



BOWLS PREMIER LEAGUE

EXPRESSION OF INTEREST

NEW LICENSEE AVAILABILITY





THE BPL IS THE WORLD'S PREMIER MODERN BOWLS BROADCAST



PURPOSE

Bowls Australia (BA) is delighted to announce a planned expansion of its Bowls Premier League (BPL), effective from its next November 2024 edition.

BA launched the BPL in 2013, to showcase a new and exciting format of the sport of bowls, and to enable opportunities to showcase and raise the profiles of the world's best bowlers, clubs, organisations, partners and host venues.

Alongside the existing ten (10) licensees, BA is proud of the significant role the BPL has played in showcasing the sport's greatest attributes and is excited about the future evolution of the product under an expanded 12-team model.

BA would like to invite Clubs, Organisations and Businesses around Australia and internationally to express their interest in joining the BPL as a new licensee from November 2024, for at least a two year / four (4) event period through to February 2026, as the competition expands from ten (10) to twelve (12) teams.

Contained within this document is the relevant BPL event information and the desirable criteria that needs to be addressed in the expression of interest (EOI) from any potential new licensee owner.

KEY INFO

EVENTS

BA is seeking expressions of interest to add two (2) new teams on a two (2) year contract commencing July 2024, for the following events.

- BPL20 – November 2024
- BPL21 – February 2025
- BPL22 – November 2025
- BPL23 – February 2026



FORMAT

- Teams made up of three (3) players and one (1) coach. Each team must have at least one (1) female player and at least one (1) male player.
- Three (3) bowl pairs, with a substitute.
- Two (2) sets of five (5) ends with a one (1) end tiebreak if required.
- Each player must play a minimum of nine (9) bowls per match.
- 30 second shot clock.
- Power plays where points are doubled.
- Jack respotted on the “T”

Note: These and other Conditions of Play are subject to some usual review/ finalisation processes following BPL19 and prior to BPL20.

PRIZE-MONEY

Each Installment of the Bowls Premier League carries a minimum of \$135,000 AUD prize money which incorporates a \$500 AUD player appearance fee.

Across the course of the year, a minimum \$270,000 AUD prize money is distributed to licensees.



LICENSEE ENTITLEMENTS

FOR TEAMS BASED IN AUSTRALIA

- Flights for three (3) players and one (1) coach from any major airport within Australia to the closest major airport of the event's host club
- Six (6) nights' accommodation
- Transport for three (3) players and one (1) coach to/from the airport and event's host club as required.
- Lunch and dinner for three (3) players and one (1) coach from Monday through to Friday of event week.
- Uniform for three (3) players and one (1) coach for the first event only, and for subsequent events, uniform for new players to the team or uniform changes due to sponsor inclusions, etc.
- Opportunity to purchase team merchandise to on-sell at your venue, organisation or business.
- Invitation to attend any welcome and/or closing functions that may occur for Bowls Premier League for up to eight (8) guests (including team's players and coach).
- Team logo design and trademarking.
- Sponsor placement on uniforms and event signage – able to be on-sold for commercial return.
- Guaranteed a minimum five (5) broadcast games across a year (two BPL events) – can be up to 13 games contingent upon results.
- Guaranteed a minimum seven (7) live-streamed games across a year (two BPL events).
- Opportunity to claim a share of \$135,000 AUD of prize money per event.
- Guaranteed player/coach appearance fee of \$500 AUD per person.
- Post event reporting on key statistics, media exposure, TV ratings that can be delivered to key stakeholders involved with your team.
- Key individualised player and team statistics throughout each event.



LICENSEE ENTITLEMENTS

FOR TEAMS BASED INTERNATIONALLY

- Flights for three (3) players and one (1) coach from the closest major airport within Australia. International teams must cover international flights outside of Australia.
- Six (6) nights' accommodation
- Transport for three (3) players and one (1) coach to/from the airport and event's host club as required.
- Lunch and dinner for three (3) players and one (1) coach from Monday through to Friday of event week.
- Uniform for three (3) players and one (1) coach for the first event only, and for subsequent events, uniform for new players to the team or uniform changes due to sponsor inclusions etc.
- Opportunity to purchase team merchandise to on-sell at your venue, organisation or business.
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- Key individualised player and team statistics throughout each event.



KEY SELECTION CRITERIA

BA requests expressions of interests to please address the following key selection criteria:

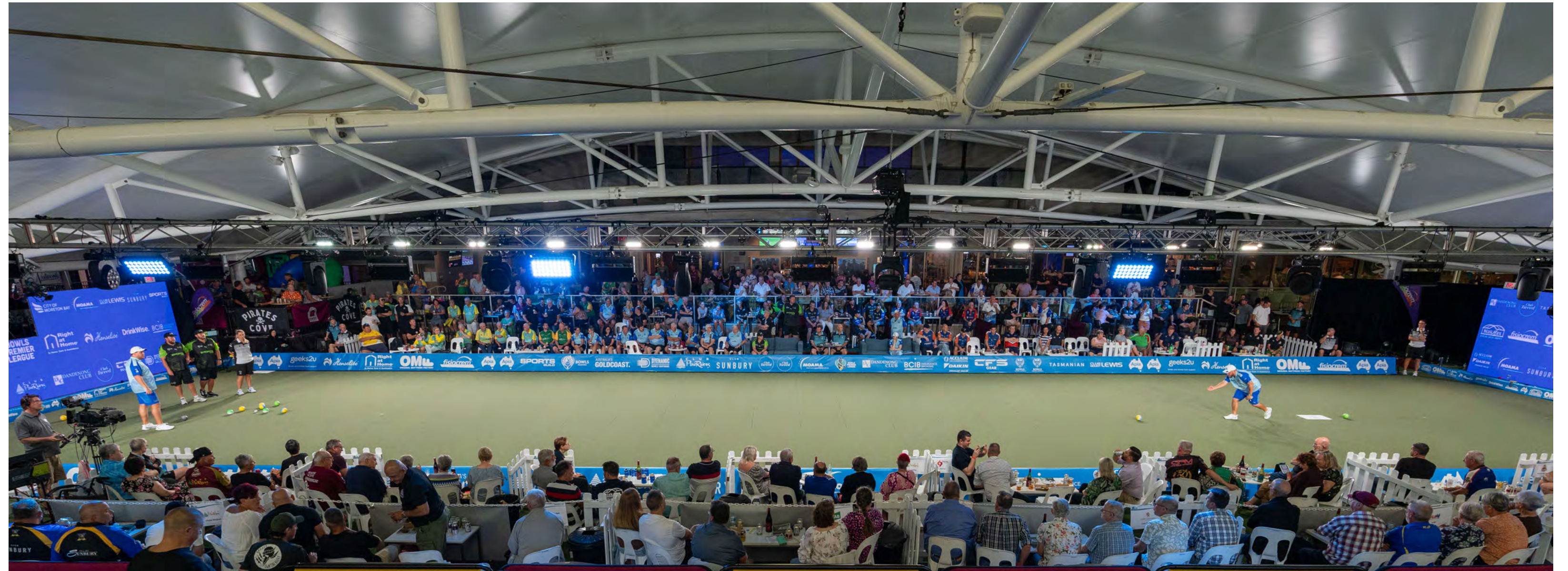
- Name and location of licence owner (be it individual, Club, association, Member Nation or other).
- Names and locations of possible team members and coach (note each team must have at least one male and one female represented, and players are required to have at least National-level experience and/or standard).
- Possible team names/identity (note BA have final approval of team names/identity).
- Consideration of engaging players from outside of Australia and New Zealand to enhance the international presence and exposure of the team.
- Ability to develop a strong team supporter base and on-site spectatorship at each event.
- Marketing and promotional avenues, i.e. ability to promote the team and event to existing audiences across physical and digital footprints, and any promotional activations that would be explored, e.g. BPL bowls days at your venue, BPL Cup events at your venue to showcase shorter formats to members.
- Unique selling point/s, i.e. what elevates your expression of interest for a team above others.

LICENSEE FEE

The fee for BPL licences are as follows:

- \$40,000 AUD event fee – per year for two (events)
- \$40,000 AUD licensing fee – a one-off sign-on fee

Licensees are required to enter a two (2) year contract spanning four (4) events.



DEADLINE

- > BA is excited by the opportunity of expanding what is widely regarded as bowls' showpiece event and a spectacle that continues to showcase the sport of bowls and its athletes to new heights.
- > Questions and queries should be directed to Bowls Australia's Events and Competition Manager **Andrew Howie** via **ahowie@bowls.com.au**.
- > Expressions of interest should be directed to Bowls Australia's Chief Executive Officer **Matthew Kennedy** via **mkenedy@bowls.com.au** by no later than 5pm AEDT **Monday, April 8, 2024**.



THANK YOU
FOR YOUR INTEREST