traditional aspects of the game into a supercharged City versus City national competition played on a specially designed TV Rink. With adrenalin fuelled head shattering drives combined with the deft touch and skill the game is famous for, BPL takes the best elements of the game and morphs them into a high impact, highly competitive and fast paced version of the sport.

- City versus City
- World's best players
- Team competition
- 14 round plus finals competition

BPL is a city based licensee model creating consumer engagement with the geographical area. Designed to develop the commercialisation of the sport and appeal specifically to broadcasters. BPL also has a participation format of play which resonates at club level, called Jack Attack. Jack Attack is also the format of play of the annual BPL Cup national competition.

BPL Ownership Structure

The BPL is owned and operated by Bowls Australia.





BPL COMPETITION

The BPL currently comprises of an eight team competition with at least four teams based in a capital city in order to maximise broadcast appeal.

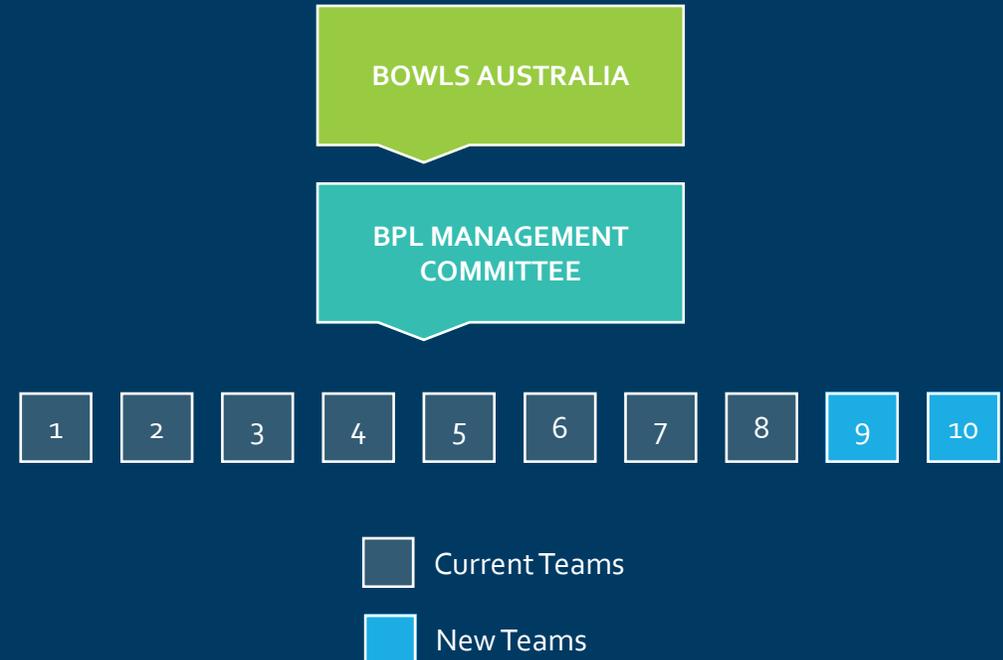
The competition also features regional based teams in major populated areas engaging a greater range of the bowls participation areas to assist with game development.

The BPL competition currently comprises:

- Four teams from capital cities of Perth, Melbourne, Sydney and Brisbane;
- Three teams from major regional centres – Murray, Illawarra and Gold Coast; and
- One team from New Zealand.

Each team enters into a licence agreement with the BPL which grants the Licensee the right to enter a team in the BPL. The BPL management committee will decide the composition of the competition.

Competition Composition





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BPL COMPETITION

Licences have been granted to:

- an individual club;
- two or more clubs located within a particular region (which together form a incorporated entity);
- a State bowls association;
- a private organisation; or
- a National bowls association.

**CLUB OWNED
LICENCE**

1. SYDNEY TEAM
SYDNEY LIONS

2. BRISBANE TEAM
BRISBANE PIRATES

3. MELBOURNE TEAM
MELBOURNE ROYS

4. REGIONAL NSW TEAM
MURRAY STEAMERS

5. GOLD COAST TEAM
GOLD COAST HAWKS

6. REGIONAL NSW TEAM
ILLAWARRA GORILLAS

**STATE OWNED
LICENCE**

7. WESTERN AUSTRALIA TEAM
PERTH SUNS

POTENTIAL NEW TEAM
SSO OWNER

**NATIONAL OWNED
LICENCE**

8. NEW ZEALAND TEAM
NEW ZEALAND BLACKJACKS

POTENTIAL NEW TEAM
NSO OWNER

**PRIVATELY OWNED
LICENCE**

POTENTIAL NEW TEAM
PRIVATE OWNER

POTENTIAL NEW TEAM
ASIA

 Current Teams
 Discretionary Teams

**Potential Cities and Regions
for BPL Teams in Australia**

- North Queensland Region
- Central Coast
- Newcastle Region
- West Sydney
- Victoria
- Tasmania
- South Australia



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LICENCES

Who can become a BPL Team? Licence ownership will comprise five principle categories.

Ownership Options	Example
Club Owned Licence	An affiliate club in a state buys a licence to represent a Sydney team.
Region Owned Licence	A major bowls centre or region forms an alliance with surrounding regions buys a licence to represent that region: eg Murray Team.
State Owned Licence	Bowls WA buys a licence to represent their state.
Privately Owned Licence	A wealthy bowls fanatic or bowls manufacturer buys a licence to represent a team in a particular state.
National Owned Licence	Bowls New Zealand buys a licence to represent their country.

Each licence owner must be an incorporated body that can ensure that the Licensee obligations are fulfilled and guarantee a minimum 3 year commitment.

An owner must agree to operate in accordance with the Licence agreement entered into when they are granted a licence.

Any sale of a licence must have the approval of the BPL management committee and any new licensee must continue to meet the commitments of the licence agreement.

Consortia and joint ventures may apply for a license but licences will only be granted to an incorporated body and will not be granted to groups of people/organisations.

A Licensee must be deemed to be a fit and proper entity and the BPL management committee reserves the right to reject any bid or believes does not satisfy the criteria.

Any increase in the number of licenses will be at the discretion of the BPL management committee.

The BPL management committee invites expressions of interest from across Australia and overseas.



RIGHTS DISTRIBUTION

Competition Rights

As the governing body, Bowls Australia holds the exclusive rights to enter into arrangements for certain commercial rights relating to the BPL.

This will comprise:

- Media Rights
- Competition naming rights
- Competition official sponsor rights
- Venue advertising rights (event signage)
- Merchandise and licensing
- Event ticketing rights

BPL will control the distribution of any central revenues and determine how this is allocated.

As noted above, BPL maintains the rights to approve/produce the naming, colours, logo, and uniform of each Licensee and any other Intellectual Property (IP) rights to be used in the BPL competition.

Licensee Rights

The licence owner will be entitled to develop (where appropriate) commercial arrangements with sponsors and suppliers, specifically:

- Team/Licensee naming rights
- Shirt sponsorship arrangements
- Other arrangements for the team with local sponsors and local suppliers
- Certain venue advertising rights (signage at matches in TV arc, positioning to be determined by BPL)
- Each Licensee will have an allocated broadcast "feature game" for three of the 14 rounds (enabling licence holder and associated sponsors TV exposure) and receive 'highlights' exposure for each other round (more detailed description for competition format in broadcast and sponsorship sections)



RIGHTS DISTRIBUTION

Licensee Tender Process

The tender process allows the BPL management committee control over Licensee selection and enforcement of obligations.

- The BPL management committee will issue an Invitation to Tender (ITT) for a BPL licence to State Associations, clubs and other relevant parties.
- Interested parties will be required to submit a tender in writing addressing the criteria in the ITT to the BPL management committee.
- Each applicant will be required to submit:
 - City/region it will represent;
 - The amount of the licence fee is prepared to pay (which must meet the minimum licence fee set by BPL). The fee is paid once each cycle (eg if the term of the license is 3 years, it will only be paid once during the 3 year period.);
 - Minimum license fee per contract period;
 - Annual competition fee;
- Team name, colours and logo guidelines (i.e. if a club/state has elements of a current logo that they would like to be part of their individual BPL team logo it can be requested in this tender submission, however, BPL retains the right to manage and approve team logos; and
- Any other documentation which will contribute to the decision making process.
- The applicants will then be assessed by the BPL management committee who will decide the successful candidates. The BPL management committee is the sole deciding body for the issuing of licences.



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RIGHTS DISTRIBUTION

Licensee Obligations

- Pay licence fee and annual competition fees.
- Ensure player/team recruitment, participation, and compliance with BPL rules/policies. (eg attendance, scheduling, no gambling by BPL players).
- All other obligations set out in the licence agreement.
- The financial management of the team is the responsibility of the licensee. The licensee is responsible for drafting and maintaining a suitable budget. The Licensee may secure revenue from a number of sources. The division of revenue to be sourced and retained by BPL and licensees is set out in this prospectus. BPL reserves its right to change the division of revenue at any time.

Venue Rights

- Venue rights holder will receive TV exposure benefits on all programs.
- Venue rights holder will retain all revenues generated through sales of food and beverage during events, excluding corporate hospitality unless mutually agreed with the BPL management committee.





BPL PRODUCT

The game format will focus on maintaining the game fundamentals for the core bowls audience but in a quicker format.

Team Composition

Teams consist of three players and a coach.

Pairs Play

Pairs play only with each player to bowl three bowls an end. All three players will play two bowls in a tie-break.

Sets Scoring (inc. tie breaker)

The format of the games will be sets play with each match comprising two sets with each set being a maximum five ends.

A set will be decided if at any point it becomes impossible for one team to draw or win the set. Should the shots be equal at the end of the fifth end, the set will be tied.

One set point will be awarded to a team for each set won, and half a point will be awarded to a team for each set tied.

At the completion of the second set, should both teams be equal on set points, a one (1) end tie breaker will be played. The team with highest number of shots at the completion of the end will be deemed winner.

Two points will be awarded to the team that has won the match.

Game Timing

There will be a 'shot clock' between shots to ensure that games are completed in the allocated time and venue / broadcast costs are kept to the minimum required (this does not have to be in TV broadcast view). It will include time for 'viewing the head' and playing the bowl.



BPL PRODUCT

Optional Game Format Changes

Player Rotation – Substitute

Players can be rotated by the coach at the end of a game (unlimited rotations). All players must deliver nine (9) bowls during the match.

Teams may call upon a substitute to play one or more shots in any end i.e. one player is a good 'driver' and that shot is required at the certain stage in the game. A substitute can replace either the lead or the skip at any time and can be used during a Power Play (see below).

Killing an End

Each team will have the opportunity to kill an end. However, a player must nominate that they are attempting to kill the end. If as a result of nominating to kill the end, and the end being killed, then that end will be deemed "killed" and the end replayed. If a player kills an end and does not nominate the shot. The jack will be replaced as per normal sets play rules.

Power Play

The Power Play enables a team to double their shots in any nominated end. Teams will be allowed one Power Play per set as nominated by the coach. Both teams can nominate to use it in the same set and end.

If a Power Play end is chosen, the match marker will hold up both arms showing the colour of the team that has indicated that the end is a Power Play.

Rolling of the Jack

There will be no rolling of the Jack. Each lead will nominate the desired length and ask the Marker to place the jack at this length.

Game Changes

Game format changes and implementing will be discussed with the relevant broadcaster prior to the event with the format of play subject to change. BPL will maintain the fundamentals of the game whilst adding appealing aspects for broadcasters and meet the needs of new consumers.

Note: Players will be informed of these rules prior to the competition commencing.



BPL PRODUCT

Player Recruitment Process

- BPL will play host to the best possible players the sport knows.
- Following the signing of the Licence agreement the Licensee must sign the teams players of which one (1) player must have a connection to the Licensee. All players must be of approved competition standard (approved by BPL management committee).
- A team must also appoint a coach and so will have a squad of four (three players and a coach).
- All players and coaches must sign a (standard) contract to participate in the competition – this will be provided to the Licensee by BPL management.

Licensee Obligations to Players

- Provide team clothing (must be approved by BPL).
- Ensure team meets game scheduling during tournament (penalties if not adhered to).

BPL Obligations to Players

BPL offers teams the opportunity to take home unprecedented prize money making this competition the most prized in the world.

With guaranteed standard player payments for all participants along with all expenses paid during the competition, BPL is also the most lucrative bowls event on earth.

- Player Prize money.
- Player daily base payment.
- Player costs (accommodation, flights, main meals).

Player Obligations to BPL

- Available for media when requested.
- Comply will all competition rules and policies.
- Players will be prohibited from gambling on the BPL or from having links to any gambling related activities. More information will be provided in the player contracts.

“The best of the best, head to head, there’s nowhere to hide.”



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BPL PRODUCT

BPL offers key stakeholders a raft of commercial properties from which to derive significant revenues through sponsorship sales.

Proposed Sponsorship Architecture for Partners



*Note: The sponsorship returns for the Licensee teams and venue have not been modelled in the BPL business case and are at the discretion of these parties to pursue and arrange (in accordance with the license agreement and the division of rights as determined by the BPL executive management committee).

“Big crowds, big money, big action.”



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SPONSORSHIP INVENTORY

BPL offers all partner levels designated signage inventory to maximise clear broadcast exposure free of clutter.

Inventory	BPL	Team	Venue
Backboard signage	YES	YES	NO*
Scoreboard signage	YES	NO	NO*
Rink signage	YES	YES	NO*
Shirt branding	YES	YES	NO*
Tickets/hospitality	YES	YES	YES
BA/BPL publications exposure	YES	At team discretion	YES
Access to player appearances	YES (unlimited)	At team discretion	At team discretion

* Unless negotiated with the BPL management committee.





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SPONSORSHIP INVENTORY

Team Apparel - Sponsor logo positions





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SPONSORSHIP INVENTORY

Backboard and rink signage positions



** Signage locations indicative only*



MEDIA EXPOSURE

Drivers behind Broadcaster Investment

BPL offers broadcasters the opportunity to engage viewing audiences from all major cities and capitalise on advertisers wanting to capture a targeted demographic.

CONSUMERS

Consumers drive advertising which drives broadcasters revenue

BPL BEST PLAYERS

The best players produce quality competitions and generate the most consumer interest.

STRUCTURED FORMAT

One that is conducive to their needs eg. breaks in play allowing advertising and an end time.

CONSEQUENCES

A competition/event that has consequences to help build pressure and viewer interest.

The BPL takes the sport to a new level. With only the best players, BPL has increased the 'moments' that consumers find attractive while maintaining the core fundamentals of the game that intrigue the uninitiated, all within a time frame and format that is attractive to broadcasters.

- **Consumers** national and global audiences with participation in over 32 countries.
- **Structured Format** the BPL product has been confined to one hour with short advertisement breaks between ends and a 'strategy time' to create a longer segment of continuous advertisements.
- **Consequences** competition ladder, qualify for finals, and major city rivalries ensure more consequences more often.



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BPL06 & BPL07 REVIEW



\$4.8M



QI Media Value across the BPLo6 and BPLo7 events equated to \$4,830,940. The two events received 40hrs of live broadcast on Fox Sports & Sky Sport NZ. The event wasn't replayed but received 32 highlight packages across Australia and New Zealand.



415k



BPLo6 achieved a reach of 212,191 average unique viewers and 203,034 for BPLo7 across Australia and New Zealand.



\$2.8M



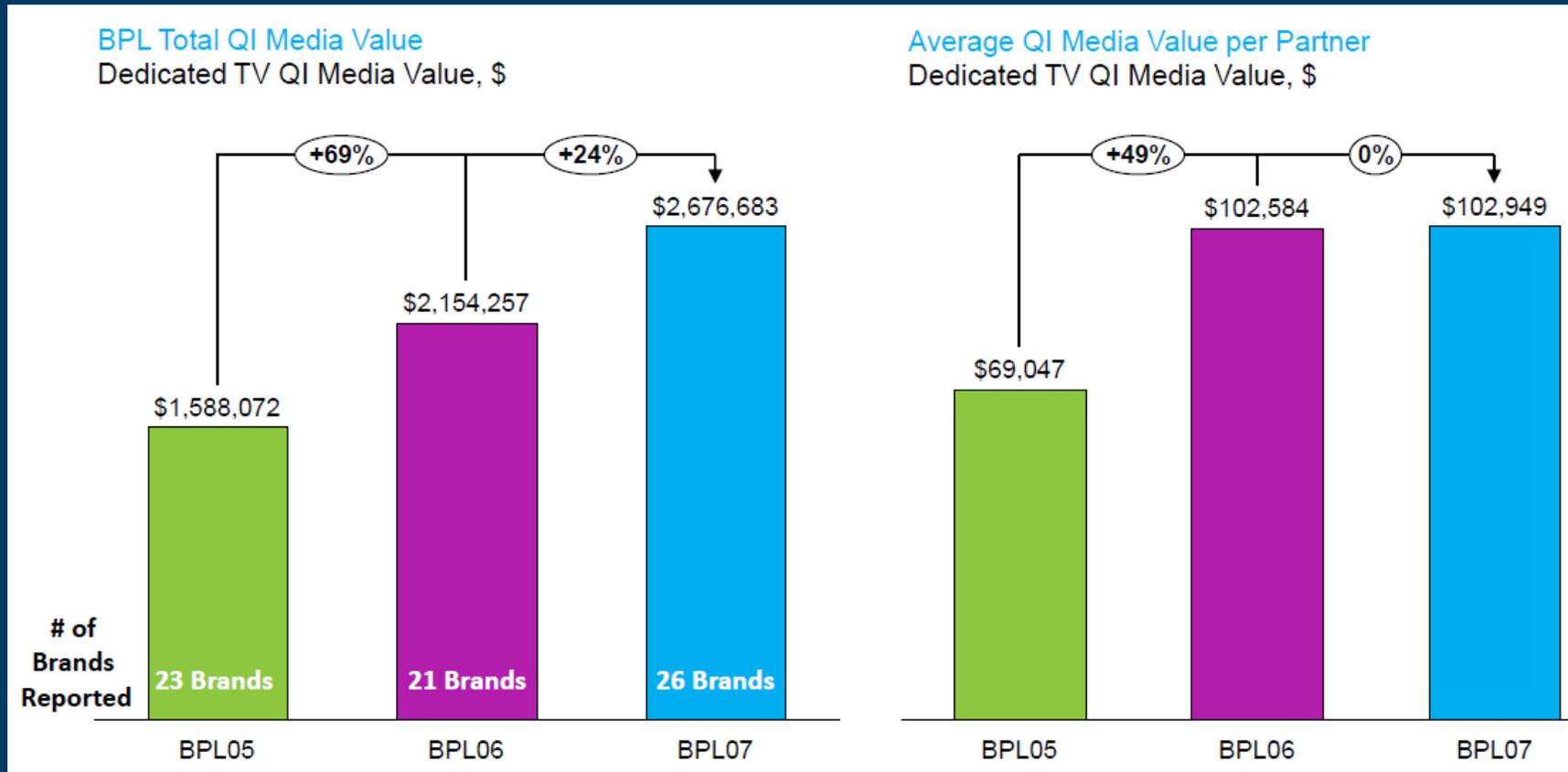
The most valuable asset of the event is the Static Board Court End signage captured during live broadcast. This asset achieved a QI Media Value of \$2,848,077 at BPLo6 and BPLo7 combined.



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BPL07 REVIEW – NIelsen EXPOSURE REPORT

Media value overview:



\$2.67M
Dedicated TV
QI Media Value

\$2.15M in BPL06
+24%



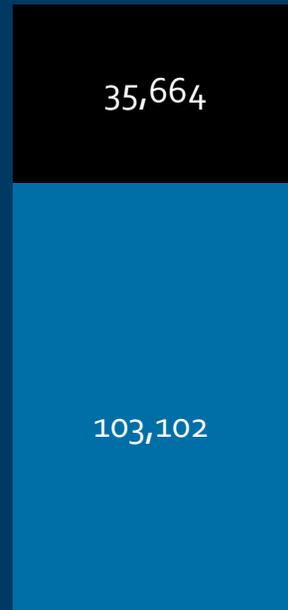
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BPL06 & BPL07 REVIEW

2017 total TV Q1
Media Value
equated to \$4.8m



2017 total Average Q1
Media Value per
brand is \$102k



■ Cumulative Highlights Audience
■ Live Audience



Broadcast Type	BPLo6	BPLo7
Live Broadcast	8	8
Replays	0	0
Highlights	11	21
Total Broadcasts	19	29

*Replays include audiences shown within two days

Dedicated TV value increased to \$2.67m in Q1 Media Value, 24% higher than BPLo6 over \$1m (69%) more than BPLo5.



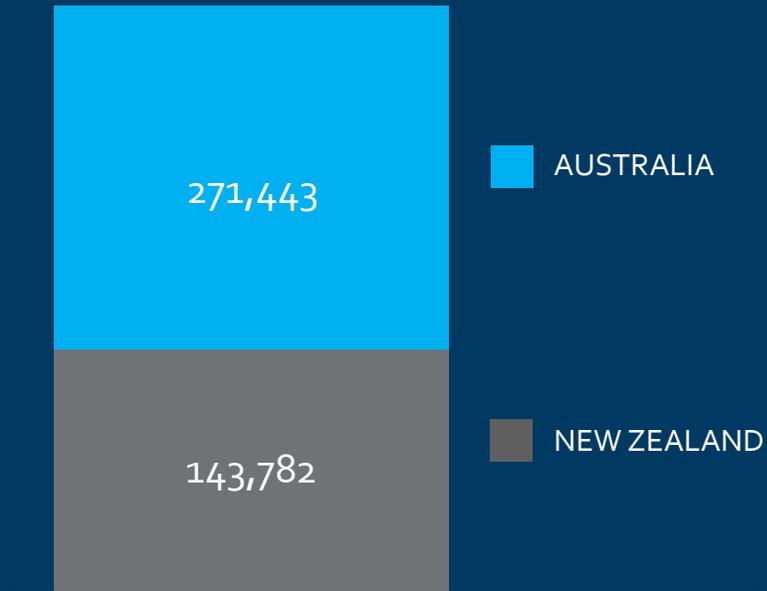
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BPL06 & BPL07 REVIEW

TV Reach Audience

2017 BPL 5 Min Reach – Australia & New Zealand (Live)

Total number of viewers who watched for a minimum of 5 minutes.





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IMPORTANT INFORMATION

This prospectus has been prepared by BPL in order to give interested parties an overview of the Bowls Premier League. This prospectus does not, and is not intended to, provide detailed and comprehensive information upon which interested parties can rely when preparing and submitting a tender.

Information contained in this prospectus is subject to change at any time and BPL is not required to notify the public or persons who have submitted a tender of those changes.

BPL management committee:

Neil Dalrymple Bowls Australia CEO

Wayne Turley BA Board Director

Tony Sherwill BA COO

Aidan Davis BA Communications & Marketing Manager

Jennifer Pitson BA Sponsorship & Partnership Manager

Andrew Howie BA Events and Competition Manager





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TESTIMONIALS

"As a fan of bowls..... 'Traditional Style', I have been delighted and privileged to be involved in Bowls Australia's exciting initiative, the BPL (Bowls Premier League)."

It's fast, it's furious, it's exciting, it's certainly entertaining and most of all, definitely unpredictable. It has EVERYTHING for everybody."

*Steve Glasson
Sydney Lions Coach & Australian Jackaroos National Coach*

"Being the inaugural host venue for the Bowls Premier League event has given Club Pine Rivers an enormous amount of exposure via the live broadcast, local marketing initiatives through to engaging new customers visiting the club. It has also helped the club to expand and leverage external partnerships."

We are thrilled to continue hosting the BPL event in Australia and will work with BA to ensure the event grows in the future."

*Steve Ratcliffe
General Manager, Club Pine Rivers
Venue Partner*





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Contact Details

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