

# DOWN UNDER SAIL

## CLUB/CLASS PR ASSISTANCE

The Down Under Sail Yearbook, released once a year in June, is focused on promoting grassroots sailing. Along with this commitment, we are also passionate about supporting clubs and class associations, as they are the foundation of our sport and are what drive participation.

A new initiative offered by Down Under Sail following the launch of the 2017 Yearbook is to use our publication as a way for clubs and classes to access our promotional services without the same financial impact as other providers. Your committee can purchase a bulk order of Yearbooks and we provide our service to the value of the books allocated.

### WHAT YOUR CLUB/CLASS RECEIVES

Through this offer, we can provide your club or class with ongoing marketing support throughout the year, gathering information on your events and pushing that out to our rapidly-growing audience through the Down Under Sail website and social media channels.

We will act in a consulting role throughout the season to assist the growth of your fleet, keeping you informed as to what is happening in the industry and what other clubs and classes in similar positions are doing to enhance their programs and grow membership.

Together, we select one event as your major event for the season and assist you with the promotional needs for it before, during and after the event.

The services we provide for you are measured in proportion to the number of books ordered and therefore the larger your order the more scope there is for more detailed and hands-on promotion of the club/class and its events. If there is enough scope, we can help with on-the-ground coverage for your major event, rather than external online coverage, which includes video interviews and photography on top of social media, online stories and consultation, etc.

### THE COST TO YOUR CLUB/CLASS

All your club or class association needs to do is purchase a lump sum of Down Under Sail Yearbooks, roughly equal to the size of the membership, at the RRP of \$15 per unit. You can then distribute the books to your members and recover the costs, either by building books into the membership, distributing them through learn to sail programs or selling them individually.

### FURTHER DETAILS/FINE PRINT

- The promotional assistance Down Under Sail provides is proportional to the amount of books the club or class orders, as per our standard event coverage and PR assistance prices.
- The total value of the promotional assistance will be determined by Down Under Sail
- There is no minimum or maximum amounts for how many books a club can order.
- Payment plans can be organised if a club needs to pay over time.