



MEDIA RELEASE

12 November 2009

Winter Bowls Carnival Preparations Well Underway

Planning for the 48th annual Sunshine Coast Regional Council/Maroochy RSL Winter Bowls Carnival is well underway, with local businesses jumping on board to sponsor the event and to promote Sunshine Coast business across Queensland, interstate and in New Zealand.

Over 4,600 bowlers attended the 2009 Carnival and an estimated \$3.7 m was injected into the local economy through this event. Early indications for the 2010 Carnival show that there are over 5000 bowlers expected on the Sunshine Coast in 2010 with a further 400 family members to attend.

In mid October, selected coast based businesses were offered a unique sponsorship opportunity to support the Carnival and promote their business to the thousands of people that will attend from right across Queensland, Australia and even overseas. Many businesses immediately recognised that this was a fantastic way to promote their businesses to a niche group and eagerly accepted the proposal.

Securing funding and sponsorship for the Carnival has been managed by Red Tape Busters who have obtained generous financial backing from the Sunshine Coast Regional Council and Queensland Events Corporation.

For a number of years now, the Sunshine Coast District Men's Bowls Association (SCDMBA), who are hosting the event, have worked in partnership with north Brisbane based firm, Red Tape Busters (RTB). "Red Tape Busters have been very successful in obtaining funding for us over the length of our partnership that has enabled our organisation to undertake significant projects and upgrades. Their most recent success was to secure substantial funding from Queensland Events Corporation to upgrade the SCDMBA website in preparation for the Winter Bowls Carnival. This upgrade will

MEDIA ENQUIRIES:

Please direct any media enquiries to:

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revolutionise Carnival administration and allow for on-line registration and player management.” Mr Nev Linde said, the Secretary of SCDMBA.

Mr Shane Bowering, the Director of Red Tape Busters added “Non-profit organisations are in a unique position to secure funding to assist them achieve a range of goals from planned projects to programmed events and even website upgrades such as the one we are managing for the SCDMBA.”

There are a limited number of sponsorship opportunities still available, any business interested in offering financial support, gift vouchers or seeking information about sponsorship opportunities should contact Gina Foster on 0416 206 127 or via email at ginafoster@redtapebusters.com.au. Similarly any Sunshine Coast non profit organisation seeking funding or sponsors for projects should also contact Ms Foster.

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