



Bath Boules

4 - 7 July 2024



About the Bath Boules

Our story

The Bath Boules is a vibrant, fun and long-standing fundraising event held in the iconic Queen Square, Bath every summer.

Every year it's one of Bath's highlights, the most English of occasions where we all play a quintessentially French game.

It began over 30 years ago with a mini contest of boules between businesses in and around Queen Square. Gaining popularity over time, it became an annual event with more and more teams involved and raising money for local charities in the process.

Fast-forward to today and the event has grown from a one day, into a weekend-long festival with a tournament between 64 teams on each day with added food market, bar, music and entertainment for all the family. Local businesses, organisations and resident groups take up the team places bringing together a huge cross section of Bath.



EST. 1990



**Bath
Boules**

Proceeds from the Bath Boules go to local charities and are distributed via the Bath Boules Trust. To date the event has raised over £775,000 thanks to the generous support of sponsors, partners and players.



FOOD AND DRINK

A well stocked bar and separate cocktail bar as well as a number of food stalls.



BATH'S SUMMER PARTY

Everyone is welcome to come along and enjoy the atmosphere of the event.



BOULES TOURNAMENT

A friendly contest where 64 teams play in eight groups of eight, battling it out for positions in the finals.

Charities

THRUSTING LE FUN INTO FUNDRAISING

The Bath Boules Trust seeks to distribute funds raised to as many worthy causes as possible and over the years has granted donations to over 70 local charities including: Julian House, Dorothy House, Carers' Centre, Freewheelers, Mind Bath, Jessie May, The RUH Forever Friends Appeal, Off the Record, National Osteoporosis Society, Genesis Trust, Designability, Age UK, Bath Rugby Foundation, Mentoring Plus, BRLSI, Southside, Three Ways School, First Steps Bath, Action on Hearing Loss, Goldies, Developing Health & Independence, RICE and many more.

Charities are encouraged to request a grant from the Trust at any time for their consideration. The Trustees then grant funds for specific projects or equipment that is really going to make a difference and can be anything from tens to hundreds to thousands of pounds, depending on what's required.

The Bath Boules Trust owns the Bath Boules and is a registered charity (number 1071273) which administers all funds raised from the event. These funds are then distributed each year to a variety of causes in the Bath area.

The charity's Trustees are: Alex Auge, Celia Mead, David Gledhill, Philip Addis, Nicole Howse and Thomas Sheppard.

Without sponsors this level of giving simply wouldn't be possible.



Why support the Bath Boules?

REASONS TO BOULE

- **Social Responsibility** – You'll be contributing to the Bath Boules Trust, raising money for vital causes in the city
- **It's fun!** – The event makes a wonderful day out in the city centre with your team/friends. An ideal summer party activity.
- **Profile** – As a sponsor you'll receive a valuable marketing package as part of the Bath Boules campaign, backed by the city's leading media brand *Bath Life*.





The Opportunities

Join the fun

Daily Headline Partner (Thursday-Sunday)

Big Boules Partner

Little Boules Partner

Supplier

Stall holder

Team place

Raffle prize

Bath
Boules

Daily Partner

Headline the day of your choice:

Thursday 4 July

Friday 5 July

Saturday 6 July

Sunday 7 July

£5,000 or,

£4,250 per year for three-year commitment

Package includes:

- Two teams on your Headline day including lunch and champagne for five per team
- Dedicated, branded piste to your company for the weekend
- Opportunity to provide up to four sail flags and four 3m banners for display
- Opportunity to provide item for the goody bags and branded goody bags for your Headline day
- Full page advert in event programme
- Present winners of your Headline day with the trophy
- Prominent logo inclusion (primary tier) on:
 - Bath Boules print advertising campaign in Bath Life
 - Launch and post-announcement event collateral
 - www.bathboules.com Bath Boules app
 - Email campaign to over 4.5k
 - Bath Boules Instagram, Twitter and LinkedIn
 - All event collateral presentation, programme, boards, banners
- Tagged in descriptors on social feeds and over ten posts
- Mention in all *Bath Life* promotional editorial plus feature prominently in post event coverage each year





Big Boules Partner

One of the main event Partners including team and branding package.

£2,800 or,
£2,600 per year for three-year commitment

Package includes:

- One team on the day of your choice including lunch and champagne for four per team
- Dedicated, branded piste to your company for the weekend
- Opportunity to provide up to two 3m banners for display at the event
- Opportunity to provide item for the goody bags
- Half page advert in event programme
- Logo inclusion (secondary tier) on:
 - Bath Boules print advertising campaign in Bath Life
 - Launch and post-announcement event collateral
 - www.bathboules.com
 - Bath Boules app
 - Email campaign to over 4.5k
 - Bath Boules Instagram, Twitter and LinkedIn
 - All event collateral presentation, programme, boards, banners
- Mentions on social feeds on a minimum of five posts
- Mention in all Bath Life promotional editorial

Bath
Boules

PACKAGES

Little Boules Partner

Standard event Partner including guaranteed team plus selected branding package.

£1,100 or,
£995 per year for three-year commitment

Package includes:

- Guarantee your team place at this sell-out event
- One team on the day of your choice including lunch and wine for three
- Opportunity to provide one 3m banner for display at the event
- Eighth page advert in event programme
- Logo inclusion (Third tier) on:
 - www.bathboules.com
 - Bath Boules app
 - Bath Boules Instagram, Twitter and LinkedIn
 - Event collateral inc: presentation, programme, banners
 - Named and linked on email campaign
 - Mentions on social feeds on a minimum of two posts





SUPPLIER

Support the Bath Boules by supplying a product or service for the event such as drinks for our bar, temporary structures, t-shirts anything that might help put on a fantastic event!

£part or full value exchange



TEAM PLACE

Available from 14 March 2023 at bathboules.com. Teams can be a minimum of three people with an unlimited maximum to share the games. Team places include lunch for three and a bottle of wine.

£260



STALL HOLDER

Teams get vouchers to exchange for food from the stalls at the event which is fully reimbursed by Bath Boules so there's guaranteed sales as well as additional opportunity from the city-centre location.

from £230



Bath Boules
THRUSTING LE FUN INTO FUNDRAISING
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Donate a raffle prize! There's un grande raffle drawn on each day of the Bath Boules tournament. Can you support by donating a prize to help us raise the maximum amount for charity?

DOUBLES
BLESSES
PENSIONS
RETIREMENT
INHERITANCE
INVEST



We look forward to hearing from you!

Be part of Bath's summer party and help raise vital funds while you're at it

Sponsorship contact:
bathlifecommercial@mediaclash.co.uk

Stalls, teams, information contact:
kate.griffiths@mediaclash.co.uk

www.bathboules.com
[@bathboules](https://www.instagram.com/bathboules)



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