

# CORPORATE PROGRAM

ClubsNSW is the peak body for the New South Wales registered club industry.



## WHO WE ARE

Representing 1113 member clubs and 6.7 million (end customer) memberships, the purpose of ClubsNSW is to create opportunities for our members to thrive. Through a range of member services and advocacy activity, ClubsNSW leads a sustainable industry that makes a significant contribution to the local communities registered clubs serve.

In recognition of the stable and favourable operating conditions ClubsNSW works to achieve for its members, the Association enjoys the position of influencer to many member clubs and is pleased to be recognised as a central voice for the industry.

### Member Clubs

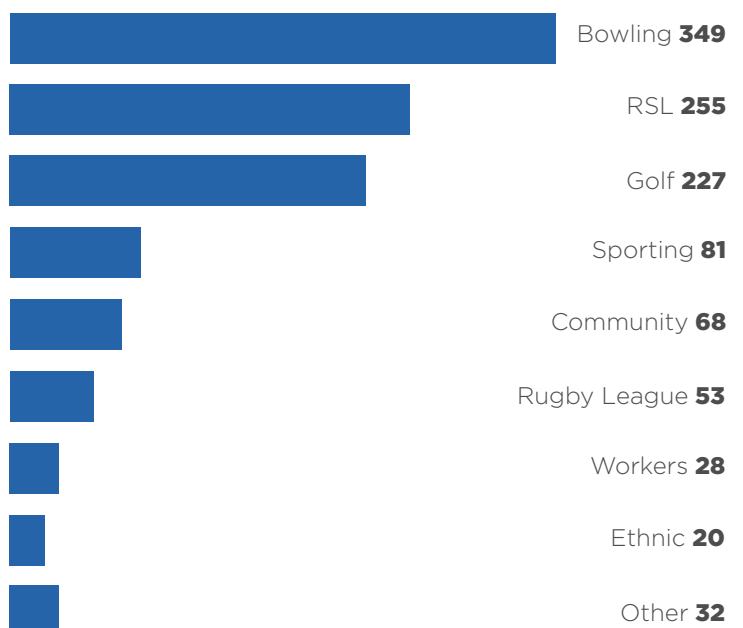
**35%**

Sydney Metro

**65%**

Regional

### Member Club Type



# WHAT WE DO

ClubsNSW has unparalleled knowledge of the broader industry landscape and enjoys strong relationships with both metropolitan and regional clubs, providing your business with the ideal engagement channel.

We work with you to:

- Promote your products and services to the appropriate audience of decision makers and influencers
- Educate member clubs utilising your expertise
- Shorten the supplier 'sales cycle'
- Encourage visitation and spend within member club venues
- Maintain or build brand reputation
- Assist with achieving favourable trading conditions for member clubs.

# HOW WE DO IT

ClubsNSW engages with interested suppliers through the Corporate Partnership and Industry Supporter programs.

The Industry Supporter program provides your business with a link to the industry in a cost-effective way. Industry Supporters are informed of key industry communications, access to purchase tickets to events, promoted on the Business Directory, and have access to ClubsNSW IP.

If your business aligns with the strategy of ClubsNSW, a corporate partnership can be built based on agreed objectives in a bespoke way. The Corporate Partnership program requires an appropriate level of investment, which allows a greater level of access and engagement with member clubs. Some examples of benefits of both programs are highlighted below.

## PROGRAM BENEFITS



### Lead Generation & Procurement\*

ClubsNSW works with member clubs and suppliers to understand the respective needs and provide tailored solutions on an industry basis across a variety of spend categories.



### Networking & Relationships

Our reach in both metropolitan and regional NSW makes ClubsNSW a powerful platform for networking with club management and associated stakeholders.



### Strategic Alignment\*

Access experienced management and staff of ClubsNSW for consultation and collaboration in a variety of areas, for example:

- Industrial relations
- Digital & data strategy
- Public affairs & advocacy
- Member services



### Aggregated Communications

Club Life is the leading business publication for the NSW club industry – 11,000 copies are distributed seven times annually. Digitally, the ClubsNSW monthly eDM is distributed to 3000 decision-makers with bespoke standalone campaigns developed as required.



### Events & Activations\*

Partners can be provided with activation opportunities to showcase their products and services at ClubsNSW events, positioning them in front of a highly engaged and relevant audience.



### Learning & Development\*

Relevant partners may be considered for valuable educational content delivery, positioning them as a 'trusted advisor' alongside ClubsNSW.

\*Opportunities available to Corporate Partners only.