



SQUASH

NEW ZEALAND



GO FOR GOLD

COMMONWEALTH GAMES MEMBERSHIP SPECIAL

JOIN A CLUB BEFORE JULY 22ND AND YOU COULD
GET UP TO SIX MONTHS MEMBERSHIP FREE.*

Here's how it works. If the New Zealand Squash Team's best medal is:

GOLD
6
MONTHS
MEMBERSHIP
FREE

SILVER
3
MONTHS
MEMBERSHIP
FREE

BRONZE
1
MONTH
MEMBERSHIP
FREE



TRY IT. PLAY IT. LOVE IT.

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GO FOR GOLD NATIONAL MEMBERSHIP CAMPAIGN

BACKGROUND:

The 2014 Commonwealth Games is a rare occasion when squash will be broadcast on TV. If we win medals, publicity will be even greater. This media exposure gives us an opportunity to not just promote our sport, but to encourage new players to join a club.

THE IDEA:

GO FOR GOLD is a national membership promotion that encourages people to join a club by providing a FREE MEMBERSHIP incentive based around the performance of our Commonwealth Games Team.

HOW IT WORKS:

The Commonwealth Games begins on July 23.

Every new member that joins a squash club on a 12 month subscription before July 22 will have the chance to receive up to an 6 months extra membership.

If our best medal is a Gold (6 months), Silver (3 months) or Bronze (1 month).

Very simple, very easy to understand.

HOW WE PROMOTE IT:

Obviously the more *everyone* gets behind 'Go for Gold' the better the outcome.

- Squash NZ Website:

Home Page Banner that links through to a dedicated 'Go for Gold' page.

'Go for Gold' page to outline offer details and have links to find nearest club.

- Google Ad Words:

A Google Ad Words Campaign to run for 3 weeks over the promotional period. The aim is to drive people searching for 'squash' terms to our 'Go for Gold' page.

- Club Posters:

We provide A4 & A3 poster artwork for clubs to download, plus an A5 flyer. Clubs can edit the posters if required to add any additional information.

OTHER SUPPORT:

- Social Media:

Squash NZ Facebook Page.

Commonwealth Games Players Facebook Pages post 'Go for Gold'

➤ District Websites:

Promote 'Go for Gold' on their websites.

➤ Club Websites and Email Newsletters:

Promote 'Go for Gold' so existing members can tell their friends.

➤ Club Open Days:

Why not promote an 'Open Day' during sign up period.

TERMS & CONDITIONS:

The terms and conditions are set out as below. It is recommended that clubs stick to this wording, however, if a club would like to change or add a condition they are able to do so.

Terms and conditions:

* Terms and conditions: Offer is only available to new members who join at a participating club before Tuesday July 22, 2014. To qualify, new members must join for a minimum period of 12 months. Free membership offer is non-transferrable and cannot be redeemed for cash or any other equivalent.

The total amount of free membership offered is solely determined by the highest single medal won by the New Zealand Commonwealth Games Squash Team. If more than one medal is won, the free membership offer will not accumulate. If no medal is won, no free membership will be offered.

WHAT NEXT:

It would be great if every club participated in the campaign but it's your decision. If your club does decide to participate in the campaign this is what you need to do -

- Add the club contact details / logo to the posters and flyers supplied.
- Amend any Terms and Conditions if required.
- Display and distribute the posters /flyers in the club and local community.
- Advertise the campaign in the club newsletters and on the club website.

SUPPORT:

Contact your District or SNZ if you need any help.

Squash New Zealand admin@squashnz.co.nz

Phone 09 815 6770