

JEWELRY

## Boodles spurs awareness among refined sharpshooters

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*Promotional image for the Sunseeker Boodles Cup*

By STAFF REPORTS

British jeweler Boodles is celebrating sport and heritage by putting consumers' shooting skills to the test in a bid to win incredible prizes.

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The jeweler has teamed with motor-yacht distributor Sunseeker London and the Royal Berkshire Shooting School for a clay shooting competition in Pangbourne in the British countryside. To participate in the Sunseeker Boodles Cup finals, entrants must first qualify for one of the top 20 places.

### Target practice

Qualifications for the Sunseeker Boodles Cup will begin on Oct. 1 and will conclude Jan. 28, 2017, giving consumers a wide window to participate.

To compete, consumers must pay a 50, or \$65, entry cost that includes 50 clay targets for practice and two attempts at the sequence. To qualify for the 20 finalist spots, the shooter must shoot 23 or more of 25 clay targets.

The overall winner of the final shooting competition will have their choice of a seven-day cruise in the Cote d'Azur on board a chartered yacht with eight guests, all courtesy of Sunseeker, or 80,000, approximately \$104,000, to spend on Boodles fine jewelry.

If none of the Sunseeker Boodles Cup shooters shoots 23 clays, the next highest scorer will win 5,000, or \$6,508, provided by the Royal Berkshire Shooting School.



*The Sunseeker Boodles Cup media day was held Aug. 4*

Also, the shooter scoring the highest out of 100 clays each week during the four months of qualifications will be invited to a shoot-off to win a 10,000, or \$13,015, Ultimate Shooter Dinner for eight guests. The dinner will be hosted by wine writer Will Lyons and is courtesy of Berry Bros. & Rudd, a wine and spirits merchant in the United Kingdom.

"The directors of Boodles are all very excited about the upcoming Sunseeker Boodles Cup," said James Amos, director of Boodles, in a statement. "Not only is it a first for the jewelry industry, but it is a good chance for us all to get some much needed practice on the high tower at the Royal Berkshire Shooting School.

"We're delighted to be involved in this new international shooting competition, and especially with Sunseeker with whom we have a long-standing friendship," he said.

Boodles is involved with a number of British sporting events.

For instance, Boodles has signed on to be the title sponsor of the boutique lawn tennis tournament at Stoke Park in Buckinghamshire for another seven years.

The Boodles, which celebrated its 15th anniversary this year, is a five-day event featuring tennis matches between the sport's elite within a garden party setting in the British countryside. For Boodles, this sponsorship placement gives it an opportunity to engage consumers and show off its jewelry in a relaxed environment away from London ([see story](#)).

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