

## **FOR RELEASE ON SUNDAY 21st SEPTEMBER 2008.**

By Alan Simmonds

Bowls South Africa has signed a four-year, R12-million sponsorship deal with investment company Warwick Private Wealth. It is the largest sponsorship agreement concluded by a grassroots non-professional sport in South Africa.

Warwick, with its head office in Cape Town, becomes title sponsor of the country's three premier national bowling events – the SA Masters and the men's and women's championships

Announcing the major boost for the sport, Bowls South Africa president, Piet Breitenbach, says: "Warwick has been a great supporter at club level for years. Now they are seriously involved at national level. We are delighted to work with them and are grateful for their faith in us."

The news comes in the wake of an announcement two weeks ago that the sport's major sponsor had decided to relinquish its position following a change of focus. This deal more than fills that void.

In terms of the sponsorship, Warwick a private banking services company is to generate more than R3-million a year from next year (2009) for South Africa's 40 000 bowlers who play at social, club, district and national levels.

Warwick operates five regional offices across the country with several thousand bowlers as clients. It has already ploughed back a considerable sum into clubs, supporting more than 150 smaller tournaments.

Says Warwick CEO, Ian Kilbride: "We are proud to sponsor bowls, also club tennis, football, cricket, golf and croquet.

"This major move is a thank you to bowlers for their support of our financial products and services. We are confident enlightened leadership from Bowls SA will take competitive and social members into a exciting future.

"This fillip for bowls might alert other 'Cinderella sports' similar support from us could be available through a close working relationship with sponsors committed to a long term view."

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