



**SPORT PARTNER
INFORMATION PACK**

WHO ARE WE?



Play For Purpose is a collaboration between three key parties, aiming to raise money for ACNC registered charities and 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.

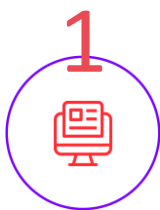


Australian Sports Foundation (Sports Foundation) the only organisation in Australia to have Deductible Gift Recipient status for sports. The Sports Foundation will grant the funds raised by raffles to clubs to be used for charitable sport projects linked to those clubs. The only way a club can participate 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.

it's the Ultimate **WIN-WIN** Raffle



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



ONCE A SPORTS ORGANISATION SIGNS UP, THEY ARE GIVEN THEIR VERY OWN WEBSITE TO SELL RAFFLE TICKETS AND PROMOTE THEIR CAUSE.



SUPPORTERS CAN BUY TICKETS FOR \$10 EACH. \$5 FROM EVERY TICKET SOLD WILL SUPPORT FUNDRAISING PROJECTS OF THEIR CHOSEN CAUSE.



THERE ARE 395 PRIZES ON OFFER VALUED AT \$300,000 - INCLUDING A TOP PRIZE VALUED AT \$250,000!

IT'S THE ULTIMATE WIN-WIN!

SPORT PARTNER BENEFITS

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



- ✓ 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 SPORTING CLUBS/ORGANISATIONS
- ✓ 50% FROM EVERY TICKET SUPPORTS FUNDRAISING PROJECTS AT YOUR CLUB / ORGANISATION
- ✓ BENEFIT FROM ADDITIONAL BONUSES AND INCENTIVES, REWARDING PROACTIVE FUNDRAISING EFFORTS.

it's the Ultimate WIN-WIN Raffle

SPORT PARTNER BENEFITS

In addition to the funds raised through ticket sales, your Sporting Organisation can also benefit in the following ways:

- Help and guidance from the Play For Purpose team on building a fundraising plan.
- Access to a range of marketing creative through you very own partner toolkit.
- Take part in marketing campaigns that are coordinated and funded by the Play For Purpose team, and
- Receive bonus payments and incentives (*note these may change from raffle to raffle*).



STUCK FOR A GIFT?
Give a Play for Purpose raffle ticket

GIFT A TICKET



Become a FUNDRAISING CHAMPION

Join today!



SIGN UP FOR AUTOPLAY AND NEVER MISS A DRAW!

Subscribing to AutoPlay guarantees your ticket into every Play For Purpose Raffle. Not only will you never miss the chance to win fantastic prizes, you'll also continue to support a great cause. It's a WIN-WIN!

EXCLUSIVE BENEFITS	AUTOPLAY MEMBER	GUEST
CHANCE TO WIN AMAZING PRIZES EVERY RAFFLE, INCLUDING A FIRST PRIZE VALUED AT \$50,000!	✓	✓
CONTINUE TO SUPPORT YOUR CHOSEN CAUSE	✓	✓
GUARANTEED TICKETS INTO EVERY RAFFLE: <small>Minimum 2 tickets a year Your tickets will be automatically sent to you at the start of each raffle.</small>	✓	
ENTRY INTO THE BONUS AUTOPLAY DRAW! <small>Win a bonus cash prize or 100% and bonus cash donation towards your chosen cause. T&Cs apply.</small>	✓	
MANAGE YOUR SUBSCRIPTION ANYTIME <small>Giving you complete control to update, pause or stop any time.</small>	✓	
NO NEED TO FILL OUT FORMS	✓	

Please Note: AutoPlay can only be set up when Visa/Mastercard is the nominated payment method. PayPal can not be used for setting up an AutoPlay subscription. A stoplay can also not be set up when using the token.



THE PLATFORM

Sport Partners can fundraise via three channels:



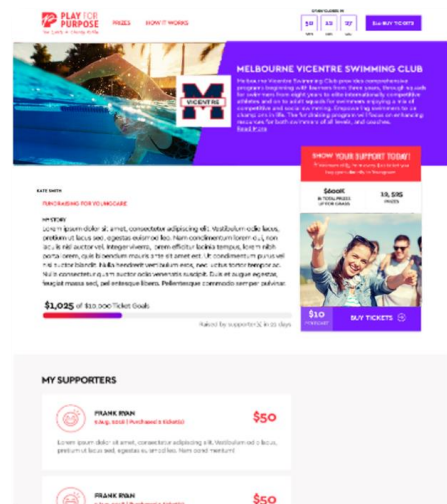
MAIN SITE

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



PARTNER MICROSITE

Sport Partners are given their own dedicated microsite which is customised and branded. No other partner pages can be seen or visited from this page.



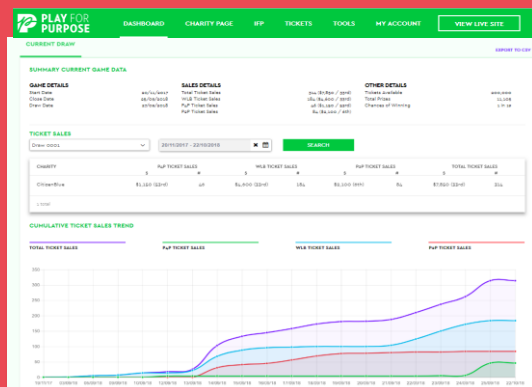
CHAMPION FUNDRAISERS

Individuals can fundraise on behalf of a Sporting Organisation, selling tickets via their own dedicated page. All tickets sold via the individual are attributed to that Partner's fundraiser.

PARTNER PORTAL

Sport Partners 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 your fundraising campaign.



THE RAFFLE

Every Play For Purpose ticket provides a chance of winning one of 395 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 7 closing on September 16, 2021.*



MAJOR PRIZE

Win a dream \$250k prize pack

Just imagine... watching the sunset in this Volkswagen California Camper worth \$117,924. Waking up with \$125,000 in cashable gold to turn your dreams into reality. Shopping 'til you drop with \$7,076 in vouchers from Australia's leading retailers. It's the prize pack of your dreams!

[BUY TICKETS](#)



2nd Prize

Freedom Voucher worth \$15,000

Transform your home with a \$15,000 Freedom Voucher. There's a range of modern homewares, furniture and accessories to make home your sanctuary.



3rd Prize

JB Hi-Fi Voucher worth \$7,500

How does a \$7,500 Voucher at JB Hi-Fi compute? You could unlock limitless entertainment options like a new TV, game console, smart-watch and much more.



4th Prize

Myer Voucher worth \$5,000

Shop 'till you drop with a \$5,000 Voucher at Myer, Australia's largest department store. You could be splurging on clothes, furniture, electronics and more.



5th Prize

Travel Associates Voucher worth \$2,500

Escape with a \$2,500 Travel Associates Voucher. You could be booking your next Aussie adventure including travel, accommodation, experiences and much more.

RAFFLE DRAW SCHEDULE – 2020/21

Raffle 12: 11 June – 16 September, 2021 | **Raffle 13:** 17 September – 16 December, 2021

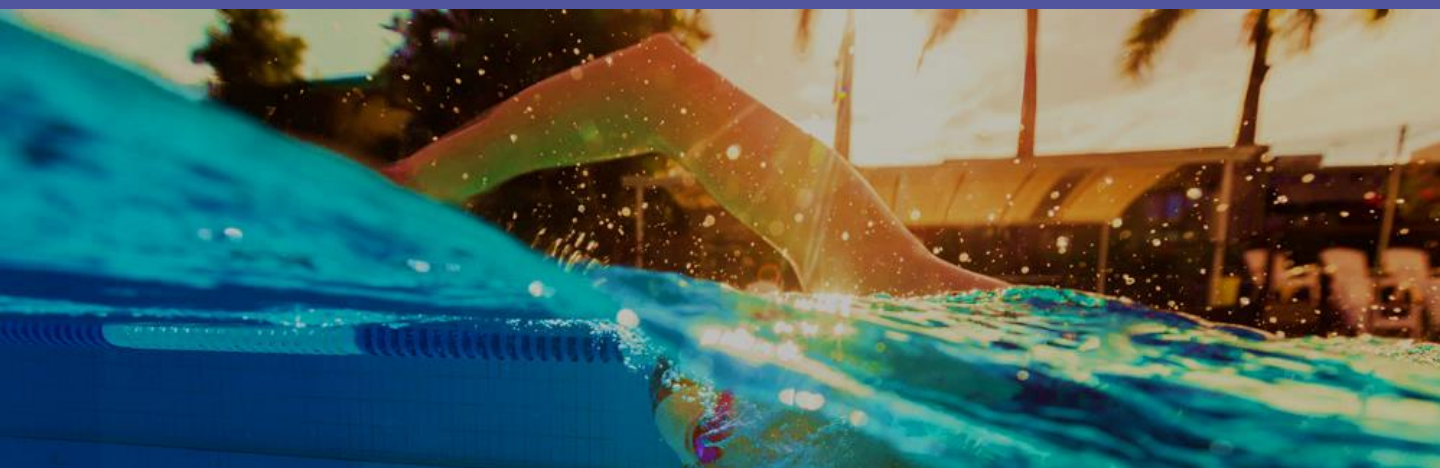
Raffle 14: 17 December, 2021 – 24 March, 2022 | **Raffle 15:** 25 March – 9 June, 2022

***Draw dates subject to change.*

Partners can join at any time and be instantly included into the current Raffle.

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

CONTINUED.



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.

NATURAL DISASTER RELIEF OR RECOVERY

Any sporting project specifically relating to natural disaster relief or recovery should be deemed charitable. Examples include facility rebuilds or repairs, the replacement or refurbishment of equipment and fee relief for individuals directly impacted by a natural disaster.



APPLY TODAY AT

www.playforpurpose.com.au/sporting-club-benefits