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25 July 2014

**TO: DISTRICT SECRETARIES
EXECUTIVE
MEDIA**

CIRCULAR 37/2014

WARWICK: BOWLS SA SPONSORSHIP

The Executive of Bowls SA together with our largest sponsor, Warwick Wealth, takes great pleasure in announcing the renewal of our partnership and the successful negotiation of a new sponsorship agreement. This new agreement cements our relationship through to December 2017 and we remain extremely grateful to Ian Kilbride for the support and advice of his company and once again look forward to a mutually beneficial association.

The communiqué below was released today and districts are requested to circulate a copy of this circular to their respective clubs.



BSA and Warwick Sign New Deal
(July 2014 – December 2017)

It is with great pleasure that Warwick Wealth announces a new deal with Bowls South Africa. The new deal secures Warwick's involvement with bowls until the end of 2017, with an option for Warwick to renew for a further three years.

The sponsorship is worth over R3,500,000 per annum and well over R10,000,000 in the next three and a half years.

After discussions with Bowls SA during May and June, a great deal was agreed to that meets Bowls SA's future needs, while satisfying Warwick's increasingly 'Client Centric' and investment business approach to sponsorship and marketing.

The deal is effective as from 1st July 2014 and runs for 42 months until 31st December 2017. This is a totally new deal with the following features:

1. A significant increase in the annual fees paid to Bowls SA to secure the Masters, Nationals and several other events with Warwick as the lead sponsor.
2. Warwick will no longer pay districts or clubs annuity fees, but will hold over 200 events nationally per annum. These will have increased prize money, easier to qualify criteria and quality individual prizes at each event.
3. In 2014 Warwick will pay all its existing "Platinum Clients" R1000 on their birthdays. No new Platinum clients will be created before year end.
4. From 1st January 2015 a Warwick "Platinum Client" will simply be any client at Warwick with an investment of over R1m and a Will valued at over R1m with Warwick Trust.
5. From 1st January 2015 all Platinum clients will receive R1000 on their birthday and, if they are bowlers a further R500, so a total of R1500. This additional R500 is to fund the bowlers district and Bowl SA affiliation fees.

Executive Committee:

President: Allan Freeman, Vice President: Kallie Haupt

Members: Robert Forbes, Fred Kruijs, Charles Levy, Andrew Strong



6. From 1st January 2015 all bowlers with a "Personal Share Portfolio", an investment of over R500,000 with Warwick, will receive R500 on their birthday, again this is to fund the bowlers district and Bowls SA affiliation fees. This therefore means that even if a bowler's investment at Warwick is under R1m and or they don't have a will with Warwick, they will still qualify and have their affiliation fees paid via a birthday present of R500.
7. Warwick has invested further in its four 'Lifestyle Network Managers', one in CT, PE, DBN and JBG. All of whom will continue to set up the 200 required events, the vast majority of which will held within local bowls clubs.

The above seven features now guide this exciting relationship.

We feel this deal is a massive source of assistance to bowls at all levels, especially the grass-roots and at the same time ensures that Warwick can better reward and thank our clients who are bowlers.

Warwick thanks Bowls SA for their creative input and we look forward to the next three- and-a-half years with excitement. We hope that even more bowlers will join us as clients and enjoy Warwick rewards. The more bowlers join Warwick; the more we look forward to being able to renew our contract with Bowls SA in December 2017.

I would also like to mention our hardworking 'Lifestyle Network Managers', Brian Yarwood in CT, Quinton Durant in PE, Stuart Milligan in DBN and Theo Scheepers in JBG. We all said goodbye to another of their colleagues this month, when Brian Kelly passed away in PE. Over the last 18 months we have lost Derek Watson in Cape Town and now Brian, it's been a tough month and our thoughts are with Brian's family at this time, as well as with their great colleagues. We wish them all the very best in their endeavors to help all bowlers in South Africa and we know that this new deal will really help.

On a final note, I want to thank all of our clients who are also bowlers and every single club and district that has supported Warwick since 2002. The 200 events a year and the rewards, aimed directly at our own clients, should ensure that this is the best deal ever signed with bowls in its history.

Kind regards
Ian Kilbride
Chairman and CEO



JOHN RAVENSCROFT
OPERATIONS MANAGER.