

## Platinum

Once a club achieves 160,000 in the yearly term, they will automatically become a Platinum affiliate

A Platinum affiliate will be eligible for the \$3000

Platinum Bonus

### **What to expect?**

The potential for sponsorship is solely up to each club and how their club members support Goosies. The more your members support Goosies, the more points your club will earn, the higher the level your club achieves and the more sponsorship your club will generate.

Take for example a small club with 100 members. Lets assume 60% of members won't take part in the program leaving 40% of members who will. If those 40% visit Goosies once every three weeks and bought just 2 drinks, and once every 3 months ate at Goosies with their partner and bought 2 drinks, the club would earn enough points over the year to qualify for the minimum payment of \$1000 in sponsorship.

Lets assume the club is actively encouraging their members to use Goosies, and 50% of those 100 members visit Goosies once per week purchasing those 2 drinks, and ate at Goosies twice in those 3 months with their partner. The club would now have earned approximately 55,000 points and qualify for a Silver level sponsorship and expect an annual sponsorship of almost \$4,500.

Now lets look at a larger club of 250 members. Using the same number of active members (40%), visiting the club once every 3 weeks and eating once per quarter with their partner. The club would achieve a Gold level sponsorship and earn almost \$6,000

Again, lets assume the club is now actively encouraging their members to use Goosies, and 50% of those 250 members visit Goosies once per week purchasing those 2 drinks, and ate at Goosies twice in those 3 months with their partner. The club would now qualify for a Platinum sponsorship and receive over \$17,000 in annual sponsorship **plus** the \$3,000 to spend at Goosies for an end of year presentation night. This can be used to reduce the cost to your members for the presentation night, or use this as an additional fundraiser by charging your members normal price for a presentation night.

The expectation of every club achieving Platinum sponsorship is obviously not a reality but the above examples do highlight what can be achieved when clubs actively encourage their members.

Goosies is all about community clubs and giving back. When your members support us, we want to support you.

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**GOOSIES**  
GOOSEPONDS SPORT  
AND RECREATION CLUB

# **2021 Affiliate Program**

The affiliate program is open to all sporting and recreation clubs in the Mackay region

### Objectives

To create a formalized relationship between Goosies and not for profit community clubs

To make facilities not normally accessible to clubs, accessible

To provide a venue or home base for clubs without the capacity for their own use

### Benefit

To provide a revenue source not currently available

Streamline and simplify the fundraising process for smaller, volunteer-based clubs

Increase revenue for clubs while reducing reliance on volunteers

Provide a home base for clubs with no home base facilities

Provide a reliable and safe meeting place for clubs



**GOOSIES**  
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### How does it work?

After a club agrees to become affiliated with Goosies, the club is registered with Goosies which will allow club members to link their Goosies membership with their club

Clubs will encourage their members to patronize Goosies when choosing a venue and importantly use their membership card when making any purchases at Goosies

Clubs will earn a point for every \*\$1 spent in the club, excluding GST when a member of the affiliation club uses their Goosies membership card to make a purchase.

Clubs will then earn a dollar amount for every point. This will be the sponsorship amount and will be paid at the end of the year

All clubs start as an **Aqua** level affiliate and move up through the levels as their points accumulate

Depending on which level they achieve, will determine the dollar amount paid per point

All clubs will receive a minimum \$1000 at the end of the yearly term once they achieve 10,000 points

If clubs do not achieve 10,000 points in the yearly term, no sponsorship will be awarded

The yearly term will commence upon a club becoming affiliated and will be completed one calendar year thereafter

(\*Gaming, Keno, TAB & Functions excluded)

### Sponsorship Levels

#### Aqua

All clubs will start their affiliation as an Aqua tier. A club only needs to achieve 10,000 points in a yearly term to be guaranteed a \$1,000 sponsorship payment.

An **Aqua** affiliate will earn \$0.05 for every point earned, equal to \$0.05 per dollar spent in the club, excluding GST

#### Bronze

Once a club achieves 20,000 points in the yearly term, they will automatically become a **Bronze** affiliate

A **Bronze** affiliate will earn \$0.07 for every point earned, equal to \$0.07 per dollar spent in the club, excluding GST

#### Silver

Once a club achieves 40,000 points in the yearly term, they will automatically become a **Silver** affiliate

A **Silver** affiliate will earn \$0.08 per point earned, equal to \$0.08 per dollar spent in the club, excluding GST

#### Gold

Once a club achieves 60,000 in the yearly term, they will automatically become a **Gold** affiliate

A **Gold** affiliate will earn \$0.10 per point earned, equal to \$0.10 per dollar spent in the club, excluding GST