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23 September 2014

**TO: DISTRICT SECRETARIES  
EXECUTIVE  
MEDIA**

### **CIRCULAR 51/2014**

### **WARWICK SPONSORSHIP**

Sponsorship in sport and in particular our sport is not something that is easily obtained. We at Bowls South Africa and indeed our bowling community have been extremely blessed to have had a sponsorship relationship with Warwick Wealth that has been in place since 2002 and recently extended until at least 2017.

This sponsorship includes many facets that bring a benefit to all concerned. From a National Federation perspective their support contributes some 20% of our annual income which helps fund amongst others, activities such as the SA Masters and a number of our national tournaments. Their generosity extends to financing our membership cards and also the monthly newsletter. From a Club and District perspective numerous activities have been in place that also benefited them in the past. These benefits have extended to all members of the respective bowling communities and not to the exclusive benefit of Warwick clients. Therefore these benefits have ensured that our entire bowling community has in some way been enriched through the generosity of Warwick Wealth.

In terms of the recently announced new agreement these benefits with several enhancements will continue, at least until 2017. In a move to focus a portion of the benefit payment to those responsible for causing the benefit, a 'Client Centric' approach, benefits previously accruing to Clubs and Districts as a result of investment income has now been transferred to the client. Clients who now become the beneficiary are well within their rights to redirect this benefit to their Club or District if they feel the need to do so. This investment amount will be R500 per annum for each client who has a personal share portfolio with Warwick. In addition clients who have a personal share portfolio with an investment of R1m and a Will with a value of R1m will be granted 'Platinum status' and receive an additional R1000 per annum.

This 'Client Centric' approach is a commonly adopted practice by all institutions today with numerous loyalty cards being available. The benefit of these cards is directed to those responsible for the wealth creation in the institution.

**Executive Committee:**

President: Allan Freeman, Vice President: Kallie Haupt  
Members: Robert Forbes, Fred Kruijs, Charles Levy, Andrew Strong



Other areas of sponsorship covered by Warwick Wealth will be:

- i. Sponsorship of over 200 club events nationally with increased prize money. Apart from the prize- money and add-ons provided by Warwick the added benefit of entrance fees, bar revenues etc should also be taken into account.
- ii. Sponsorship of bowls clubs that meet their client number criteria to the values relevant in each season. Currently over 100 clubs across South Africa benefit from this area of the sponsorship.
- iii. Erect and maintain signage at 200 clubs and remunerate that club for R1000.
- iv. Continued special sponsorship deals with clubs where Warwick has a long term relationship.

The net sum of the above represents sponsorship directed by Warwick Wealth into our bowls community and amounts to some R 3,500,000. 00 per annum. This amounts to an investment of R140.00 per registered bowler per annum. Clearly, this is a significant financial boost to our sport.

The relationship that exists between Bowls South Africa and Warwick Wealth is a relationship that has existed for twelve years. During that time the entire bowling community has been substantially enriched through the generosity of Warwick Wealth. In as much as other organisations focus on building their client base through benefit directed reward programmes we support Warwick in their desire to create this same relationship. Sadly through the years the vast majority of beneficiaries that received income, through no intervention on their part, have never bothered to acknowledge their thanks to the provider of such income.

We at Bowls South Africa will always be extremely grateful to Warwick Wealth for the role they have played in our sport. The relationship and terms thereof are one that is concluded from time to time between Bowls South Africa and Warwick Wealth and therefore any conditions contained therein are as a result of agreement between the two parties. The fact that individuals and or institutions have benefited as a consequence is as a direct result of such agreement and we therefore request that Clubs and or Districts that have any queries regarding such agreement direct such request in the normal manner i.e. through their District to Bowls South Africa and not to our sponsor Warwick Wealth.



**JOHN RAVENSCROFT**  
**OPERATIONS MANAGER**