



Advertise with rollUp

July 2022

rollUp Lawn Bowls

app@rollupbowls.com.au / 0447 663 249

rollupbowls.com.au

Based in Melbourne, Australia

Overview

rollUp Lawn Bowls is a rapidly growing lawn bowls scoring and training app. With almost 1000 bowlers already registered, we are currently seeking advertising partners to help to fund the next stage of our development.

The rollUp Lawn Bowls app was developed during Melbourne's lockdowns by a lawn bowler seeking ways to use technology to improve his own game. It is 100% locally developed, Australian-owned and has growing the sport of lawn bowls at its heart.

By advertising with rollUp, you're partnering with a **respected, organic brand** - with an audience that listens to us because we're **part of their community**.

What do we offer

rollUp Lawn Bowls offers the following services to bowlers.

Free Scoring & Statistic Tracking App

Our free app allows lawn bowlers to score games across a range of modes; from traditional singles to sets and power plays and even proportional. It also compiles each bowlers' results into a handy statistics page.

rollUp Premium

We also offer a premium subscription for users who wish to contribute to the development and hosting costs for the app. Premium subscribers get access to:

- Our Practice Tracker - allows bowlers to record training sessions and measure their performance.
- rollUp Live Scoring (see below)
- Advanced statistics

rollUp Live - Live Scoring

rollUp Live allows bowlers to turn any device into an electronic scoreboard, which can be controlled by your phone from anywhere. It can also be used to broadcast scores over the internet to family, friends and club members at home.





Website Content & Newsletters

We have developed an email list of nearly 1000 people, with newsletter open rates of around 60%. This reflects our trusted voice within the bowls community. Our website contains a range of resources for new bowlers, which is part of our commitment to growing the sport.

The Future

The future is bright for rollUp - here is a look at what the next stages of our development are.

- **New features** - Including a soon-to-be-launched bowls counter, which allows users to track how many bowls they put down each month.
- **Growth Advertising** - Increased investment in advertising and promotion to attract more bowlers to use the app.
- **Expanding content** - Using the website and email to provide increased coverage of the sport, including national and international events and profiles of bowlers.

Packages

We are seeking commercial partners to help fund the next stage in our development.

I. Bronze Partner

- Banner ads within the rollUp app.
- Logo on the rollUp Website homepage
- Logo in the monthly rollUp Newsletter
- Branded posts on the rollUp Social Media Channels

Cost: \$100 AUD per month

II. Silver Partner

- Scrolling ad on the rollUp App homepage.
- Banner ads within the rollUp App
- Logo on the rollUp Website homepage
- Logo in the monthly rollUp Newsletter
- Branded posts on the rollUp Social Media Channels
- Naming rights to a rollUp Feature (i.e. practice tracker, statistics)

Cost: \$250 AUD per month

III. Gold Partner (Exclusive - Only one Gold Partner spot available)

- Top position on the rollUp App homepage.
- Banner ads within the rollUp App and exclusive logo on the loading screen.
- Large banner on the rollUp Website homepage.
- Up to 200 words & an image in the monthly rollUp Newsletter.
- Branded posts on the rollUp Social Media Channels.
- Naming rights and logo on the rollUp Live Page.

As well as the chance to be the most prominent supporter of a community-developed app that gives back to the lawn bowls community.

Cost: \$1000 AUD per month (3 month minimum commitment).

Don't see a package that suits your needs? We're flexible - get in touch at app@rollupbowls.com.au.