



March 2026

BOWLS' BIG SUMMER IS COMING...

The countdown to Bowls' Big Summer is on.

Why Bowls' Big Summer?

We know that recruitment of new players is the top priority for our clubs.

Bowls' Big Summer is a new joint national initiative to enable bowls clubs to capture new participants this season, with a focus on introducing potential players to bowls throughout summer and welcoming those who want to give bowls a go at your club during the Commonwealth Games in Glasgow in July/August.

For the first time, all four Bowls National Governing Bodies are working in partnership to deliver a central Bowls campaign. This is being led by Bowls England, British Crown Green Bowling Association, English Indoor Bowling Association, English Short Mat Bowling Association and with the overarching support of the Bowls Development Alliance.

How can your club get involved?

1. **Host open days** to capture new audiences who have been inspired to try bowls either through your Open Day adverts or by our fantastic Commonwealth Games stars
2. **Use our club resources** to publicise your club's open day/s – these can be held at any time to suit you throughout the season. Check out all available Bowls' Big Summer resources and sign up for your free account at: <https://bit.ly/BowlsBigSummer26Branding>
3. **Add or update your club's details on the Play Bowls website** so that new people can easily find your club: www.Play-Bowls.com
4. **Advertise vacant rink space on Play-Bowls.com** so that casual players can 'pay and play' – generating much-needed income for your club and providing greater opportunity to attract new players

What help is available for clubs?

We have created free digital resources that your club can tailor and publish on its social channels including Facebook and Instagram. You can also create posters, leaflets and banners to advertise your club within the local community.

We are working to deliver a national bowls marketing campaign this season with a focus on maximising media interest throughout the summer, during the Commonwealth Games and post games into September 26.

The campaign is being led by the four National Governing Bodies in England – Bowls England, British Crown Green Bowling Association, English Indoor Bowling Association, English Short Mat Bowling Association with the overarching support of the Bowls Development Alliance.



DOWNLOAD YOUR BOWLS' BIG SUMMER CLUB RESOURCE KIT

Your free kit includes:

- Social Media Facebook Headers
- Social Media Graphics
 - 11 types, for you to pick your favourite image
- Promotional A4 Poster
 - To spread awareness locally
- Data Capture Sheet
 - So that you can collate the details of everyone who attends events at your club this summer
- Engagement Letter
 - Extracts of text for you to use when promoting your event.

Club Resource Page: <https://bit.ly/BowlsBigSummer26Branding>

What's next?

Editable Social Media Graphics – Step 2

If you would like to add club specific details to your Social Media Graphic, please log back into the Branding Store and access 'Step 2' for your Free & Editable Graphics.

Please note, you do not need to proceed to the check out. Simply, use the free editor to generate a live proof.

Once you are happy, click on the download button top right and download your PNG graphic.

Event Promotion – Step 3

To help you spread the word and reach as many people in your community as possible you also have the option to order printed promotional flyers, posters or a banner.

Please head to 'Step 3'. Here you will be able to edit your preferred background/colourway and order printed items for your club!

We recommend having these delivered to a home or work address, due to many clubs being closed during the hours couriers usually deliver.

Once an order has been placed through the basket, we will file check order before sending you a payment link to proceed to print.

How to use the branding store

We have created four online tutorials:

- Creating an account
- Changing delivery address
- Personalising a product
- How to download your social media graphic

These can all be viewed at: <https://www.youtube.com/playlist?list=PLnpyY576H-UzBPHSszN6pbkpN1G8AjIueN>

