



Merthyr Bowls Club

Sponsorship Opportunities





Club History

Built next to the Limbless Soldiers' Club, back in 1944 it was known as the Limbless Soldiers' Bowling Club, designed as a place for service men and women to socialise and relax along the banks of the Brisbane River.

The Limbless Soldiers Bowling Club was officially opened in 1949 by the Queensland branch of the Returned Limbless Sailors and Soldiers Association (RLSSA) to provide recreational facilities for returned disabled servicemen. The first day of play was in December 1948.

In 1946 Brisbane City Council granted a 30-year lease to the RLSSA of the former United States Navy site. In 1948 the RLSSA opened a bowling green and green-keeper's shed adjacent to the former US Navy Officers' Club/Mess, now Riverside Ballroom. Peter Drummond became the founding president.

In the early 1950s the clubhouse building, comprising two ex-army huts, was relocated from Camp Columbia, the United States 6th Army headquarters at Wacol during the Second World War.

The Limbless Soldiers Bowling Club was later renamed the Merthyr Bowls Club. In 1978 the lease was transferred from the RLSSA to the RSL. The RSL, which continues to lease the land from Council, subleases the facilities to the Merthyr Bowls Club. The Club celebrated its 75 year in 2024.





Club Business

In 2024 25,500 people visited Merthyr Bowls Club

Some of our corporate clients include:

QANTAS, Virgin, Compass, Freehills, Westpac, NAB, Suncorp, Early learning childcare,
Mater Hospital, Harcourts, Fuji Solutions, Lion Nathan, Metro Driving School, Channel Seven
A growing membership of which 85% within a 20km radius.





Sponsorship packages

Platinum Sponsor

Three-year commitment Cost \$1,800 per year (ex GST)
Most visible opportunity limited number available

Scorecards	Logo on Club Scorecards (artwork to be provided by sponsor)
Website	Embedded presence on home page and sponsor's page. Including prominent logo embedded on home page
Social media	Six yearly tailored marketing campaigns on social media platforms Instagram and Facebook
Advertising	Front page exposure in monthly newsletter advertisements. One month tag line for outgoing emails. (artwork provided by sponsor)
Signage	Sign on fence facing the bowling green (signage at sponsors cost)
Marketing	Logo loop on monitor in bar area of the Club House



Gold Sponsor

Two-year commitment

Cost \$1,000 per year (ex GST)

Website	Embedded presence on home page and sponsor's page. Including prominent logo embedded on home page
Social media	Three yearly tailored marketing campaigns on social media platforms Instagram and Facebook
Advertising	Monthly advertising in newsletter
Signage	Sign on office block in car park (signage at sponsors cost)
Marketing	Logo loop on monitor in bar area of the Club House (artwork provided by sponsor)



Bronze Sponsor

One year commitment

Cost \$500 (ex GST)

Website	Embedded presence on home page and sponsor's page. Including prominent logo embedded on home page
Social media	Two yearly tailored marketing campaigns on social media platforms Instagram and Facebook
Advertising	Quarterly advertising in newsletter (artwork provided by sponsor)
Marketing	Logo loop on monitor in bar area of the Club House (artwork provided by sponsor)



SPONSORSHIP CONTACT

For all sponsorship enquiries please contact:

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