



Club FAQs

What do we have to do to join up?

Simply go to the SportCard web site and enter the clubs details we will then confirm your details and activate your clubs membership.

Once active you will receive an email explaining how to upload members and log into the site.

What is the file format for the file upload?

File format must be .xls

Set out in the following order for member uploads

Title, First name, surname, Address, suburb, postcode, phone, mobile, email address

Set out in this order for Payment Manager

Player first name, player last name, team, address, suburb, state, postcode, email, parent first name, parent last name

Details can be found on the web site

How do we get all our members to agree?

As the club is not forcing the members to purchase any services, just offering a membership benefits program, the process is simple.

Log in as the club manager

Select **Manage Members** or **Payment Manager** (make sure pop ups are allowed)

Select Upload members

Decide on Full or Basic membership for Manage Members

Find your club database file and press Submit

Manage Member process

SportCard will send an email to all members on your behalf asking them to join the program. If they agree to the terms and conditions they become an active member, if not they are deleted from our database.

Payment Manager process

SportCard will send an email to all members on your behalf asking them to join the program and pay for products online. If they agree to the terms and conditions they become an active member, if not they maybe retained in your database for payment tracking purposes otherwise they are deleted from our database.

What about the members who do not want to join?

Those members that do not wish to join can simply ignore our email and be deleted after 28 days, or decline the offer to join. Members can opt out at any time by logging onto the website once they receive their membership logon details.

Can the members opt out after we register them?

Yes members can opt out at any time.

How do we upload the member database?



Once you are registered you will be sent an email with all the details of how to upload the member database. Please email support@sportcard.com.au if you require the information again.

What communication will SportCard be sending the members?

SportCard will publish a series of catalogues and lifestyle magazines as well as our online content. We will send no more than 4 emails per month to each member, one of which will include links to check their purchases.

How do we get our money?

Simply login to view your statement outlining your clubs current account balance, then request a payment. SportCard will then arrange for the funds to be made available by which ever means you choose. Payments are made on the 15th of the month following your request.

How much can the club gain from the program?

This is totally dependent on how many of your members take up the offer and how many shop regularly. It also depends on the offers made from our partner base and what percentages they provide for each purchase. We base our numbers on very conservative figures, as an example :-

If on average each member of your club does one of the following just once a year you could raise over \$120 from every member – for every 100 members that is over \$12,000 every year

- apply for a credit card (\$15)
- buy computer software (\$8)
- sign up for eBay (\$3)
- purchase a computer (\$15)
- take a phone company agreement (up to \$65)
- arrange to insure the house and car (\$20)
- send flowers (\$3)
- signed up for a trial of Quikflix (\$7.50)
- order pet food (\$40)

Of course this is just a small sample of our products on offer (some not available till 2008) and we are adding more everyday.

What are the obligations on the club?

Once the club has completed the registration form the only requirements are to pay the joining fee per member, if you have opted for Full Membership, and to regularly communicate SportCard offerings to your members.

From time to time SportCard will support carnivals and activities at your club and will contact you accordingly.

If you choose to use Payment Manager you must agree to the specific Terms and Conditions of that service.

When do we need to pay for full memberships?



Full membership must be paid for upon notification of acceptance of your clubs member details. An email will be sent to confirm the total number of members.

How do we pay?

Payment can be made via Credit Card, Bpay or Cheque

Why is there a payment and what is Full Membership?

SportCard offers full members a greater range of services including automatic entry into all our competitions. The fee will also include a key ring card to be delivered to members once our shop front partners are active.

The key ring card will be able to be used with a variety of shop front partners to be advised in early 2008, and includes 3 cards per member.

Can we charge more than \$5?

The club may choose to charge any amount it considers reasonable for the member benefits program. SportCard bills the club not the members.

Can members upgrade to full membership themselves?

Yes members may upgrade themselves if the club chooses Basic membership at the time of upload.

What do the members gain by being involved in the program?

Your members receive a variety of offers and services including reduced prices from our retail partners, the ability to enter competitions and promotions (full members only) as well as the knowledge that every time they spend where they see the SportCard logo they are putting money back into THEIR club.

My club is not registered but one of our members has nominated us what do I do?

All you have to do is confirm your clubs details and contact information. We will then advise you as your account with us grows each month. If you wish to add more members you may do so by following the information sent in the introductory email

How often can we get the money?

SportCard provides monthly statements and pays on request once a month.

Is there a way to audit the returns to our club?

Your members audit their own returns with their monthly statements. SportCard has its own auditing company, Andrew Poole and Associates and will be pleased to provide details of the program.

Aside from the retail sales and fuel programs how else can our club earn money?

SportCard is continually looking for product partners in all areas of your members spending, from cereals to appliances to motor vehicles and even housing. Just make sure your members know to look for the SportCard logo and register every purchase.

What advertising must we do?

Without your members participating in the program there is no funding to the club, no sales for our partners and no discounts for the members. So it is in every ones interest to use the program or look for the logo all the time. If your club has a newsletter or online activity then simply use any of our pre-designed materials to help grow the message.



All we ask is one advertisement per week when your season is running.

What advertising can we do?

You may advertise in your club newsletters, on your web site and in any official emails sent from the club. No other advertising or promotion is permitted without the express permission of SportCard. All materials must be from the approved designs available on the SportCard Clubs section of the web site.

Where are the promotional materials on the web site?

Promotional materials are available once you are logged in, under Marketing Materials.

Can we link from our web site to SportCard and how do we do it?

Yes you can. Please go the Marketing Support Materials section to copy the images and find the link details for your web master to use.

Is there a contract agreement between our club and SportCard?

As a SportCard club you must agree to the Terms and Conditions of the program. Which can be found on the webs site under Terms and Conditions, when registering as a club.

What about our existing sponsors?

SportCard has no impact on your existing sponsors whatsoever. It is simply a transactional platform for your members. If your current sponsors wish to be involved with SportCard they may contact us thru the partners section of the web site.

The SportCard web site provides reports to your club advising which retailers are contributing the most and this can be used to help negotiate local agreements for club support.

How do we get involved in the SportCard competitions?

SportCard club competitions will be run for all clubs in our program from time to time. Members must be Full members to participate in our competitions.

What more can we do to help drive money to our club?

Sign up more members – this can be family and friends of the club and its members, every transaction every registered purchase puts money back into the club.
Support SportCard partners – helping the local franchisee of the national company will help increase your revenue.

Get your local stores involved, SportCard works with any partner who can track sales.

Can we run a promotion day and what support can SportCard give us?

Yes you can. SportCard can provide marketing materials for your activities. If you advise SportCard of your promotion day we will consider bringing our promotions team to your event with prizes and a bbq for 3 hours on the day. SportCard will advise you at least 4 weeks in advance of our intention to support your event.