



TWILIGHT BOWLS

*A community for all.
A game for life.*



WHAT IS IT ALL ABOUT?

Twilight Bowls is a social version of bowls, offering a fresh take on the classic game with a distinctly Kiwi vibe. It's all about fun, inclusivity, and an easygoing atmosphere, ideal for both seasoned players and newcomers alike.

This version of bowls is designed for quick play with modified rules, making it perfect for those who want to dive into bowls without the traditional long, drawn-out matches.

As New Zealand's bowls community evolves, we recognise that many people love the game but need a way to connect with it that fits their lifestyle. Twilight Bowls serves as the perfect bridge for those eager to get involved but aren't quite ready for the time commitment of the traditional club bowls experience.

Leagues runs as a 4 to 6-week competition, meaning clubs can fit it around their busy schedules and offer a chance for players to participate at times that work best for them.

Get involved, have a laugh, and be part of the next wave of Kiwi bowlers!



BENEFITS FOR CLUBS

Running Twilight Bowls offers clubs key opportunities

- **Attracts New Participants:** Appeals to newcomers and younger audiences, increasing club engagement.
- **Boosts Revenue:** More players mean potential for increased bar and food sales.
- **Engages the Community:** Creates a fun, inclusive environment that draws people together, strengthening your ties with the local community.
- **Flexible Scheduling:** Fits into the club's existing calendar with minimal disruption.
- **Membership Growth:** Acts as a stepping stone to more traditional club involvement - membership or corporate hire for events.
- **Modernises the Club's Image:** Appeals to a fresh generation of bowlers, helps to showcase bowls as a game for everyone.
- **Cost-Effective:** Easy to run with minimal investment.
- **Fun Atmosphere:** Builds a lively, social culture within the club.

Twilight Bowls helps clubs grow, engage, and modernise in a fun, accessible way!

GETTING STARTED

Quick tips for a successful Twilight Bowls competition

- **Promote Widely:** Use social media and local marketing to attract players. Community newspapers often have free listings for sports clubs. Target businesses with flyers for staffrooms.
- **Keep It Fun:** Focus on a relaxed, social atmosphere with music or entertainment.
- **Be Flexible:** Allow sign-ups as individuals or teams and accommodate different skill levels.
- **Create a Welcoming Environment:** Offer brief coaching or guidance for newcomers. Having a confident host makes a big difference. First impressions count!
- **Offer Incentives:** Fun prizes or raffles for winners or participation to keep things exciting.
- **Stick to the Format:** Keep it short (4-6 weeks) for better engagement.
- **Use Colourful Themes:** Encourage bright, themed nights/clothing to add fun.
- **Provide Refreshments:** Have drinks/BBQ and snacks to foster a social vibe.
- **Club Member:** On each rink to help with tips or questions
- **Celebrate Progress:** Track scores and celebrate with a fun event at the end. (eg Spider)

QUICK GAME GUIDE

Triples (3 players) played over four ends.

- Each player plays two bowls per end. If each team wins one set or if both sets are drawn, a tie breaker is played to determine the winner of the game.
- Alternate play (Team A first player bowls one bowl, Team B first player bowls one bowl. Repeat. Then it is Team A/Team B second player. Repeat. Switch ends. Team A/Team B third player plays their two bowls.)
- Teams have the opportunity to one "Powerplay" per game that provides the team with double points should they win the Powerplay end.
- The winners each week, and overall will be determined on a points basis.

Pairs (2 players) played over four ends.

- Each player plays three bowls per end. If each team wins one set or if both sets are drawn, a tie breaker is played to determine the winner of the game.
- Alternate play (Team A first player bowls one bowl, Team B first player bowls one bowl. Repeat twice. Switch ends. Team A/Team B second player plays their three bowls.)
- Teams have the opportunity to one "Powerplay" per game that provides the team with double points should they win the Powerplay end.
- The winners each week, and overall will be determined on a points basis.

KEEP IT FUN - GAMES

Two great games to play for prizes

Corner-to-Corner

- Place a mat 3m from the edge of a corner of the bowling green. Place a jack 5-7m from the edge of the opposite diagonal corner.
- Players take turns in trying to draw to the jack, with the closest bowl remaining on the green and the unsuccessful bowls returned.
- Players may move the jack and move the current shot bowl out of play.
- If the jack is hit into the ditch, it is returned to the starting position.
- Once all the players have had their fill, the current shot bowl wins.



KEEP IT FUN - GAMES

Two great games to play for prizes

Spider

- This is often used as a fund-raising event
- A jack, possibly with a toy spider or a coin, is placed in the centre of the green, lined up with all four corners.
- All participants line up on all four sides of the green, with one foot in the ditch.
- Inform the participants which target is the main prize if there is more than one item on the green.
- At the word from the organiser, all players deliver their bowls simultaneously, attempting to become the closest bowl to the jack (or the spider or a coin).
- The closest bowl wins.







HOW WE CAN HELP

- Use of promotional video for your club social pages
- Your club Twilight details listed on Bowls New Zealand dedicated Twilight page.
- Club Spotlights - your club with logo and images of event highlighted on our FB page.
- Success stories shared on our webpage and social sites
- Help with poster design, access to logos.
- Social media advice - tips and tricks



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BOWLS
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AOTEAROA

A close-up photograph of a red bowling ball resting on a green lawn. The ball has a textured surface with a circular pattern of small holes around its circumference. In the center, the words 'TWILIGHT BOWLS' are embossed in a bold, gold-colored font. The background shows a blurred green lawn and a blue sky with white clouds.

**TWILIGHT
BOWLS**

bowlsnewzealand.co.nz