



CLUB INFO PACK

WHO ARE WE?



Play For Purpose is a collaboration between three key parties, aiming to raise money for charitable grassroots sporting projects.



50-50 Foundation – an ACNC charity established in 2012 who has operated over 300 charity raffles across Australia. The 50-50 Foundation is the licenced operator of Play For Purpose.



Tabcorp - Tabcorp's Charitable Games Division is a social enterprise which supercharges fundraising for charities and sporting clubs by providing innovative fundraising products and technology solutions. Tabcorp recognises the challenges facing not-for-profit fundraising efforts and supports the 50-50 Foundation by providing the resources and expertise to run Play For Purpose including the technology platform, marketing and guarantee of prizes.

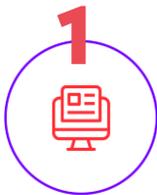


Australian Sports Foundation (ASF) the only organisation in Australia to have Deductible Gift Recipient status for sports. The ASF will grant the funds raised by raffles to clubs to be used for charitable sport projects linked to those clubs. The only way a club can participate in Play For Purpose is by agreeing to both the terms of the raffle and to the grant conditions which require the funds to be used for the charitable sporting projects.

PROUDLY SUPPORTED BY **SPORTAUS**

Sport Australia is the operating brand name of the Australian Sports Commission. Sport Australia has endorsed the Play For Purpose raffle as a fundraising opportunity for Australian sporting organisations.

HOW IT WORKS



PLAY FOR PURPOSE IS A NOT-FOR-PROFIT ONLINE RAFFLE. IT IS FREE FOR CLUBS TO SIGN UP!



ONCE CLUBS HAVE SIGNED UP, THEY ARE GIVEN THEIR VERY OWN WEBSITE TO SELL RAFFLE TICKETS AND PROMOTE THEIR CHARITABLE SPORTING PROJECT.



SUPPORTERS CAN BUY TICKETS FOR \$10 EACH. A MINIMUM OF \$5 FROM EVERY TICKET SOLD WILL SUPPORT CHARITABLE SPORTING PROJECTS AT THEIR CHOSEN CLUB.



**THERE ARE OVER 7,500 PRIZES ON OFFER VALUED AT \$500,000 - INCLUDING A TOP PRIZE VALUED AT \$250,000!
IT'S THE ULTIMATE WIN-WIN!**

CLUB BENEFITS

Play For Purpose provides access to a sales and promotional platform, with ability to sell tickets via three key online channels. Plus clubs can access a broad range of resources to promote and track their fundraising campaign.



- ✓ FUNDRAISING FOR CHARITABLE SPORTING PROJECTS
- ✓ FREE TO PARTICIPATE
- ✓ REDUCED TIME AND COST OF RUNNING A TRADITIONAL RAFFLE
- ✓ ACCESS TO LARGER, MORE EXCITING PRIZE OFFERING
- ✓ LEVERAGE WORLD-CLASS TECHNOLOGY AND POWERFUL BACK-END SYSTEM
- ✓ FUNDRAISE ALL YEAR AROUND VIA REGULAR RAFFLES
- ✓ BUILD, COLLECT AND MAINTAIN SUPPORTER DATA, BUILDING A NEW & SUSTAINABLE SOURCE OF REVENUE FOR CLUBS
- ✓ 50% FROM EVERY TICKET SUPPORTS CHARITABLE SPORTING PROJECTS AT YOUR CLUB
- ✓ BENEFIT FROM ADDITIONAL BONUSES AND INCENTIVES, REWARDING PROACTIVE FUNDRAISING EFFORTS.

CLUB BENEFITS

In addition to the funds raised through ticket sales, your club can also benefit from various bonus prizes, the structure of which will change from draw to draw.

These incentives reward clubs who commit to marketing Play For Purpose to their supporters. A marketing plan that promotes early ticket sales, as well as incremental reminders throughout the draw is key to making Play For Purpose a success for your organisation.

EARLY BIRD INCENTIVES

REWARDING EARLY TICKET SALES

FOR A LIMITED NUMBER OF TOP PERFORMING SPORTING ORGANISATIONS.

STAR FUNDRAISER INCENTIVES

REWARDING HIGHEST OVERALL TICKET SALES

FOR THE TOP 5 PERFORMING SPORTING ORGANISATIONS.

An additional Winners Choice Bonus will also be provided to the charity or sporting club that is nominated by the winner of the 1st prize 'Choose Your \$250,000 Dream'.

***Incentives are based on sales via Club Partner & Champion pages.
The incentive structure subject to change, at the discretion of the 50-50 Foundation.*

THE PLATFORM

Clubs can fundraise via three channels:



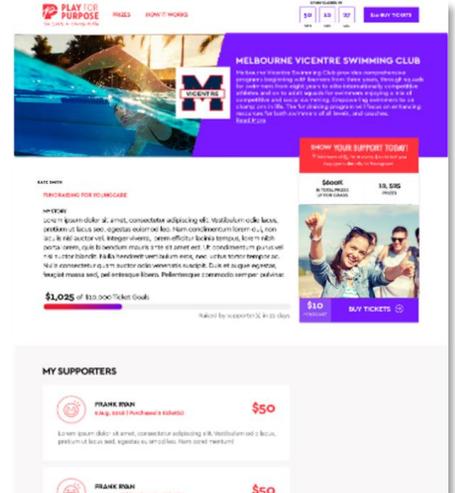
MAIN SITE

Customers who hear about Play For Purpose can visit the site and support a sporting organisation or charity of their choice.



CLUB MICROSITE

Sporting Clubs are given their own dedicated microsite which is customised and branded. No other Club pages can be seen or visited from this page.



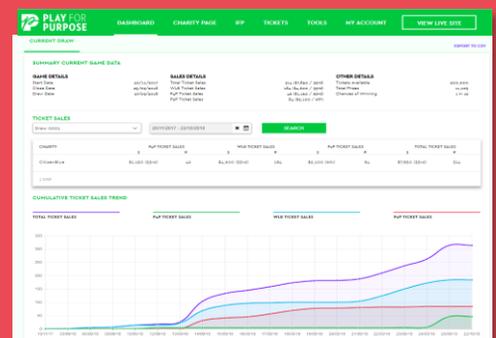
CHAMPION FUNDRAISERS

Individuals or teams can fundraise on behalf of a Club, selling tickets via their own dedicated page. All tickets sold via the individual are attributed to that club's fundraiser.

PARTNER PORTAL

Clubs can access sales dashboards, tracking & analytics and campaign management tools via a powerful back-end portal.

The portal also features marketing guides and templates making it easy to plan and execute their fundraising campaign.



THE RAFFLE

Every Play For Purpose ticket provides a 1 in 34 chance of winning one of 7,525 amazing prizes!

The prizes on offer have been designed to appeal to a wide audience, by providing choice and variety. These are subject to change with each draw, and are expected to increase in size and value as the raffle grows in popularity!

**those prize details listed below pertain to Draw 3 closing on July 17, 2019.*

1ST PRIZE
CHOOSE YOUR \$250,000 DREAM

Win the lifestyle of your dreams with your choice of one of four amazing prize packages, each valued at \$250,000. Opt for luxury or adrenaline with a pair of Audis or start planning your outdoor adventures with the ultimate car and boat combo, or enjoy the off-road elegance of a Land Rover Discovery, or decide to follow your dreams with a quarter of a million dollars in cashable Gold Bullion. It's \$250K your way! [Read more](#)



1 IN 34
 CHANCE OF
 WINNING A
 PRIZE

2nd PRIZE
EXPERIENCE A ONCE IN A LIFETIME WORLD TOUR WITH A \$50,000 TRAVEL VOUCHER!

Take the trip of a lifetime with this incredible global adventure [Read more](#)

3rd PRIZE
GOT THE TRAVEL BUG? ENJOY A TRAVEL VOUCHER TO THE VALUE OF \$20,000

Take off and travel the world with a huge \$20,000 to spend planning your dream holiday. [Read more](#)

4th PRIZE
WIN A 2019 MELBOURNE CUP CARNIVAL EXPERIENCE TO THE VALUE OF \$10,000

Enjoy the ultimate spring racing carnival experience at the 2019 Lexus Melbourne Cup! [Read more](#)

5th PRIZE
TAKE A LUXURY ESCAPE WORTH \$5,000!

Recharge your batteries with a huge \$5,000 to spend planning your ultimate getaway. [Read more](#)

PLUS

7,520 ADDITIONAL PRIZES TO BE WON TOTALLING \$165,000

6th - 15th PRIZES - \$1,000 EGIFT VOUCHER
 16th - 25th PRIZES - \$500 EGIFT VOUCHER
 26th - 7,525th PRIZES - \$20 EGIFT VOUCHER

2019 CALENDAR YEAR

DRAW 3

OPENS
FRI 1 MAR

CLOSES
TUE 30 APR

DRAW 4

OPENS
WED 1 MAY

CLOSES
WED 17 JUL

DRAW 5

OPENS
THU 18 JUL

CLOSES
WED 25 SEP

DRAW 6

OPENS
THU 26 SEP

CLOSES
THU 5 DEC

DRAW 7

OPENS
TBA

CLOSES
TBA

CHARITABLE SPORTING PROJECTS

Funds raised through Play For Purpose must be used for a **charitable sporting projects**. There are many types of sports projects that can be charitable, for example, if they advance the physical or mental health of the community, improve community facilities or assist disadvantaged or marginalised groups. Clubs can choose from the categories below.



PROMOTING HEALTH THROUGH SPORT

Promoting improved health in the community by encouraging more people to participate in sport and be more active more often. This includes:

- 'Come and try' days, expanding programs to reach new participants, funding of new teams or coaches, running new exercise initiatives, upgrading community facilities, or providing scholarships to enable and encourage sports participation. The aim is to increase physical activity in the community in order to improve health outcomes.
- Initiatives aimed at targeting individuals who are less likely to be involved in your club's existing sporting programs, such as individuals with disabilities, in regional or rural areas, from culturally diverse backgrounds, in older age groups, from low-income households or women and girls.

PARTICIPATION AND OUTREACH

Sports projects to promote inclusion and participation by disadvantaged or marginalized members of the community. This includes

- Open days, 'come and try' days or events designed to attract new participants from disadvantaged or marginalised communities, such as refugees, indigenous persons, persons with disabilities, people suffering from mental illness
- Initiatives aiming to increase and promote tolerance and respect in the community by attracting participants from a diverse range of cultural, ethnic or social backgrounds
- Sports scholarships, fee-free or subsidised access to sport for those from low socio-economic backgrounds to participate in sport
- Funding of sports equipment and uniforms to be used by disadvantaged groups or participants that could otherwise not afford to participate in sport.
- Training people in coaching, umpiring or refereeing in order to offer sports in a culturally appropriate way to disadvantaged or marginalised groups.

CHARITABLE SPORTING PROJECTS CONT.



UPGRADE OF COMMUNITY SPORTS FACILITIES

Construction, upgrade or maintenance of sporting grounds and sporting facilities for the benefit of the local community. In order to be charitable, the sports facilities cannot be limited to only club members. These types of projects include:

- Improve access to sporting facilities by all members of the community, such as upgrades to bathroom facilities or improved disability access
- Improving grounds and facilities to enable more teams to train or play more often, such as increased regularity of use through synthetic turf, addition/upgrade of floodlights or improved drainage

PROMOTING MENTAL HEALTH

Projects aimed at improving or addressing mental health problems in the community through sport.

UNIVERSITY SPORTS

Projects or scholarships aimed to fund, improve or expand sports programs connected to a university, to enable students to participate in sport as part of a well-rounded education. This could include the funding of before and after school sports programs open to students at universities.

SPORTS HISTORY & CULTURE

Projects to record sports history and memorabilia including funding of projects to bring together items of educational or cultural value and which would be of public interest.



APPLY TODAY AT:

[www.playforpurpose.com.au](http://www.playforpurpose.com.au/sporting-club-benefits)
[/sporting-club-benefits](http://www.playforpurpose.com.au/sporting-club-benefits)