

Tenpin bowling scores record \$100,000 sponsorship

Australia will be home to one of the richest purses in tenpin bowling in the world from next year.

The AMF Bowling CEO Jordan Rodgers announced a record \$100,000 sponsorship for the 2010 Tenpin Bowling National Masters at the opening of the Rachuig Tournament in Brisbane on Tuesday. The AMF National Masters as it will be known from 2010, will be a highlight of the 2010 National Championships which will be held at the new AMF Bowling Rooty Hill, NSW in October. This sponsorship announcement represents a significant partnership between the National Sporting Organisation TBA and AMF Bowling.

News of the lucrative prize pool has stunned the tenpin bowling community. Never before has a prize fund of this magnitude been on offer to Australian bowlers and this result clearly demonstrates the tangible benefits of the sport and industry working together in the best interests of the bowler.

CEO of Tenpin Bowling Australia (TBA), Gillian Thompson-Rogers, was delighted to finally be able to announce this significant sponsorship announcement to the elite bowling community, and publicly thanked Jordan Rodgers and AMF Bowling for their generous support of competitive bowling within Australia.

“This \$100,000 sponsorship will raise the profile of tenpin bowling’s most prestigious event and represents a new era in tenpin bowling for all elite bowlers in Australia,” Ms Thompson-Rogers said.

“We believe there is a need to reform the elite tournament scene in Australia, to work collaboratively with the TBA to develop pathways through the sport, to encourage globally competitive performance and to create more meaningful goals to increase participation and elevate the status of bowling in the community and the media. We are excited to be combining our resources with the TBA to deliver a really exciting tournament in 2010 that we hope will become the pinnacle event on the world bowling calendar.” said Mr Rodgers.

While further detail of prize fund payments for 4th to 8th will be released closer to the event, the Prize Fund for the first 3 places in the 2010 AMF National Masters will be:

Placing	Men’s Masters Winners Prize Fund	Women’s Masters Winners Prize Fund
First Place	\$25000	\$15000
Second Place	\$12500	\$7500
Third Place	\$6250	\$3750

According to Ms Thompson-Rogers, the AMF Bowling deal is the most significant sponsorship in the sport's history and will stimulate enormous interest among current tournament players, as well as up and coming elite bowlers.

Jordan Rodgers, CEO of AMF Bowling, said the sponsorship would elevate the sport's standing within the international sporting community.

"We are confident the prize money on offer will not only give our national event a high profile within Australia and globally, but that it is likely to attract international bowlers Down Under."

The 2010 AMF National Masters will be held at the 34 lane AMF Bowling Rooty Hill which is currently under construction and scheduled to open circa April 2010 on the grounds of the Rooty Hill RSL Club.

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