



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



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.

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

1st - \$4,000 bonus

2nd - \$3,000 bonus

3rd - \$2,000 bonus

4th - \$1,000 bonus

STAR FUNDRAISER INCENTIVES

REWARDING HIGHEST OVERALL TICKET SALES

1st - \$10,000 bonus

2nd - \$5,000 bonus

3rd - \$3,000 bonus

4th - \$2,000 bonus

5th - \$1,000 bonus

An additional \$10,000 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 club of their choice.



CLUB MICROSITE

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!



Prize Number	Prize Type	Prize Value	Qty	Total Retail Value
1	\$250K of Gold OR Choice of one luxury lifestyle prize either: Mazda BT-50 + Haines Signature 580BRX Bowrider + \$100K Gold OR Range Rover Discovery + \$100K Gold	250,000	1	250,000
2	One Travel Voucher	50,000	1	50,000
3	One Travel Voucher	20,000	1	20,000
4	One Travel Voucher	10,000	1	10,000
5	One Travel Voucher	5,000	1	5,000
6 to 15	Voucher to the value of \$1000	1,000	10	10,000
16 to 25	Voucher to the value of \$500	500	10	5,000
26 to 7,525	Your choice of one \$20 Gift card	20	7,500	150,000

2019 DRAW CALENDAR – Target Dates (final dates are TBC)

DRAW 2	DRAW 3	DRAW 4	DRAW 5	DRAW 6	DRAW 7
18 DEC – 27 FEB DRAWN 28 FEB	1 MAR – 30 APR DRAWN 1 MAY	MAY– JULY DRAWN mid JULY	JULY – SEPT DRAWN late SEPT	SEPT– DEC DRAWN early DEC	DATES TBC DRAWN TBC

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.



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