

DISCOVER TASMANIA AND CITY OF LAUNCESTON

TASMANIAN INTERNATIONAL BOWLS CLASSIC

LAUNCESTON, TASMANIA 2026



BRINGING THE WORLD TO LAUNCESTON.

Commercial Partnership Prospectus 2026

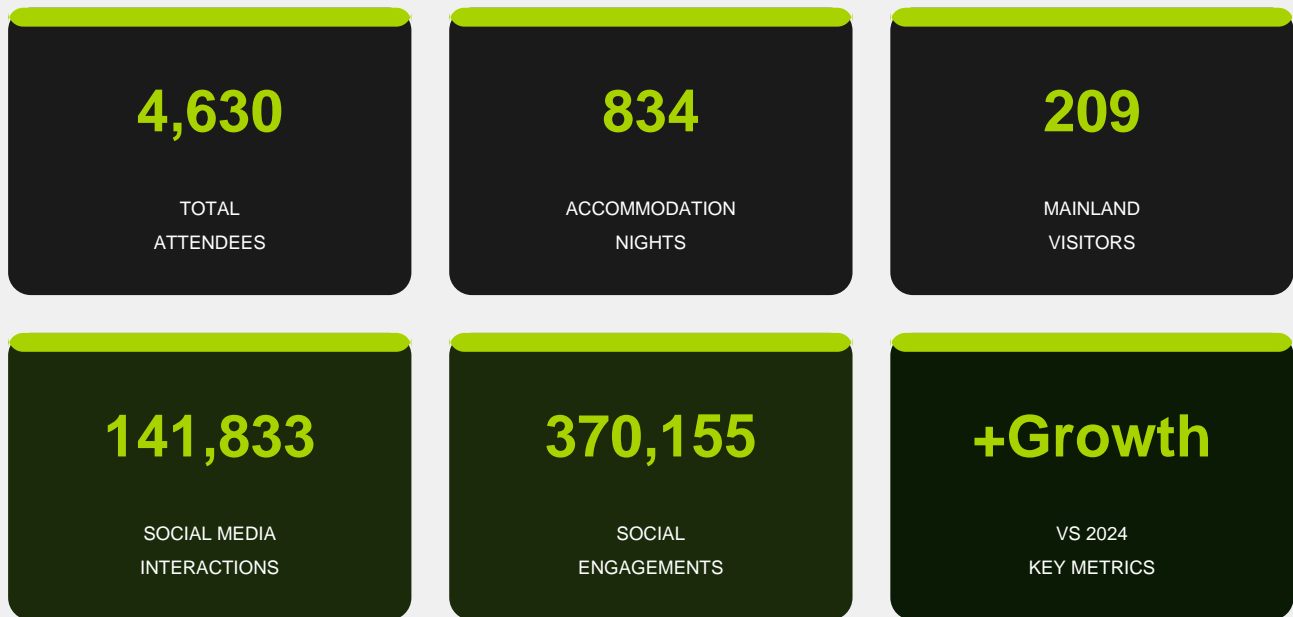
Tasmania's Premier International Lawn Bowls Event

WHY THIS EVENT MATTERS

The numbers speak for themselves.

An event that moves people.

The Discover Tasmania and City of Launceston Tasmanian International Bowls Classic is more than elite lawn bowls. It is a proven cultural, tourism and community event that draws interstate competitors, fills Launceston's accommodation, activates the city centre and delivers measurable returns for commercial partners.



Strong Growth Trajectory Against 2024.

TIBC 2025 recorded increases across every key metric -- attendance, accommodation, digital reach and social engagement. This is a property accelerating, not plateauing.

Where elite bowls meets the lead-up to summer.



TIBC is a city activation.

As we come out of winter and people emerge from hibernation, activity starts to ramp up. TIBC arrives in October, right at that moment when the city stirs -- restaurants fill, hotels book out, and Launceston comes alive heading into the busy summer season.

The event hub becomes a social gathering point attracting crowds well beyond the bowls community.

For partners, this means prime exposure when your audience is out, engaged and ready to spend.

ELITE SPORT

World-class
competition

TOURISM ENGINE

Pre-season
visitor drive

COMMUNITY HEART

Local pride &
social impact

A PROPERTY ON THE RISE

Year-on-year growth. Expanding audience. Increasing value.

TIBC is tracking upward across every metric.

From local bowls event to nationally-recognised property -- TIBC has demonstrated consistent growth in audience, reach, economic contribution and media presence. Partners joining now are entering at the right time.

METRIC	2026	GROWTH
Total Attendees	4,630	+Growth
Accommodation Nights	834	+19%
Mainland Visitors	209	+31%
Social Interactions	141,833	+58%
Social Engagements	370,155	+48%

2025 2026

A property on an upward trajectory -- now is the time to get on board.

Growth in reach equals growth in partner exposure. Every year the event runs, the value compounds.

Partners who join early lock in the best rates against a growing asset.

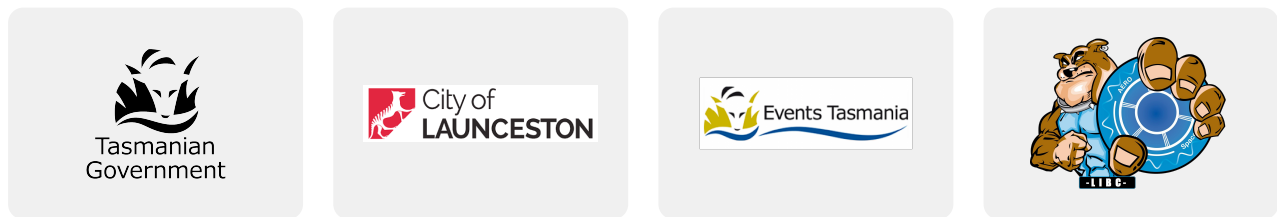
TRUSTED BY

Partners, stakeholders and supporters of TIBC.

Leading organisations already trust TIBC.

TIBC has attracted support from government bodies, local business, and media. Our growing partner ecosystem reflects the event's credibility as a serious commercial property.

NAMING RIGHTS & GOVERNMENT



CURRENT PARTNERS



Bowls Australia Recognised | International Field 12+ Nations | Government Supported

TIBC operates under the governance and standards of the Australian bowls community.

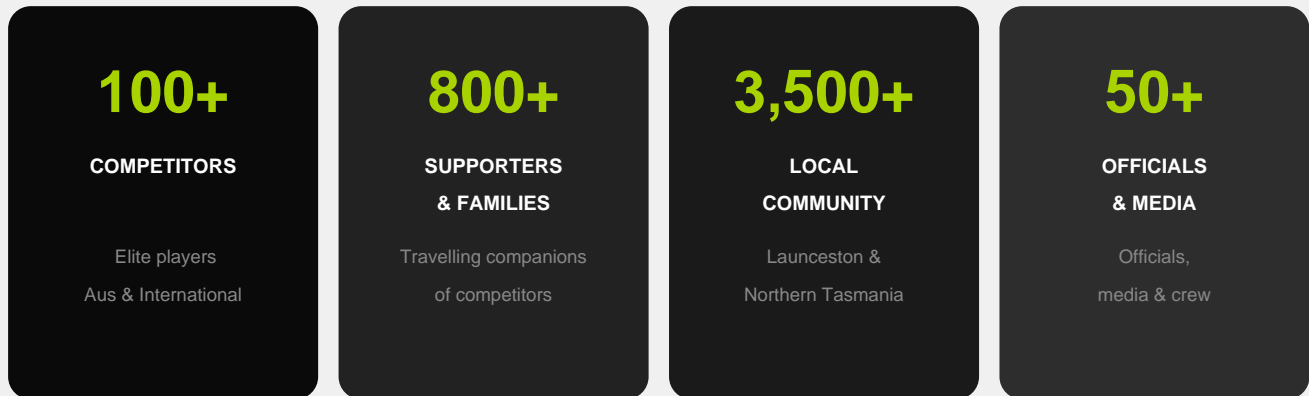
This is not a club competition. This is a nationally-recognised elite event.

AUDIENCE PROFILE

Who attends, who watches, who engages.

A high-value, engaged audience.

TIBC attracts a diverse, multi-generational audience -- elite athletes, passionate supporters, tourism visitors and local community members. A premium audience with real spending power and genuine brand receptivity.



AUDIENCE CHARACTERISTICS

Age 35-70	Core demographic -- established career, discretionary spending, brand loyal
Homeowners	High rates of property ownership -- relevant to finance, insurance and retirement brands
Regional travellers	209 mainland visitors -- active accommodation and dining expenditure throughout the week
Digitally active	141K+ social media interactions, 370K+ social engagements -- reachable beyond the venue
Community proud	High civic pride -- responsive to brands that invest genuinely in local communities

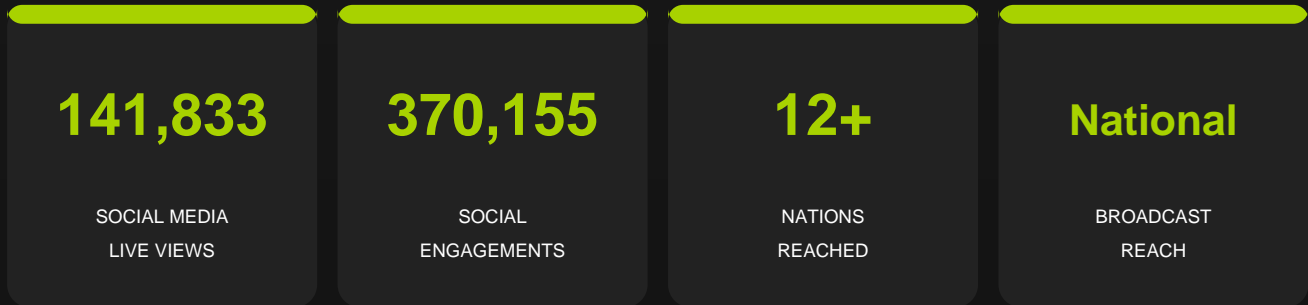
IDEAL PARTNER SECTORS:

RACT | Federal Group | TasNetworks | Financial Services | Automotive | Health & Insurance

Retirement Living | Accommodation & Tourism | Regional Food & Beverage | Transport Operators

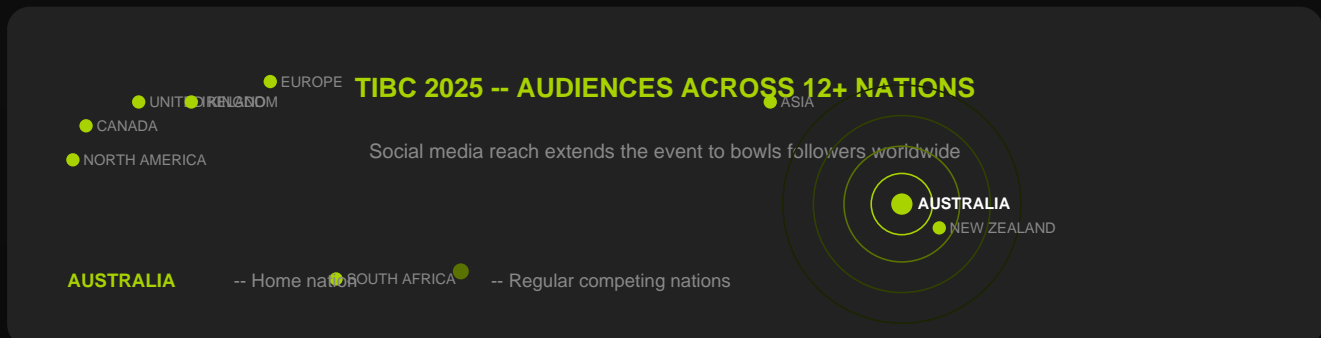
Your brand, seen across Australia and beyond.

TIBC's digital and social presence extends the event's reach far beyond Launceston. Our Facebook Live broadcasts reach a national audience, and our social channels engage followers across Australia, New Zealand and internationally.



DIGITAL PLATFORM BREAKDOWN

● Social Media	Facebook -- live broadcasts, posts, reels and stories	141,833 live interactions
● Facebook	Posts and event coverage throughout tournament	Est. 220K+ engagements
● Instagram	Event atmosphere & highlights	Est. 80K+ engagements
● YouTube	Match replays and highlights library	Growing archive
● SEN Radio	SEN Radio Tasmania	Radio audience
● Local Media	Launceston Examiner, ABC Radio Tasmania	Print + broadcast



TOURISM & ECONOMIC IMPACT

Real spend. Real uplift. Real value to Launceston.

TIBC puts heads in beds and money on tables.

TIBC arrives in October as the city wakes up from winter. The event brings competitors, officials and supporters to Launceston at the start of the visitor ramp-up -- generating accommodation, dining and retail spend when local operators are building momentum toward the peak summer season.



WHERE THE VISITOR SPEND FLOWS

- Accommodation**
834 nights x avg. nightly rate = significant hotel and motel revenue for the city
- Dining**
Breakfast, lunch and dinner spend across Launceston restaurants and cafes throughout the week
- Retail & Activities**
Shopping, tours and attractions -- extending the visitor experience beyond the venue
- Transport**
Flights, hire cars and taxis -- direct benefit to Tasmanian transport operators
- Event Spend**
Entry, merchandise and in-venue catering expenditure during competition days

FOR TOURISM & ACCOMMODATION PARTNERS:

TIBC is a proven driver of overnight stays in the lead-up to peak season. Your sponsorship reaches the people filling your rooms -- and creates loyalty for future bookings.

Good for Launceston. Good for your brand.

TIBC is embedded in the Northern Tasmanian community. It creates real social value -- from supporting people living with a disability to activating community pride and celebrating First Nations culture. Brands that align with TIBC align with community.

DISABILITY INCLUSION

TIBC actively supports people living with a disability by creating meaningful opportunities for participation and involvement throughout the event, breaking down barriers and building an inclusive community around the sport.

CHARITABLE GIVING

The event incorporates a charity fundraising activation, directing proceeds to a local cause and engaging the goodwill of competitors and spectators.

FIRST NATIONS RECOGNITION

TIBC acknowledges and celebrates the Traditional Custodians of the land, with a dedicated First Nations activation partnership available to a single sponsor.

VOLUNTEER PROGRAM

Over 50 community volunteers make TIBC possible every year -- local people whose contribution reflects the community's genuine investment in the event.

Community Partner opportunities from POA -- a genuine investment in local impact.

First Nations, Charity, Volunteer and Disability Inclusion packages available.

ELITE COMPETITION

Top-level bowls. Serious athletes. International stage.

Tasmania's most prestigious lawn bowls event.

TIBC attracts elite bowlers from across Australia and internationally, competing under Bowls Australia rules in singles and pairs formats. The field includes international representatives, current world champions and Australian champions.



TIBC competition green, Launceston

BOWLS AUSTRALIA RECOGNISED

Officially recognised by Bowls Australia, the national governing body.

INTERNATIONAL FIELD

Competitors from 12+ nations competing for prize money and tour ranking points.

MULTIPLE FORMATS

Singles and Pairs -- multiple formats across five days of play.

PRIZE MONEY

Significant prize pool attracting elite domestic and international talent.

SOCIAL MEDIA BROADCAST

Live Facebook broadcast reaching a national audience of bowls followers.

12+

NATIONS

5

COMPETITION DAYS

2

GAME FORMATS

100+

ELITE ATHLETES

Bowls Australia

RECOGNISED

Entertain clients. Reward staff.

Build relationships that last.

TIBC offers partners a genuinely premium hospitality experience -- far from the cookie-cutter marquees of mainstream sport. Intimate, authentic and memorable, our Deck Party and hosted experiences create the kind of business moments money alone cannot buy.

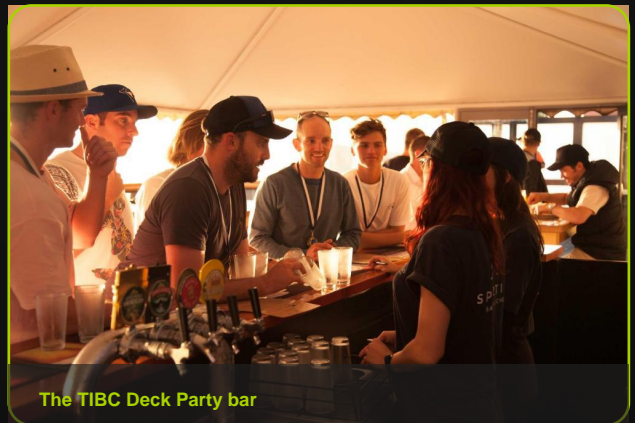
THE DECK PARTY

TIBC's premium free event -- held on the competition green during tournament week. The social highlight of the event, open to all attendees. Exclusive naming partnership available.



CORPORATE SUITE

Host clients in a branded hospitality suite with catering, match viewing, player meet-and-greet and prominent signage throughout the event.



The TIBC Deck Party bar

VIP TICKETS

Access the finest vantage points with reserved seating, exclusive amenities and competition-day hospitality for your team or clients.

BRAND ACTIVATION -- Activate directly on the competition green precinct

Product sampling, sponsor displays, digital integration and customer acquisition throughout competition days.

PARTNERSHIP OPPORTUNITIES

A tiered framework built around your objectives.

Flexible. Purposeful. Outcome-focused.

The naming rights to the event are proudly held by our two cornerstone government partners -- Discover Tasmania and the City of Launceston. Below that, one exclusive Presenting Partner position is available,

Naming Rights: Discover Tasmania & City of Launceston -- Cornerstone Partners

These partnerships underpin the event and are acknowledged across all materials.

PRESENTING PARTNER

\$7,500 + GST

EXCLUSIVE

Maximum brand presence. Premium position across all channels. One exclusive position only.

MAJOR PARTNER

\$4,000 excluding GST -- Limited to 4 partners

Prominent branding. Hospitality. Digital and venue presence throughout the event.

COMMUNITY PARTNER A

\$2,250 excl. GST

Targeted activation. Local alignment. Genuine community reach and recognition.

COMMUNITY PARTNER B

\$1,500 excl. GST

Entry-level community presence with event visibility and tickets.

ACTIVATION PARTNER

POA

Specific event activations -- Deck Party, Social Media, Charity, First Nations, Volunteer.

A focused panel of committed partners -- not a crowded sponsor roll.

Every partner receives our full attention and genuine activation support.

Discover Tasmania and City of Launceston Tasmanian International Bowls Classic, presented by [Your Brand].

\$7,500

Excluding GST | Exclusive

- **PRESENTING BRANDING**
Your brand alongside the Discover Tasmania and City of Launceston names in all event materials
- **SIGNAGE COSTS**
Production and installation costs of all signage to be met by the Presenting Partner
- **MEDIA COVERAGE**
Named in all media releases, press coverage and publicity materials
- **HOSPITALITY**
25 x VIP tickets, Deck Party allocation, reserved seating throughout the event
- **MC ANNOUNCING**
Acknowledged at all opening and closing ceremonies and key competition sessions
- **MAJOR SIGNAGE**
Prominent signage at the venue -- centre green, entrance, scoreboard and key positions
- **SOCIAL MEDIA**
Co-branding across all TIBC social channels for the full campaign period (3+ months)
- **DIGITAL**
Logo and link -- TIBC website, email communications, event program
- **ACTIVATION ZONE**
Dedicated activation space for product display, sampling or customer engagement
- **FIRST REFUSAL**
Right of first refusal for 2027 and beyond -- grow with the event

Only ONE Presenting Partner position available. Enquire now to secure exclusivity.

sam@tibcbowls.com.au | TIBC 2026 | Launceston, Tasmania

MAJOR PARTNERS

Prominent partnership. Proven results.

Be seen where it matters.

Major Partners receive substantial brand presence across the event, strong hospitality access and digital co-branding -- at an investment that delivers exceptional return on audience and activation value.

\$4,000 excluding GST | Limited to 4 partners

- Venue signage**
Green surrounds, entrance and event infrastructure
- Digital presence**
Logo and link on TIBC website and e-communications
- Hospitality**
20 x VIP event tickets + Deck Party allocation
- MC acknowledgement**
Named during competition sessions and ceremonies
- Media mentions**
Named in selected media releases and press
- Social media**
Named in event social posts and live broadcasts throughout the campaign
- Social co-branding**
Named across social platforms throughout the campaign
- Activation zone**
Shared activation space at venue (subject to availability)
- Event program**
Half-page advertisement in official event program
- 2027 preference**
Preferred partner status and first access for next year

WHO SHOULD CONSIDER A MAJOR PARTNERSHIP?

RACT | Telstra | TasNetworks | Federal Group | Accommodation & Tourism Operators
Financial Services | Automotive Dealers | Health Funds | Retirement Living Providers

Meaningful. Local. Genuine.

Community Partners are businesses, organisations and brands that want meaningful connection to TIBC without the investment of a Major partnership. Designed for Northern Tasmanian businesses that want to be seen as community champions.

COMMUNITY PARTNER A

\$2,250 excl. GST

- Logo on event signage (shared panel)
- Social media mention (x3 posts)
- Website logo and link
- 8 x event tickets
- Event program listing
- MC acknowledgement
- Activation table (1 day)

COMMUNITY PARTNER B

\$1,500 excl. GST

- Logo on event signage (shared panel)
- Social media mention (x1 post)
- Website listing
- 4 x event tickets
- Event program listing
- MC acknowledgement

We want local businesses to have a genuine seat at the table.

Community Partners are woven into the event fabric -- not an afterthought.

ACTIVATION OPPORTUNITIES

Targeted. Memorable. Exclusive.

Own a moment. Own a platform.

For brands that want to own a specific element of the TIBC experience, our Activation Partnerships deliver focused exposure with a clear return. Each activation is exclusively available to a single partner -- once taken, it is gone.

SOCIAL MEDIA PARTNER POA

Own TIBC's digital broadcast. Your brand integrated throughout the Facebook Live production -- opening segments, graphic overlays, sponsored content and recognition during slow-motion replays.

DECK PARTY PARTNER POA

Name and own the Deck Party -- the premium free event held on the competition green during tournament week. Exclusive branding, hosting rights and hospitality at the most-attended social event.

CHARITY PARTNER POA

Align with genuine community goodwill. A dedicated charity activation raises funds for a local cause with your brand front and centre throughout the campaign.

HOSPITALITY PARTNER POA

Provide the food, beverage or catering at TIBC. Brand integration throughout all hospitality touch points at the venue across competition days.

VOLUNTEER PARTNER POA

Recognised as the sponsor of the 50+ community volunteers who make TIBC possible. Branded uniforms, recognition program and genuine community goodwill.

FIRST NATIONS PARTNER POA

Support and celebrate the First Nations activation -- cultural recognition, acknowledgement ceremonies and community engagement with exclusive branding.

All activation opportunities are EXCLUSIVE -- one brand per activation. Enquire early.

Five reasons. One decision.

1

PROVEN RESULTS

Not a proposal -- a track record. TIBC 2025 delivered 4,630 attendees, 141K social media interactions and 370K social engagements. The data is real.

2

GROWTH TRAJECTORY

Every metric grew in 2025 vs 2024. You are joining a property that is accelerating. Early partners gain compounding value as the event grows.

3

PREMIUM AUDIENCE

Age 35-70, homeowners, discretionary spenders, regional travellers. Exactly the audience Tasmania's leading brands want to reach.

4

GENUINE COMMUNITY ALIGNMENT

TIBC is not astro-turfed. Real community event, real social impact -- disability inclusion, charity, volunteers and First Nations recognition woven into the fabric.

5

CLOSE-KNIT PARTNERSHIP

TIBC partners are not lost in a crowd of 50 sponsors. A focused panel means you get our full attention and genuine activation support every day.

*Bringing The World To Launceston --
and your brand along for the journey.*



Let's talk.

TIBC 2026 -- COMMERCIAL PARTNERSHIPS

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