



**CLUBS
SA**

community way of life!



Clubs SA

Corporate Partnerships

2019-2020

*Clubs SA is the only official industry body representing the
Interests of licensed clubs in South Australia*

Details and pricing current as at August 2019





community way of life!

BECOME A CORPORATE PARTNER WITH CLUBS SA



We aim to create a strong and dynamic relationship between Clubs SA, our partners, our members and their communities.

Your brand will be promoted across:

400+ Member Clubs in South Australia

350,000 Members across all Member Clubs

Clubs SA is the only industry body that represents the interests of licensed clubs in South Australia.

- Build long term relationships
- Raise your brand profile with key decision makers
- Access to Member Database to promote your brand*
- Meet your company's CSR (Corporate Social Responsibilities)
- Monthly Advertising Opportunities for your brand
- Website & Social Media promotion
- Annual Awards Night attendance and sponsorship
- Industry Events and Forums

member's database is provided for all sponsors Platinum & above



A Unique Partnership

Your opportunity to connect with South Australian community-owned clubs.

There are more than 400 Clubs SA Member Clubs in South Australia.

South Australian owned & licensed clubs have been a hub for the communities, employing thousands of people, hosting hundreds of events, and contributing millions into the SA economy annually.

In many senses the club industry is often very traditional, and as such this sector relies heavily on personal relationships, and so accessing key decision makers is challenging.

We are the most powerful channel to decision makers in this sector.

As the State industry association for licensed clubs, Clubs SA represents a unique opportunity for your organisation to establish an open dialogue with South Australia's club sector.

You will generate tangible results.

Clubs SA is strategically positioned to drive business for our partners. As a partner you will:

- Raise your profile with key decision makers in the sector;
- Deepen your relationships with club decision makers;
- Generate leads for new business; and
- Build long term relationships with potential and existing customers.

Your program will be tailored to your organisation.

We can sit with your key representatives to map out your organisation's goals and objectives to accomplish within the club sector over the new few years.

The programs in this prospectus may suit your goals as they are, or you might like to tailor a programme to suit your business needs.

You will position your organisation to proactively engage, and generate business from our network.

Your organisation's involvement with Clubs SA will incorporate diverse marketing opportunities, including exposure in monthly industry publications, electronic marketing, direct mailing, and face-to-face, including the prestigious annual awards for excellence event.

If you have any questions, please contact us on the below details:

Deb Reynolds
Sponsorship & Events Coordinator

P: 08 8290 2200

M: 0467 777 157

E: dreynolds@clubssa.com.au



South Australian Clubs

Clubs are not-for-profit community organisations whose central goal is to provide recreational and social facilities, allowing their local communities to come together.

The community, sport, and social club industry spreads to a third of the state's population, with an active involvement in almost every town. The industry continues to grow, as does club membership and visitation by non-club members.

Clubs play an integral role in facilitating meaningful community participation and improving the quality of life and health outcomes amongst local communities.

Clubs contribute significantly to their communities, through employment and training, cash and in-kind social contributions, and by providing a diverse and affordable range of community services and facilities.

As community organisations, clubs have the ability to generate positive social experiences and promote social inclusion for people from all walks of life. Clubs support the community through sporting and community events; aged care support; youth support; and often act as evacuation centres for the local community.

- On average, SA clubs provide \$918 million worth of social contributions into their communities through volunteering and access to facilities.
- SA clubs employ almost 19,800 people
- More than 716,000 people are a member of at least one SA club.
- SA Clubs have over 39,000 volunteers which is the largest group of volunteers in Australia.

19,800
People employed



\$918 million

In social contribution

SA Clubs provide significant support to SA communities. Clubs play a vital role in supporting local communities both through core activities such as RSL Clubs supporting veterans' services and through broader community support such as donating to junior sports teams and community organisations.

Social contribution consists of volunteer hours, donations and subsidised access to facilities.



\$116 million

In volunteer effort

Overall almost 39,000 South Australians volunteered through SA Clubs in 2015. SA Clubs often rely on volunteers to support their trading activities and to meet the needs of the wider community.

In 2015, the total value of volunteer effort, excluding effort related to trading activities and facilities management was \$116 million.



\$10 million

In cash and in-kind donations

Clubs donate to many community organisations and charities across SA. This includes direct cash donations as well as in-kind support such as the provision of goods and services and subsidised access to meeting spaces and catering

In 2015, \$5.9m was donated by SA Clubs throughout the metropolitan area, whilst \$4.2 million was donated to similar causes in Regional SA. These significant donations are through cash and in-kind contributions.



\$792 million

In subsidised access to facilities

Clubs provide subsidised access to social and recreational facilities to their local communities.

This access greatly contributes to the ability of sports teams and individuals to participate and develop in a range of activities.

Your Investment

An investment in South Australia's community owned club sector

Your partnership contribution to Clubs SA doesn't just 'disappear'. You directly help subsidise by investing in the programs, services and events we provide for our community.

Clubs SA is not government funded and as a not for profit relies heavily on our corporate partnerships, events, Sponsorship, and membership.

Your partnership with Clubs SA is:

An investment in your organisation's sales targets & brand awareness

You will position your organisation to proactively engage, and generate business from our network.

An investment in Clubs SA

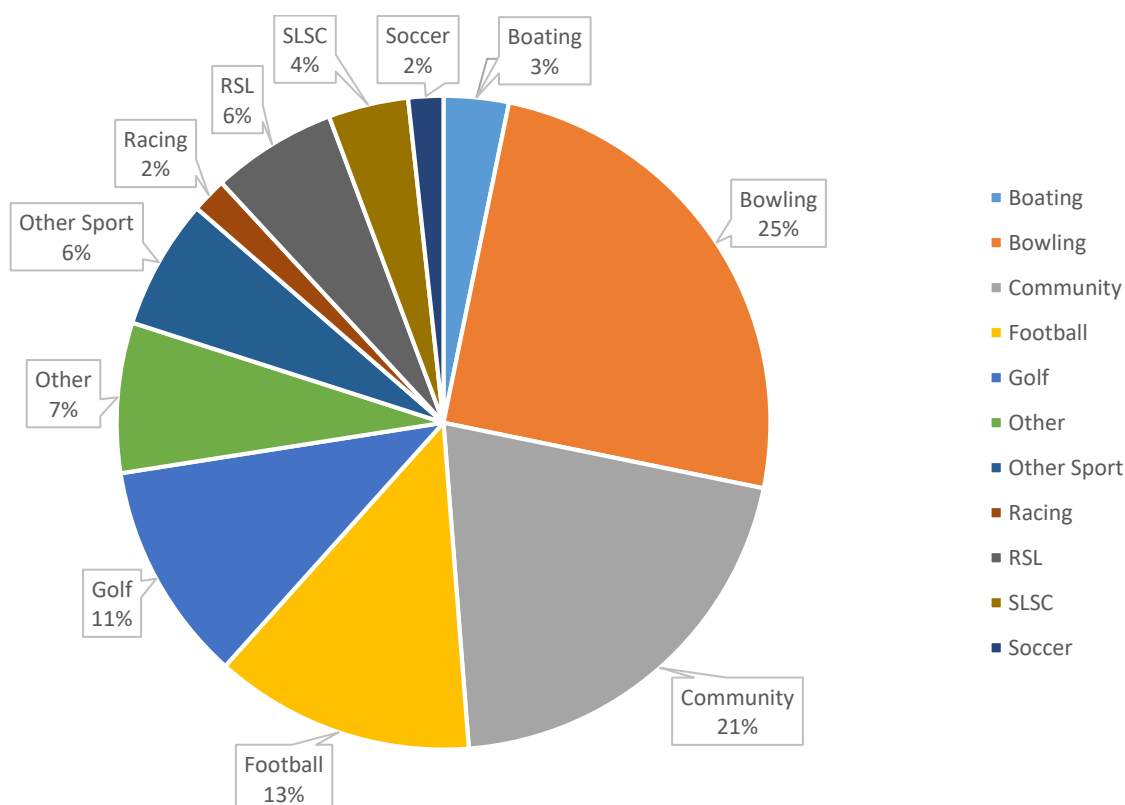
Your generous contributions of support for Clubs SA help us provide our vital programs and services to South Australia's clubs.

An investment in the State's club sector

Above all, your contributions help shape the future of our industry and the SA Community.

Clubs SA has membership of over 400 licensed and community clubs across the State, and we provide them with a vast range of services, including:

- Representation to Government
- Club Compliance & Governance
- Development & Training
- Work Health & Safety
- Workplace Relations & Mediation Services
- Advice & Consultation
- Industry News
- Community & Industry Recognition and much more



Promotional Tools

It's time to increase your business exposure within SA's vibrant club sector.

EXPOSURE & ADVERTISING

Monthly Newsletter – KIT – Keeping in Touch

Clubs SA produces 11 issues per year of the monthly newsletter, the Clubs SA KIT – Keeping in Touch. This publication is distributed to 400+ Clubs SA members, board members, politicians and corporate partners. The publication discusses relevant industry news, issues of importance, good-will stories and messages from our corporate partners.

Clublink

“Clublink” is produced annually. This publication will be produced as a Flip Book online and distributed electronically to our membership database. Clublink is a feel good magazine – showcasing many stories from our member Clubs plus articles from key Clubs SA personnel and advertising from our corporate partners.

Brand Affiliation

As a partner of Clubs SA, we welcome you to use our Corporate Partner logo throughout media and advertising campaigns to promote your involvement with us.

Please note that any promotion of the Clubs SA brand must first be authorised by Clubs SA. Clubs SA Website

www.clubssa.com.au

The Clubs SA website is an online interactive tool for our members, where they can find the latest information on club administration, industrial relations, liquor licensing, club templates and much more through the Member's Only section.

Complete Hospitality Training Skills

CHTS is the industry training partner of Clubs SA. CHTS provide nationally accredited training and services to the members of Clubs SA and to the wider Hospitality industry. As the only training partner of Clubs SA, CHTS is positioned to increase your brand awareness not only across the existing members but to the wider community as their clientele include all clubs, hotels and the general public of South Australia.

www.chts222.com.au

Dependent on level, our partnership programs include advertising in the monthly newsletter, recognition at industry events and educational workshops, logo representation, complimentary tickets to events, sponsorship of award categories at the annual Awards, potential to co-brand workshops, and **access to the decision makers of registered clubs**. Clubs SA welcomes the opportunity to design a tailored partnership program for your organisation



Engagement Activities

ENGAGEMENT & ACCESSIBILITY

Clubs SA Awards for Excellence

The prestigious Clubs SA Awards for Excellence is held in October each year. In 2019 the event will be held at the Adelaide Oval. With the winners of the annual South Australian Club Awards announced on the night. The Awards celebrate the individual and collective achievements of our club industry, and the program sets the benchmark for industry standard by further promoting industry best practice.

Over 350 clubbies, government representatives, media and industry supporters and suppliers attend this event. This is your opportunity to participate in South Australia's only Awards night for the collective club industry.

All Clubs SA Partners are invited to join us as our guests at this industry event, allowing you to further build your relationships with the industry.

Partners are provided with the unique opportunity to present an award (dependant on level of sponsorship), receiving valuable engagement opportunities on the night as well as pre and post event.

Referral Service

As the trusted industry association for SA clubs, we are regularly approached by our members who are looking for referrals for respected product and service providers. We would welcome the opportunity to refer members to your organisation.

Clubs SA Industry Forum's

Held quarterly, the Clubs SA Industry Forums are an opportunity for members to discuss the latest issues and trends facing our sector, hear from key industry speakers, and experience products and services.

These events attract club decision-makers who are heavily involved in the operation of their club. Industry partners and supporters have the opportunity to engage clubbies and promote their products and services during the exhibition part of the event.

Regional Meetings

Throughout the year, Clubs SA management and Committee travel to regional SA to host free meetings for our members. Regional Meetings give clubs an opportunity to speak with Clubs SA and discuss local issues, network with other clubs in the region, and meet their local service providers. Where appropriate, Partners will be invited to attend.



Investment Options

Major Corporate Partnerships

Why not maximise your Partnership with Clubs SA with a Major or Diamond Partnership? Contact Clubs SA to discuss tailoring a package at a prestigious level to best meet your requirements and to maximise the returns to your organisation.

Platinum Partner

An investment in becoming the leading provider of your industry in the club sector.

Gold Partner

A great way to establishing your organisation as a leader in the club sector.

Silver Partner

A gateway to ramp up your direct engagement with community not for profit clubs.

Awards for excellence sponsorship

Exclusive Naming Rights to an Award for Excellence

All our partners are recognised at all Clubs SA Events and are issued with annual certificates of appreciation.

We encourage you to include the Clubs SA Partner logo on your own website, emails and social media.

Agreements can be made for a term of 1 year or more.

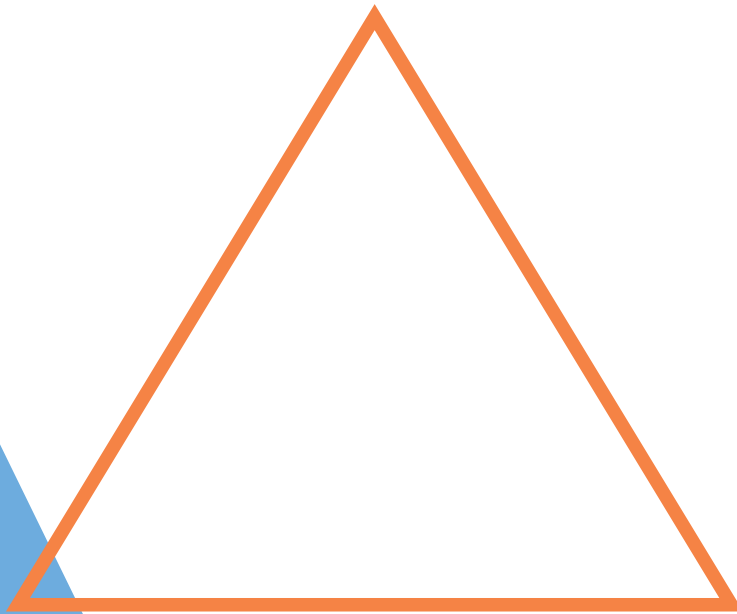
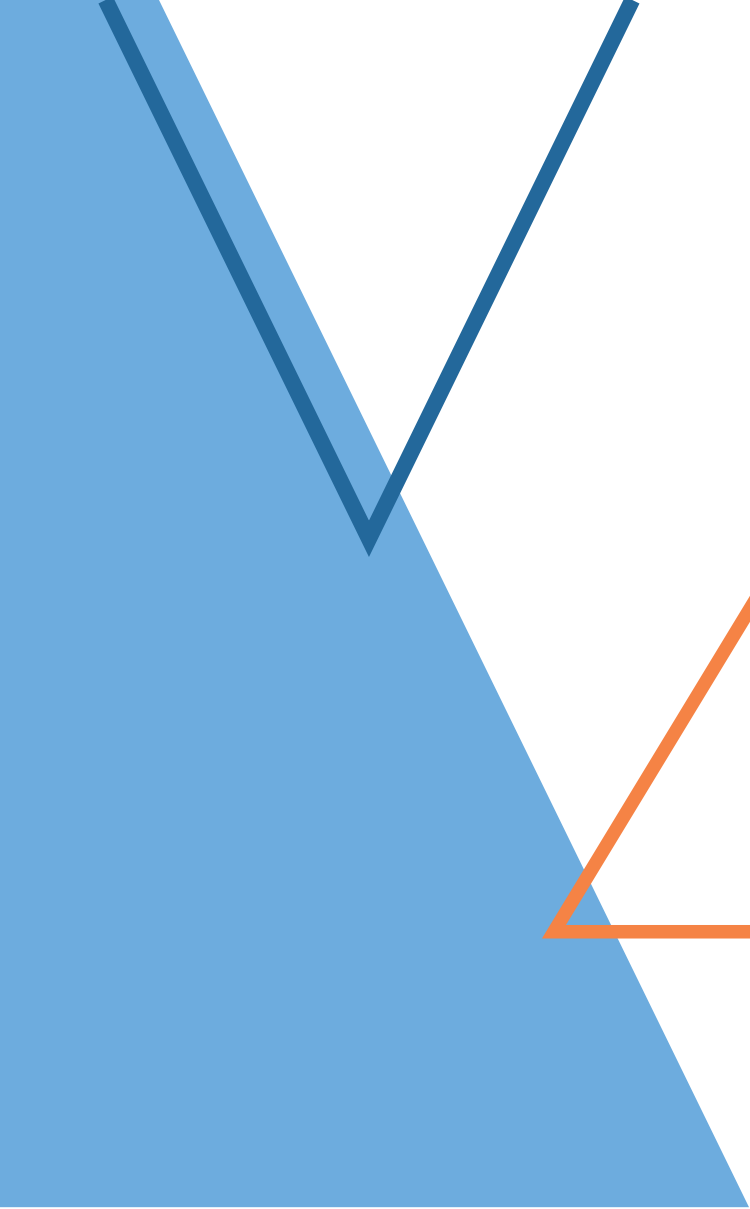


INVESTMENT OPTIONS	PLATINUM	GOLD	SILVER
MEMBERS DATABASE			
Provision of the Clubs SA Members Database, including contacts within each member venue	✓		
AWARDS FOR EXCELLENCE			
Complimentary invitation to attend Clubs SA's Partners Appreciation Cocktail Evening	✓	✓	✓
Complimentary tickets to Clubs SA Annual Awards for Excellence Evening	4	2	
Sponsorship of an Award Category			
Complimentary invitation to attend Club Members' Forums, with opportunity to network with Club decision makers	✓	✓	
Complimentary invitation to other key Clubs SA Industry Events and Forums	✓	✓	
Company and Logo identification at all Clubs SA events	✓	✓	✓
Invitation to be a part of the Clubs SA Annual Awards for Excellence Judging Panel (to include an additional complimentary ticket)	✓	✓	
Priority access given to purchase tickets to the Clubs SA Annual Awards for Excellence Evening	✓	✓	✓
EXPOSURE & ADVERTISING			
MONTHLY NEWSLETTER			
Complimentary Keeping in Touch e-Newsletters for duration of agreement	✓	✓	✓
Complimentary Advertisements / editorials in all Keeping in Touch Newsletters	11 x Full Page	1 x Full Page 6 x Half Page	4 x Half Page
CLUBLINK (ANNUAL)			
Complimentary annual Clublink e-magazine for duration of agreement	✓	✓	✓
Logo featured on Partners page in Clublink Magazine	✓	✓	✓
Company name and contact details included in each edition of Clubs SA Services Directory	✓	✓	✓
Complimentary editorial/advertisement in Clublink magazine	1 x Full Page	1 x Half Page	
WEBSITE			
Company listing on the Corporate Partners page with logo and link to company website	✓	✓	✓
Opportunity to be included on the Members Benefit page to promote specific Clubs SA Member offers, with logo, short description of services/products and link to company website	✓	✓	✓
One month as the Featured Partner to include image in the Clubs SA Slider with link to dedicated company page	✓		
Access provided to the Members Only area of the website for access to online information	✓		

	PLATINUM	GOLD	SILVER
RECOGNITION			
Provision of Clubs SA logo and permission to display “Proud Partner of Clubs SA and its Community Club Members” or similar on website and stationery	✓	✓	✓
Recognition as Corporate Partner at all Clubs SA Functions, events and in all Clubs SA publications	✓	✓	✓
ADDITIONAL			
Promotion of product or service special offers to Clubs SA members	✓	✓	
Inclusion in Clubs SA mailing list to receive regular publications including updates on industry related matters	✓	✓	✓
Other advertising opportunities to purchase space on the Clubs SA website (when available)	✓	✓	✓
Promotion of service or product by Clubs SA to its members with specific goods/service enquiries	✓	✓	
Priority on special partnership opportunities (e.g. Awards for Excellence categories)	✓	✓	

AWARDS FOR EXCELLENCE

- **2 x complimentary tickets to the Awards night over and above the listed entitlements above**
- Official sponsor of an Award category, which includes:
 - Your representative to announce the finalists and present the winner’s trophy on stage
 - Logo on the presentation slides
 - Company logo on the winner’s plaque
 - Pre-event: Your logo to accompany any marketing of your particular award
- **Your logo on pre and post promotional material, including media releases, advertising**
- Company recognised as a partner by the MC
- Logo included in program booklet
- Invited to provide a door prize for guests
- Invitation to be part of the Judging Panel



Clubs SA Partnership

Application





Partnership Application

COMPANY DETAILS

COMPANY: _____

ABN: _____ WEBSITE: _____

PHONE: _____ FAX: _____

EMAIL: _____

MAIN COMPANY CONTACT FOR PARTNER COMMUNICATION

NAME: _____ POSITION: _____

Mobile : _____ EMAIL: _____

PAYMENT DETAILS (Please indicate your preferred method of payment)

- ☐ Please raise an invoice and email it to: _____
- ☐ CHEQUE (I will attach a cheque to this form and post to Clubs SA 222a Henley Beach Rd, Torrensville, SA, 5031)
- ☐ I will do an EFT deposit to the following bank account BSB: 085-375 Acc#: 248605353 and I have included my company name in the EFT description.
- ☐ I would like the partnership amount charged to my credit card*, details below:

LEVEL OF PARTNERSHIP: _____

TOTAL PAYMENT (INC GST): \$ _____ CARD #: _____

CARD HOLDERS NAME: _____ EXPIRY: _____ CCV: _____

DATE: _____ SIGNATUTRE: _____

*please note credit card payments attract a 2.7% surcharge *

Partnership Details

COMPANY: _____

PARTNERSHIP PERIOD: _____ PARTNERSHIP TYPE: _____

INVESTMENT: _____

TERMS AND CONDITIONS

- 1. The Company understands and agrees that Clubs SA Partner benefits will commence after application is approved and payment received by Clubs SA who are the sole decision makers in relation to approval and may reject an application without assigning a reason.
- 2. The Company further understands and agrees that if its application is accepted, it will hold no voting rights at all in the Association. This includes the elections of the Management Committee, Regional elections, and in matters which may arise with or without notice, at meetings of the Association nor in any other situation at all where a vote on any matter may be required.
- 3. By signing up as a Clubs SA Partner, your company does not have exclusive rights unless otherwise indicated in the partnership proposal.
- 4. Clubs SA reserves the right to allocate locations for display opportunities. The Company must inform Clubs SA of any samples that will be given away at any event.
- 5. The Company agrees that the decision of the CEO is final on all matters and agrees to be bound by the Constitution of the Association.
- 6. Full payment must be received within 10 days of both parties signing the application unless otherwise agreed.
- 7. Clubs SA Members Database will be issued upon payment of the invoice (all direct marketing to Clubs SA members to be pre-approved by Clubs SA).
- 8. If any database or contact lists or information ("contact data") is provided by Clubs SA to the Company, the contact data must only be used for the purposes of the partnership proposal, or as approved in writing by Clubs SA. If the Company ceases to be a Clubs SA Partner all contact data must be deleted or destroyed and the Company must not make any further use of the contact data. The Company must comply with all applicable laws, including the Privacy Act and the Spam Act in using contact data.

Your key contact at Clubs SA throughout this agreement year is:

Deb Reynolds | Sponsorship & Events Manager
Phone: 08 8290 2200
Mobile: 0467 777 157 **Email:** dreynolds@clubssa.com.au

I acknowledge I have read and I accept the terms and conditions listed above.

		CLUBS SA
SIGNED		
NAME		
POSITION		
DATE		



For further information, please contact

Clubs SA

Deb Reynolds

Sponsorship & Events Manager

222a Henley Beach Rd, TORRENSVILLE SA 5031

PH: 08 8290 2200

M: 0467 777 157

E: dreynolds@clubssa.com.au

W: www.clubssa.com.au



@clubssa



@clubs_in_sa

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