

Dear Southwest Division Members: The following few paragraphs were written by a volunteer who wishes to remain anonymous.

## **WHO ARE YOU?**

Players on a bowling green are about as cosmopolitan as you'll find in any sport. Well, some of you are needed to assist the development of lawn bowling that has been spoken, whispered and written about for a century in America, and never fulfilled. The current Southern California bowling administration is determined to do something about it. But we need a helping hand from those of you reading this message for your career and personal smarts.

We live in an era of commercial sponsorship. Whether it's a college bowl game, major and minor golf and tennis tournaments, or your favorite pro or amateur team's uniform sporting a corporate ID. It's sponsorship that paves the road to popularity and growth.

Lawn Bowling needs some paving! If, in your background, you have a name of an individual or corporate contact who might be a step forward, even a baby step, let us hear from you.

If we operate on the premise that a simple phone call or letter could materialize into something positive for our sport, we want to give it a try. We might not succeed. But if we don't give it a try, for certain we won't succeed!

Lawn bowlers, generally, don't know much about the career lives of club members. Nonetheless, every once in a while a member surprisingly steps up and answers a call to aid or support his/her club. Before, nobody had any idea about this guy or gal having the expertise or financial capacity to volunteer the help. That's who Southern California lawn bowling needs. Bowlers who can and will step forward!

Lawn Bowling might never reach the visibility of golf or tennis. But our devoted band of enthusiasts is a tight-knit group that provides a smallish but healthy market for commercial sponsorships. Will you, can you help?

An avid lawn bowler who desires no credit for the words, but simply wants to see our sport advance and progress wrote the above comments. Sponsors are very important to this effort. We are hoping to make the Southwest Open very special this year, by offering increased prize money, booths to vendors, having our markers decked out in matching shirts designating them as Markers, having a raffle where decent prizes are offered to all who participate. To make all this happen we need sponsors. Please help us help you. If your business or the company you work for might be interested in becoming a sponsor, please contact Adriana Sandoval or Sean McMorris so we can help coordinate that effort. Their contact information is listed below.

## **WHAT CAN YOU DO?**

The Southwest Division Open marketing committee is actively seeking contributions for the Southwest Division Open Tournament. We are asking for your help in identifying potential sponsorship contacts. We'll do all the work; all we need from you is a possible lead. If you know of a business that might be interested in contributing to the SW Open, please let us know. Business contributions could be in the form of sponsorship money, monetary donations, item donations or vendor booths.

The SW Open is the premier lawn bowling event in Southern California and is a reflection of ALL Southwest lawn bowling clubs. Thanks for your help.

Thanks so much for your time and kind consideration.

Phil Dunn, President SWLBA and Kottia Spangler, President SWWD

If you can help please contact either:

Adriana Sandoval at 951-505-1931

Or

Sean McMorris at 626-382-6994